

DelawareToday®

SOMETHING YOU ALWAYS LOOK FORWARD TO

2026



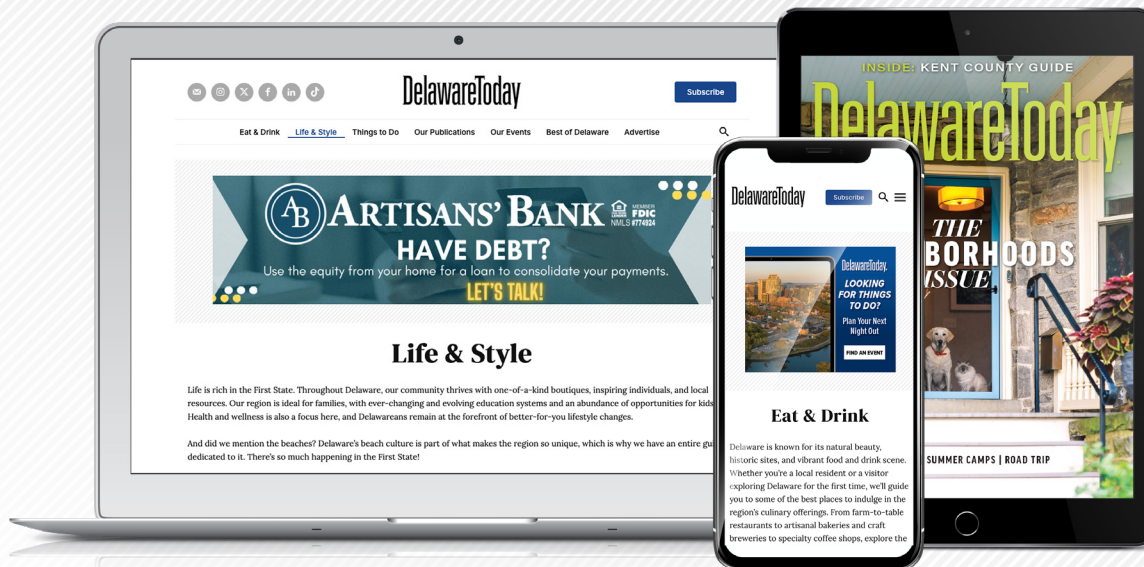
LIFESTYLE
DINING
HOME & GARDEN
SHOPPING
STYLE

KIT

Brand Power

PARTNER WITH THE PREMIER LIFESTYLE BRAND THAT HAS BEEN SETTING THE STANDARD FOR MORE THAN 60 YEARS.

For more than 60 years, Delaware Today has been a regional leader in integrated media delivery. We are the only lifestyle brand serving Delaware and the surrounding region, 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 Delaware region, *Delaware Today* delivers vibrant, informative editorial highlighting dining, home, health, travel, real estate, events, activities, local topics and more.

Reach

DELAWARE TODAY MAGAZINE'S CIRCULATION IS AUDITED ANNUALLY BY THE CIRCULATION VERIFICATION COUNCIL, AN INDEPENDENT, THIRD-PARTY REPORTING AUDIT COMPANY.

AVERAGE MONTHLY READERSHIP:

100,000

- **52%** New Castle County
- **38%** Kent and Sussex Counties
- **10%** Other, including PA, NJ and MD

DELAWARE TODAY CIRCULATION IS COMPRISED OF THE FOLLOWING:

- Paid Subscribers
- Newsstand Sales
- Controlled distribution in high traffic waiting rooms, hotels and offices throughout the state.

Audience

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

\$239,361

AVERAGE HOUSEHOLD INCOME

70%

AGES 35-64

82%

HAVE A HOUSEHOLD
INCOME OF \$100,000+

54

AVERAGE READER AGE

92%

ARE HOMEOWNERS

91%

ARE COLLEGE EDUCATED

\$819,098

AVERAGE VALUE OF
PRIMARY RESIDENCE

75.2%

FREQUENTLY PURCHASE
PRODUCTS OR SERVICES
FROM ADS SEEN IN
DELAWARE TODAY

100,000

MONTHLY READERSHIP

99%

AGREE (OR STRONGLY AGREE)
WITH THE STATEMENT,
"*DELAWARE TODAY* IS
SOMETHING YOU ALWAYS
LOOK FORWARD TO."

64%

FEMALE

36%

MALE

OVER \$900 Million in Purchasing Power

DELAWARE TODAY IS AN EFFECTIVE ADVERTISING VEHICLE, OFFERING
FIRST-CLASS EDITORIAL CONTENT AND THE POWER TO INFLUENCE SPENDING.

75.2% of readers frequently purchase products or services from ads seen in *Delaware Today*.

Ask your account executive for numbers specific to your industry.

Category	% of readers who plan to purchase	Number of readers planning to purchase	Average annual spend in this category	Delaware Today readers' purchasing power
Dining & Entertainment	82%	81,912	\$4,125	\$337,887,000
New Automobile / Truck / SUV	13%	3,020	\$36,412	\$109,964,240
Women's Apparel	75%	17,423	\$2,932	\$51,084,236
Pharmacist/ Prescription	45%	44,952	\$1,056	\$47,469,312
Vacation / Travel	64%	14,868	\$2,250	\$33,453,000
Furniture / Home Furnishings	61%	14,171	\$2,114	\$29,957,494
Home Improvements / Supplies	38%	8,828	\$3,027	\$26,722,356
Jewelry	33%	32,965	\$775	\$25,547,875
Health Club/ Exercise Class	25%	24,973	\$696	\$17,381,208
Lawn & Garden	45%	10,454	\$1,618	\$16,914,572
Cosmetic Procedure / Plastic Surgery	25%	24,973	\$600	\$14,983,800
Men's Apparel	42%	9,757	\$1,444	\$14,089,108
Television / Electronics	20%	4,646	\$1,314	\$6,104,844
Financial Planner (Retirement)	28%	6,505	\$755	\$4,911,275
Veterinarian	35%	8,131	\$455	\$3,699,605
Tax Advisor Services	38%	8,828	\$273	\$2,410,044

	FEATURES	ADVERTISING OPPORTUNITIES	SUPPLEMENT	EVENTS	SPACE CLOSE	ADS DUE	ON SALE
JAN	Education Pickleball, Wellness / Fitness	Faces of Delaware	College Guide (Delaware Today & Main Line Today)		NOV 10	NOV 17	DEC 30
FEB	Dining Guide Travel, Weddings, Online Dating in Delaware	55+ Community Spotlight	American Heart Association		DEC 10	DEC 17	FEB 3
MAR	Neighborhoods Renovation Inspiration	Camps Guide	Phillies 2026		JAN 12	JAN 19	MAR 3
APR	Outdoors 55+ Lifestyle, Living Options		Spring Multi-Market Traveler's Guide Steeplechase Look Book		FEB 9	FEB 16	MAR 31
MAY	Home & Garden Top Nurses, Luxury Outdoor Living, 55+ Lifestyle		DE 250	Excellence in Nursing	MAR 9	MAR 16	APR 28
JUN	Top Dentists Summer Beauty, Family Fun	Dentist Profiles, Delaware Drives	Summer Beach Guide		APR 16	APR 23	JUN 2
JUL	Best of Delaware	Best of Delaware Winners Circle/Hall of Fame		Best of Delaware Party August 6	MAY 12	MAY 19	JUN 30
AUG	Top Real Estate Agents Real Estate, Renovation Inspiration, Expanded Dining, 55+ Lifestyle	Real Estate Agent Profiles	Multi-Market College (& Grad School) Guide Discover Middletown		JUN 9	JUN 16	JUL 28
SEP	The Arts Issue Fall Arts Preview, Museum Musings, Education		Fall Beach Guide		JUL 15	JUL 22	SEP 1
OCT	Top Doctors Health & Wellbeing	Medical Profiles	Fall Multi-Market Traveler's Guide	Top Docs & Top Dentists	AUG 11	AUG 18	SEP 29
NOV	Top Lawyers Life Planning	Lawyer Profiles		Top Lawyers & Top Real Estate Agents	SEP 16	SEP 23	NOV 3
DEC	Women in Business Holiday Celebrations	Women in Business Profiles	Excellence in Construction Awards	Women in Business Upstate & Downstate	OCT 13	OCT 20	DEC 1

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

Specialty Publications: Target valuable niche markets...

PUBLICATION	DESCRIPTION	ISSUE DATE	SPACE CLOSE	ADS DUE	ON SALE
302 HEALTH - SPRING	302Health magazine is the most comprehensive source of health, fitness, and wellness information in Delaware.	Spring/Summer	MAR 3	MAR 10	APR 21
302 HEALTH - FALL	302Health magazine is the most comprehensive source of health, fitness, and wellness information in Delaware.	Fall/Winter	SEP 4	SEP 14	OCT 26
WEDDINGS TODAY	An annual wedding guide to the region featuring fashion, gifts, planning resources and more.	DECEMBER	NOV 5	NOV 12	DEC 28
THE HUNT - SPRING Life in the Brandywine Valley	Weddings in the Vineyards, Equine Artistry, Spring Travel	Spring	JAN 26	FEB 2	MAR 16
THE HUNT - SUMMER Life in the Brandywine Valley	The Stroud Legacy, Preservation in Chadds Ford, the Brandywine Valley's "Everyday Poet"	Summer	APR 21	APR 28	JUN 7
THE HUNT - FALL Life in the Brandywine Valley	Hay Farming, Home Libraries, the Legacy of King Ranch, Fall Travel	Fall	JUL 15	JUL 22	AUG 31
THE HUNT - WINTER Life in the Brandywine Valley	Retiring in Style, Master Realist Peter Sculthorpe, Caring for Collectibles	Winter	SEP 30	OCT 7	NOV 16
BRANDYWINE VALLEY HOME	An annual special issue that finds its inspiration in the beautiful homes found throughout the region.	OCTOBER	AUG 25	SEP 1	OCT 12
THE ULTIMATE GUIDE TO THE DELAWARE	Showcasing the very best of dining, arts, entertainment, neighborhoods, professional services, local wedding resources, outdoor recreation, and more!	MARCH	FEB 4	FEB 11	MAR 23
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.	Spring	JAN 26	FEB 2	MAR 16
TWIN CAPES	The Cape May-Lewes Ferry's Guide to where to eat, drink, shop, play, and spend the night.	JUNE	APR 21	APR 28	JUN 7

Signature Events

EXPERIENCE THE POWER OF FACE-TO-FACE MARKETING

Professionally produced, upscale events deliver results. We put your brand front and center with Delaware's most-desired industries, individuals and audiences. Bring your brand to life as we engage and activate your target audience.

EXCELLENCE IN NURSING AWARDS
May

BEST OF DELAWARE PARTY
August

TOP DENTISTS & TOP DOCTORS
October

TOP LAWYERS
November

WOMEN IN BUSINESS DOWNSTATE LUNCHEON
December

WOMEN IN BUSINESS UPSTATE LUNCHEON
December



Digital Audience

EXTEND YOUR REACH TO DELAWARETODAY.COM,
OUR ONLINE AUDIENCE AND THROUGH OUR,
SOCIAL MEDIA CHANNELS.

98,865 Average Monthly Traffic to DelawareToday.com

76,050 Average Monthly Unique Visitors

Delaware Today magazine and DelawareToday.com reach a monthly audience of **275,000+**.

NEWSLETTERS

34,942

E-Newsletter subscribers

30,164

VIP opt-in subscribers

SOCIAL MEDIA

24,000

Facebook followers

23,600

Instagram followers

43,500

X followers



Legacy Partners

For decades, leading companies and organizations of all sizes have turned to Delaware Today to help build their brands, drive engagement and grow sales.

Below is just a sampling of marketers who have advertised with Delaware Today for 15 years or more.



TOWER HILL SCHOOL



Global Digital Solutions

INTERESTED IN REACHING BEYOND THE DELAWARE 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.

SOMETHING YOU ALWAYS LOOK FORWARD TO

DelawareToday[®]

Delaware Today Media Kit | advertise@delawaretoday.com | 302.504.1326   