

J E F F E R S O N

CITY
magazine

2023 MEDIA KIT

2023

January/February

THE INDUSTRY ISSUE

Space Deadline: November 18, 2022

March/April

THE CLASSIC ISSUE + 2023 CITY'S BEST

Space Deadline: January 17, 2023

May/June

THE HOME & FAMILY ISSUE

Space Deadline: March 21, 2023

July/August

THE EXPERIENCE ISSUE

Space Deadline: May 17, 2023

September/October

ONES TO WATCH + IMPACT JCMO + SHOP. DINE. LIVE.

Space Deadline: July 21, 2023

November/December

THE PARTY ISSUE + SHOP. DINE. LIVE.

Space Deadline: September 19, 2023

Themes are subject to change.



THE AUDIENCE

Who Reads *Jefferson City Magazine*?

On a bi-monthly basis *Jefferson City Magazine* reaches over **40,000** active, influential and engaged readers.

GENDER

Female: 63%
Male: 37%

AGE

35-44: 21%
45-54: 29%
55+: 44%

COMBINED HOUSEHOLD INCOMES

\$75k-100k: 25%
\$100k-200k: 38%
\$200k+: 10%

MONTHLY WEBSITE AVERAGES

Website Unique Visitors: 5,138
Website Sessions: 6,081
Pages Per Visit: 2.15
Average Time Spent: 00:1:29

SOCIAL MEDIA

Facebook: 7,636 Followers
Instagram: 2,138 Followers

EMAIL

Subscribers: 7,588
Average Open Rate: 19.7%
Average Click Rate: 6.3%

9,500 Published bi-monthly
8,039 Mailed copies
1,461 Delivered to high traffic locations

4.3 Average readers per copy
60% Keep the magazine 1 month or more
78% Frequently purchase products or services from ads seen in the magazine



Our publication is audited by Circulation Verification Council, a third party auditing and verification firm that specializes in city and regional magazines and newspapers. As an advertiser, this data helps you see the true picture of the market.

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WITHIN OUR PAGES

Jefferson City Magazine strives to inform our readers of the people, businesses, and charitable organizations that make our community great. In every issue, we guide our readers through the culture of Jefferson City's tradition, entrepreneurship, and philanthropy by showcasing our community at home, at work, and at ease.

IN EVERY ISSUE

We Were Wondering
Contributor's Page
About Town
MO Talk
Town Talk
Historical Figures
Business Briefs
Biz Spotlight

AT WORK

Gather Round
Investments
Business Profile
Pay It Forward

AT HOME

Home Tour
7 Things
Get the Look

AT EASE

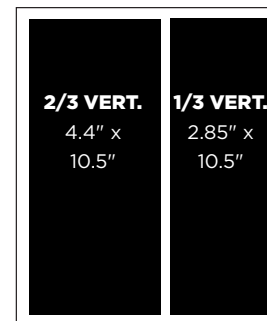
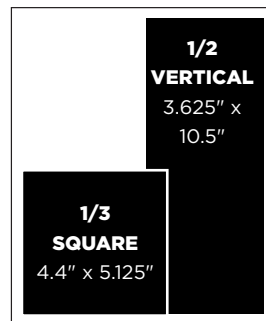
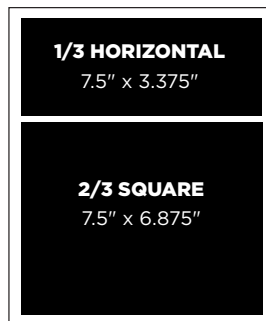
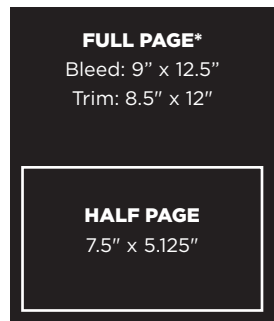
Bring the Snacks
Check On It
Let's Go
Gourmet
Get Together
The Outdoor Page
Person You Should Know
Where Are They Now
Still Kickin' It



Rates

	1x	3x	6x
Full Page	\$1989	\$1750	\$1440
2/3 Page	\$1490	\$1311	\$1075
1/2 Page	\$994	\$875	\$720
1/3 Page	\$832	\$732	\$600
Premium	\$2500	\$2350	\$2000

Print Ad Specifications



DOUBLE PAGE* Bleed: 17.5" x 12.5" Trim: 17" x 12"

DOCUMENT SET UP

Final Trim Size: 8.5" x 12"
 Bleed: 0.25" *Required on double and full page ads
 Recommended Margin: 0.5"

FILE TYPES ACCEPTED

PDF (Preferred), EPS, TIFF, AI, JPEG
 300 dpi, fonts embedded, CMYK

FONTS

Embed, create outlines or included

COLORS

Must be submitted in CMYK

For issues related to file types or dimensions,
 contact info@jeffersoncitymag.com

Deadlines

JANUARY/FEBRUARY 2023

Space Deadline: 11/18/22
 Ad Materials Deadline: 11/23/22
 Camera Ready Deadline: 12/5/22

MARCH/APRIL 2023

Space Deadline: 1/17/23
 Ad Materials Deadline: 1/23/23
 Camera Ready Deadline: 1/30/23

MAY/JUNE 2023

Space Deadline: 3/21/23
 Ad Materials Deadline: 3/27/23
 Camera Ready Deadline: 4/4/23

JULY/AUGUST 2023

Space Deadline: 5/17/23
 Ad Materials Deadline: 5/23/23
 Camera Ready Deadline: 5/31/23

SEPTEMBER/OCTOBER 2023

Space Deadline: 7/21/23
 Ad Materials Deadline: 7/27/23
 Camera Ready Deadline: 8/4/23

NOVEMBER/DECEMBER 2023

Space Deadline: 9/19/23
 Ad Materials Deadline: 9/25/23
 Camera Ready Deadline: 10/3/23

OTHER SERVICES

Custom Printing

DID YOU KNOW...

We can work with you to create and produce custom print pieces for your business.

Contact your account representative for more information about custom publishing and printing.

- Belly bands
- Blow-ins
- Brochures
- Business cards
- Flyers
- Decals
- Labels
- Postcards
- Signage
- Stickers
- Tip-ins
- & more...

Digital Add-ons

SMALL DIGITAL PACKAGE - \$50/MONTH

Facebook Live every quarter with a 6 issue contract
Instagram Story every quarter with a 6 issue contract

MEDIUM DIGITAL PACKAGE - \$100/MONTH

Monthly E Newsletters w/Ad
Banner Ads on Websites

BIG DIGITAL PACKAGE - \$200/MONTH

Monthly E Newsletters w/Ad
Banner Ads on Websites
Facebook Live every quarter with a 6 issue contract
Instagram Story every quarter with a 6 issue contract

Interested in Digital Ads?

- Targeted Ads
- Google Ads
- Facebook Ads

Let us know! We can work with **Dogwood Social** to provide these services.

Website Banner Ad

ROTATING SIDEBAR AD - \$125 PER MONTH

- Link to URL of choice
- Design Included

ROTATING FOOTER AD - \$125 PER MONTH

- Link to URL of choice
- Design Included

E-Newsletter Sponsorship

REGULAR EMAIL ONCE A MONTH (2 PER ISSUE)- \$100 PER EMAIL

- Link to URL of choice
- Design Included

One-on-One Social Media Tutoring

Available to businesses that have someone handling their social media marketing internally or have a marketing team that wants current or continuing education. Private sessions or group courses are great for marketers who are interested in staying current in an ever-changing industry.

TERMS:

4 1-hr sessions/mo
(2 in person, 2 via phone or video chat)
M2M Contract \$400
Additional attendees:
\$300/mo or \$75/session

STUDENTS LEAVE WITH:

- A well-rounded understanding of Facebook Marketing for Business
- An understanding of how to share messages organically
- Best practices for creating graphics
- iPhone Photography
- Tools and apps to develop content easier
- Custom strategy for business page
- A three month plan for content

It is our goal for you to help you become self-sufficient so we offer M2M contracts from the beginning. We don't want you to be a student forever. Your success is ours, too!

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Payment: All open rate ads require pre-payment. Contracted advertising will be billed as incurred and due upon receipt. Any account unpaid after 90 days will be denied further advertising insertion until account is made current or credit arrangements have been made. Unfulfilled contracts or contracts canceled by the advertiser prior to completion and space deadline will be charged at the earned rate. **Cancellations:** Advertising canceled after the published closing date will be charged at earned rate to advertiser with an additional fee of up to \$150 for remake of page. **Deadlines:** Any ad not approved by the final approval deadline will be canceled and the advertiser will be charged the full cost of the ad. **Ad changes:** All ads will be given up to three changes at no additional charge. Any further changes not including grammatical errors will be charged a \$25 production fee per change. Any changes made after the final approval deadline will be charged a \$25 production fee. **Ad copy:** All pre-designed ads must be emailed in PDF format to info@jeffersoncitymag.com by the camera ready deadline. No ad proof will be provided for ads received from the advertiser/agency. **Contract & copy conditions:** Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content thereof. Advertiser and their agencies agree to indemnify, defend and hold harmless the publisher from any and all liability for content of advertisements printed.