



MAIN LINE TODAY

2026



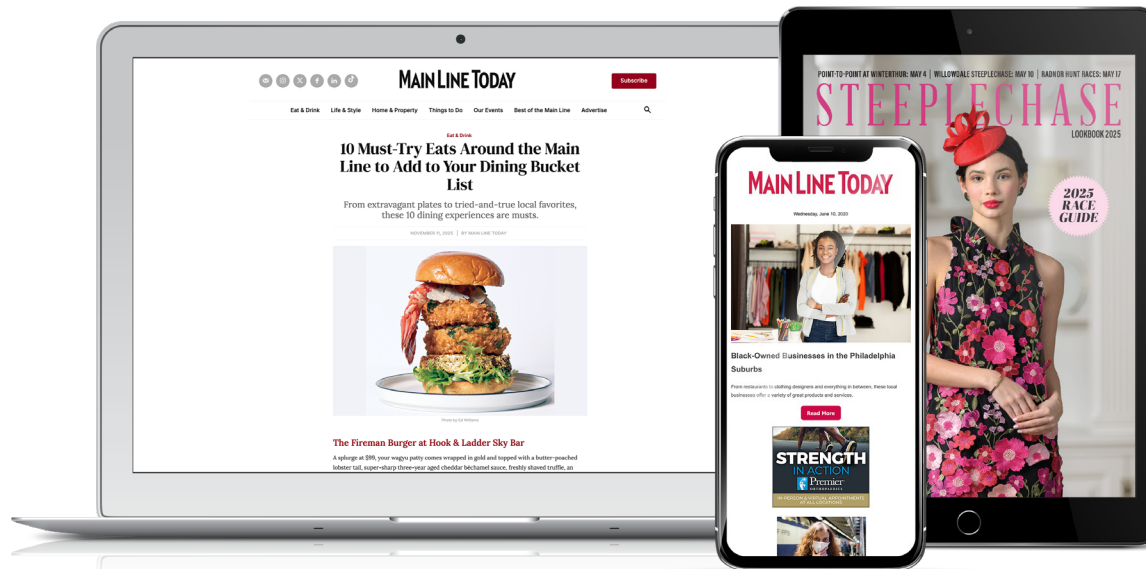
LIFESTYLE  
DINING  
HOME & GARDEN  
SHOPPING  
STYLE

KIT

# Brand Power

PARTNER WITH THE LOCAL BRAND, NOW CELEBRATING 30 YEARS, THAT SETS THE STANDARD FOR ALL OTHERS.

For 30 years, *Main Line Today* has been a regional leader in integrated media delivery. We are the only lifestyle brand serving Philadelphia's main line and western suburbs, combining high quality magazines, social media, web content, and events designed to inform, entertain, inspire and connect our communities.



As the leading voice showcasing the Main Line, *Main Line Today* delivers vibrant, informative editorial highlighting dining, home, health, travel, real estate, events, activities, local topics and more.

# Reach

## MAIN LINE & PHILADELPHIA'S WESTERN SUBURBS

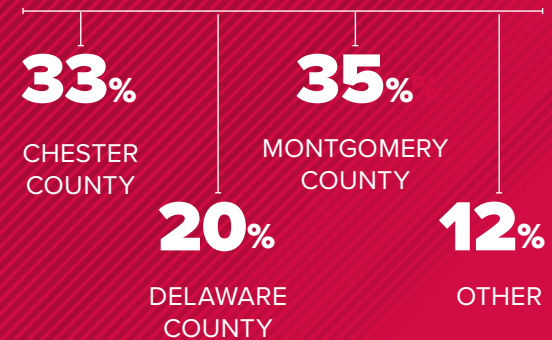
*Main Line Today* magazine's circulation is audited annually by the Circulation Verification Council, an independent third-party reporting audit company.

*Main Line Today* circulation is comprised of the following:

- » Paid subscribers
- » Newsstand sales
- » Controlled distribution  
in high-traffic physician's waiting rooms, hotels,  
real estate offices, new movers and corporate offices



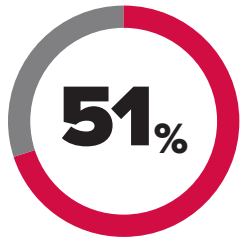
AVERAGE MONTHLY  
READERSHIP:  
**86,729**



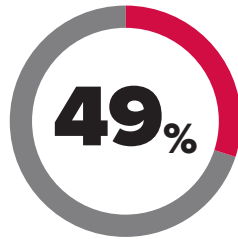
\*Source: CVC 2024

# Audience

CONNECT WITH THE AREA'S MOST AFFLUENT,  
HIGHLY EDUCATED, ENGAGED CONSUMERS.



FEMALE



MALE



**\$257,861**

AVERAGE HOUSEHOLD INCOME



**\$908,062**

AVERAGE HOME VALUE



**77%**

PURCHASE PRODUCTS  
OR SERVICES FROM ADS  
SEEN IN THE MAGAZINE



**91%**

COLLEGE EDUCATED

MAIN LINE TODAY  
MAGAZINE RANKS  
LOCALLY

**#1**

- » in paid magazine subscriptions
- » in magazine newsstand sales
- » in magazine media placed in hotel rooms and concierge desks

AT A GLANCE

**99.9%**

LOOK FORWARD  
TO READING  
MAIN LINE TODAY

**83%**

DINE OUT 1-20X  
PER MONTH

Source: CVC 2024 report



MAIN LINE TODAY

# Purchasing Power

*Main Line Today* is an effective vehicle in the marketplace. Not only does it offer first-class editorial content, but it also has the power to influence spending. Below is a 12-month example of where and how *Main Line Today* readers invest their resources.

CATEGORY	% OF READERS WHO PLANS TO PURCHASE	READERS PLANNING TO BUY	NATIONAL AVERAGE YEARLY SPEND	TOTAL POSSIBLE SPEND
Dining / Entertainment	80%	69,383	\$4,125	\$286,204,875
Women's Apparel	74%	64,179	\$2,932	\$188,172,828
Vacations / Travel	60%	32,937	\$2,250	\$117,083,250
Furniture / Home Furnishings	61%	52,904	\$2,114	\$111,837,056
Men's Apparel	55%	47,700	\$1,444	\$68,878,880
Home Improvements / Supplies	39%	33,824	\$3,027	\$102,385,248
Health Club / Exercise Class	30%	26,018	\$696	\$18,108,528
Financial Planner (Retirement, Investing)	39%	33,824	\$755	\$25,537,120
Cosmetic Prodedures/ Plastic Surgery	29%	25,151	\$600	\$15,090,600

## What does the percentage mean to sales?

In the chart above, you see that 80 percent of *Main Line Today* readers plan to allocate dollars toward dining and entertainment over the next 12 months. When calculated, this percentage translates to \$286,204,875 in actual spending.



# Digital Audience

EXTEND YOUR REACH TO MAINLINETODAY.COM  
OUR ONLINE AUDIENCE.

We deliver dynamic, high-quality content to our readers and valuable, impactful advertising and marketing campaigns to our partners and clients.

**76,277** Average Monthly Unique Visitors

*Main Line Today* magazine and MainLineToday.com reach a monthly audience of **221,039**.

## NEWSLETTERS

**24,203**

E-Newsletter subscribers

**24,203**

VIP opt-in subscribers

## SOCIAL MEDIA

**16,507**

Facebook followers

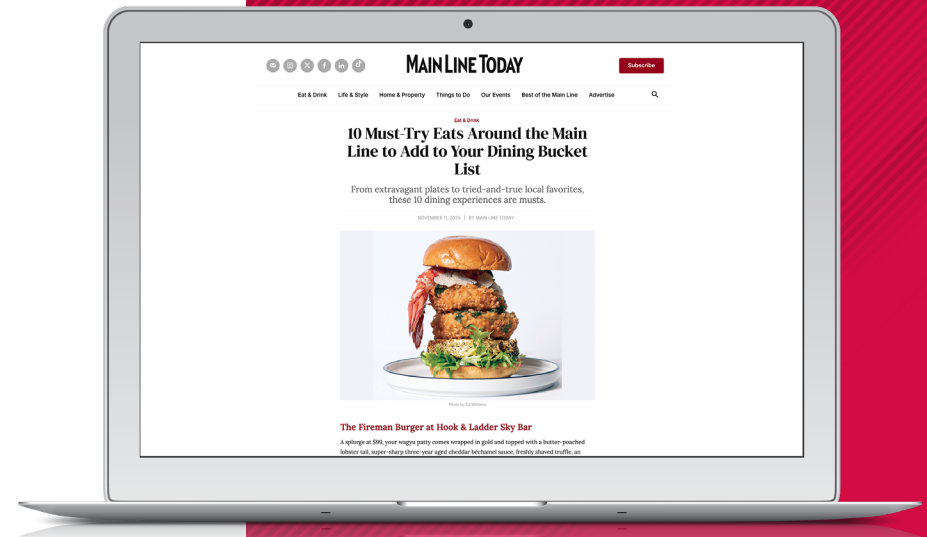
**28,700**

Instagram followers

**10,412**

Twitter followers

*Data as of Q3 2025*



# Global Digital Solutions

**INTERESTED IN REACHING BEYOND  
THE MAIN LINE TODAY AUDIENCE?  
WE CAN HELP.**

Based on the geographic and behavioral characteristics of your customers, reach the right consumer anywhere with our comprehensive portfolio of market leading digital tactics.

- Targeted Display/Programmatic
- Geofencing
- Search Engine Marketing
- Targeted Email
- Retargeting
- Social Media
- Native Content, Extended Network
- Pre-Roll Video
- Connected TV
- Streaming Audio

We've helped thousands of companies with digital marketing, and our professional team is ready to help you build, launch and monitor your own digital program anywhere in the country – or the world.

# Ultimate Guide



## REACH YOUR CUSTOMERS ALL YEAR LONG

Includes additional distribution to new movers, hotels and real estate agents. This annual guide to the Main Line and Western suburbs showcases local dining, arts and entertainment, shopping, education, outdoor recreation, town communities and more!



## DISTRIBUTION

- » Mailed to Main Line Today subscribers and distributed on newsstands
- » Mailed to new movers
- » Distributed by real estate agents to new home seekers
- » Available at premium hotels and newsstands year round
- » Bonus distribution at Main Line Today signature events
- » Kept by readers and referred to throughout the year

**Don't miss this once-a-year opportunity!**

**SPACE RESERVATION DEADLINE:**

**September 4**

**ADS DUE:**

**September 14**



# Experiential

MEET YOUR NEXT CUSTOMER FACE-TO-FACE.

Become a sponsor of our Signature Events and connect with consumers, influencers and decision makers. Sponsorships are available at a variety of different levels to meet your budget and marketing needs.



30th Anniversary Celebration  
June



Best of the Main Line  
July



Top Lawyers & Realtors  
September



Power Women Luncheon  
October

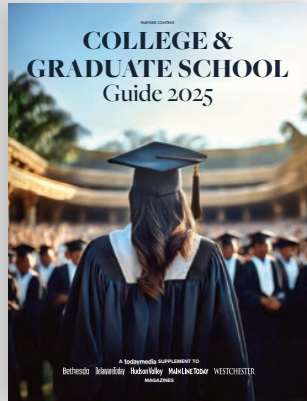
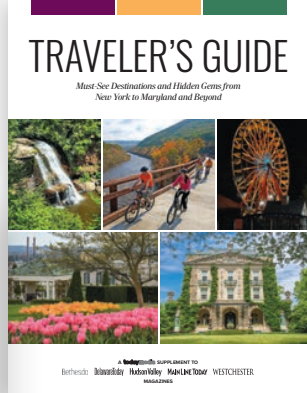
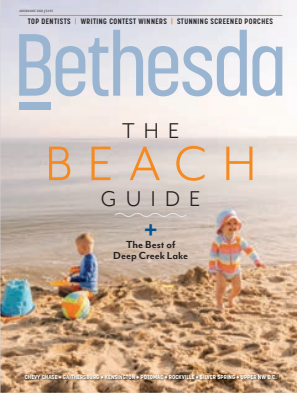
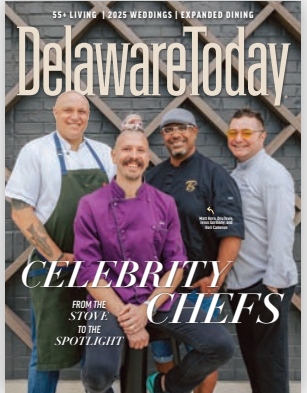
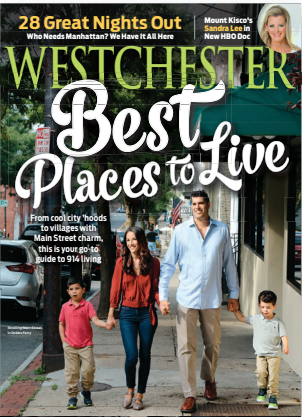


Top Doctors & Dentist reception  
January

# Authoritative Voice

DELIVERING LOCAL INFO IN PRINT, ONLINE AND ACROSS SOCIAL MEDIA PLATFORMS.

Main Line Today Magazine is part of **Today Media**, known for its award-winning regional magazines reaching more than 700,000 readers each month. Additional specialty publications focusing on specific topics — including business, weddings, and home & garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.



# MAIN LINE TODAY / 2026 ADVERTISING & EDITORIAL Planning Calendar

	FEATURES	ADVERTISING OPPORTUNITIES	SUPPLEMENT	EVENTS	SPACE CLOSE	ADS DUE	ON SALE
JAN	<b>Main Line History</b> The Blue Route Turns 35	Faces of the Main Line	College Guide (Delaware Today & Main Line Today)	Top Doctors & Top Dentists Reception (2025 winners) (January 21, Terrain Devon)	NOV <b>10</b>	NOV <b>17</b>	DEC <b>30</b>
FEB	<b>Dining Guide</b> Pasta Lover's Special, BYOB Directory, 55+ Lifestyles, Main Line Weddings				DEC <b>10</b>	DEC <b>17</b>	FEB <b>3</b>
MAR	<b>Spring Travel</b> Pennsylvania's Laurel Highlands, Education/Schools Guide		Phillies Baseball Guide Healthy You (polybagged)		JAN <b>12</b>	JAN <b>19</b>	MAR <b>3</b>
APR	<b>Real Estate</b> Hot Neighborhoods, Top Realtors, Outdoor Living		Steeplechase Look Book (insert) Traveler's Guide (multi-market)		FEB <b>10</b>	FEB <b>17</b>	MAR <b>31</b>
MAY	<b>Healthcare Heroes/Top Nurses</b> Salon & Spa Guide, Home Renovation Special, 55+ Lifestyles	Main Line Today's Beauty & Aesthetics: A Guide to Beauty on the Main Line			MAR <b>6</b>	MAR <b>13</b>	APR <b>28</b>
JUN	<b>MLT's 30 Most Influential People</b> Top Dentists, Kitchen & Bath Special, Main Line Weddings	Dentist Profiles		MLT 30th Anniversary Event	APR <b>16</b>	APR <b>23</b>	JUN <b>2</b>
JUL	<b>Best of the Main Line &amp; Western Suburbs</b>			Best of the Main Line & Western Suburbs Party (July 30, The Drexelbrook)	MAY <b>11</b>	MAY <b>18</b>	JUL <b>30</b>
AUG	<b>Top Lawyers</b> Power Couples, 55+ Lifestyles	Lawyer Profiles	College & Grad School Guide (multi-market)		JUN <b>10</b>	JUN <b>17</b>	JUL <b>28</b>
SEP	<b>Education</b> Schools Guide, Fall Travel			Top Lawyers & Top Realtors Reception	JUL <b>14</b>	JUL <b>21</b>	SEP <b>1</b>
OCT	<b>Power Women</b> Women's Health, Fashion		Traveler's Guide (multi-market)	Power Women Summit (October 21, The Drexelbrook)	AUG <b>12</b>	AUG <b>19</b>	SEP <b>29</b>
NOV	<b>Dining Guide</b> Holiday Entertaining, 55+ Lifestyles			Restaurant Week Nov. 1-14	SEP <b>15</b>	SEP <b>22</b>	NOV <b>3</b>
DEC	<b>Top Doctors</b> Gift Guide, Holiday Decorating	Doctor Profiles			OCT <b>14</b>	OCT <b>21</b>	DEC <b>1</b>

IN EVERY ISSUE: DINING, HEALTH & WELLNESS, HOMES & GARDENS, STYLE & SHOPPING

12/17/2025



**MAIN LINE TODAY**

610.325.4630 » Advertising@MainLineToday.com

# MAIN LINE TODAY / 2026 ADVERTISING & EDITORIAL Planning Calendar

Specialty Publications: Target valuable niche markets...

PUBLICATION	DESCRIPTION	ISSUE DATE	SPACE CLOSE	ADS DUE	ON SALE
HEALTHY YOU	A top-to-bottom guide to wellness for you and your family. Mailed with the March 2026 issue of Main Line Today. Additional copies distributed to healthcare and medical offices.	MARCH	JAN <b>5</b>	JAN <b>12</b>	FEB <b>24</b>
STEEPLECHASE LOOK BOOK	An annual guide to steeplechase season, featuring fashion, recipes, traditions and more. Special insert in the April issues of Main Line Today, The Hunt and Delaware Today. Combined total readership: 229,542. Bonus distribution at Radnor Hunt Races, Cheshire Hunt Races, Mount Harmon Point to Point and Willowdale Steeplechase.	APRIL	JAN <b>26</b>	FEB <b>2</b>	MAR <b>31</b>
THE ULTIMATE GUIDE TO THE MAIN LINE	The most comprehensive guide to living in the Main Line region. Distributed on newsstands Nov. 2026 and May 2027.	NOVEMBER	SEP <b>4</b>	SEP <b>14</b>	OCT <b>26</b>
WEDDINGS TODAY	An annual wedding guide to the region, featuring fashion, gifts, planning resources and more. Available year-round on newsstands and at bridal stores and wedding venues throughout the region.	DECEMBER	NOV <b>5</b>	NOV <b>12</b>	DEC <b>28</b>
THE HUNT Life in the Brandywine Valley	Weddings in the Vineyards, Equine Artistry, Spring Travel	Spring	JAN <b>26</b>	FEB <b>2</b>	MAR <b>16</b>
THE HUNT	The Stroud Legacy, Preservation in Chadds Ford, the Brandywine Valley's "Everyday Poet"	Summer	APR <b>21</b>	APR <b>28</b>	JUN <b>7</b>
THE HUNT	Hay Farming, Home Libraries, the Legacy of King Ranch, Fall Travel	Fall	JUL <b>15</b>	JUL <b>22</b>	AUG <b>31</b>
BRANDYWINE VALLEY HOME	An annual special issue that finds its inspiration in the beautiful homes found throughout the region.	OCTOBER	AUG <b>25</b>	SEP <b>1</b>	OCT <b>12</b>
THE HUNT	Retiring in Style, Master Realist Peter Sculthorpe, Caring for Collectibles	Winter	SEP <b>30</b>	OCT <b>7</b>	NOV <b>16</b>



SOMETHING YOU ALWAYS LOOK FORWARD TO

# MAIN LINE TODAY

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