

# New Hampshire

magazine

The Granite State's  
lifestyle magazine

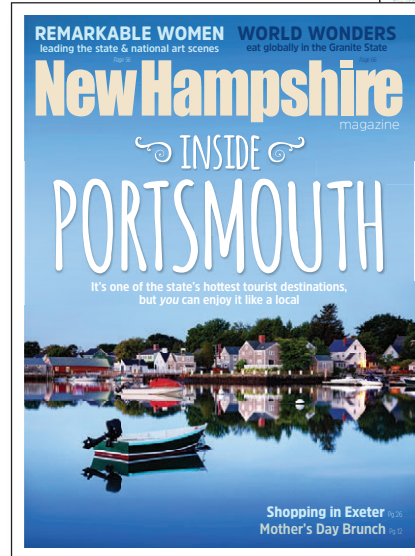
**Media Kit**



# New Hampshire

magazine

**New Hampshire Magazine** celebrates the beauty, spirit and lifestyle of New Hampshire. More than 110,000 active readers, plus website viewers in the hundreds of thousands and countless social media fans, turn to our publications, online content and events for the best of what the Granite State has to offer. We provide inspiring stories and insider information and encourage them to experience the state's entertainment centers, delicious cuisine, weekend getaways, outdoor adventures and unique shopping experiences. And we offer them advice from New Hampshire's experts on practical topics, including health and home. *New Hampshire Magazine* connects readers with the ultimate New Hampshire experience by sharing the latest trends while also reflecting on the Granite State's rich history.



## Print

Our family of print products includes the bi-annual *New Hampshire Magazine's Bride* and four annual guides: *Destination NH*, *Independent School Guide*, *Smart Health NH*, and *Holiday Gift Guide*



## Digital



**nhmagazine.com – average 200,000 page views/month and 100,000 unique visitors/month**

The premiere lifestyle website for New Hampshire. Every day thousands of our readers get more of what they love about New Hampshire at nhmagazine.com.

**e-newsletter & calendar listings – 19,500+ subscribers**

Emailed monthly, features not-to-miss events, current issue feature articles and editor's note.

**cuisine e-buzz – 14,500+ subscribers**

Emailed monthly, consists of insider news into New Hampshire's foodie scene, including new restaurants, chefs and events.

## Events

*New Hampshire Magazine* holds four annual events to celebrate the best of what NH has to offer, including Best of NH, Top Doctors, Excellence in Nursing and Top Dentists.



## Our readers

New Hampshire Magazine puts you in touch with 110,000+ readers. Our commitment to compelling content generates thousands of repeat buyers and subscribers. Loyal readers who are willing to pay to receive a magazine are likely to spend more time developing a connection with its look, its voice, and ultimately, its advertising.

- Average pass-along rate: **4.3 people**
- Spends **1.1 hours** reading
- Female: **69%** Male: **31%**
- Median Age Range: **50-64**
- Marital Status: **79% married/with partner**
- Education: **62% attended 4 year college, 29% received post graduate degrees**
- **81%** own a primary residence with an **average value of \$350,000**
- Average yearly household income: **\$126,000+**
- Average net worth: **\$950,000**
- Two out of three work in **professional or managerial positions**



Stats determined by 2014 Accelera Publishing Survey

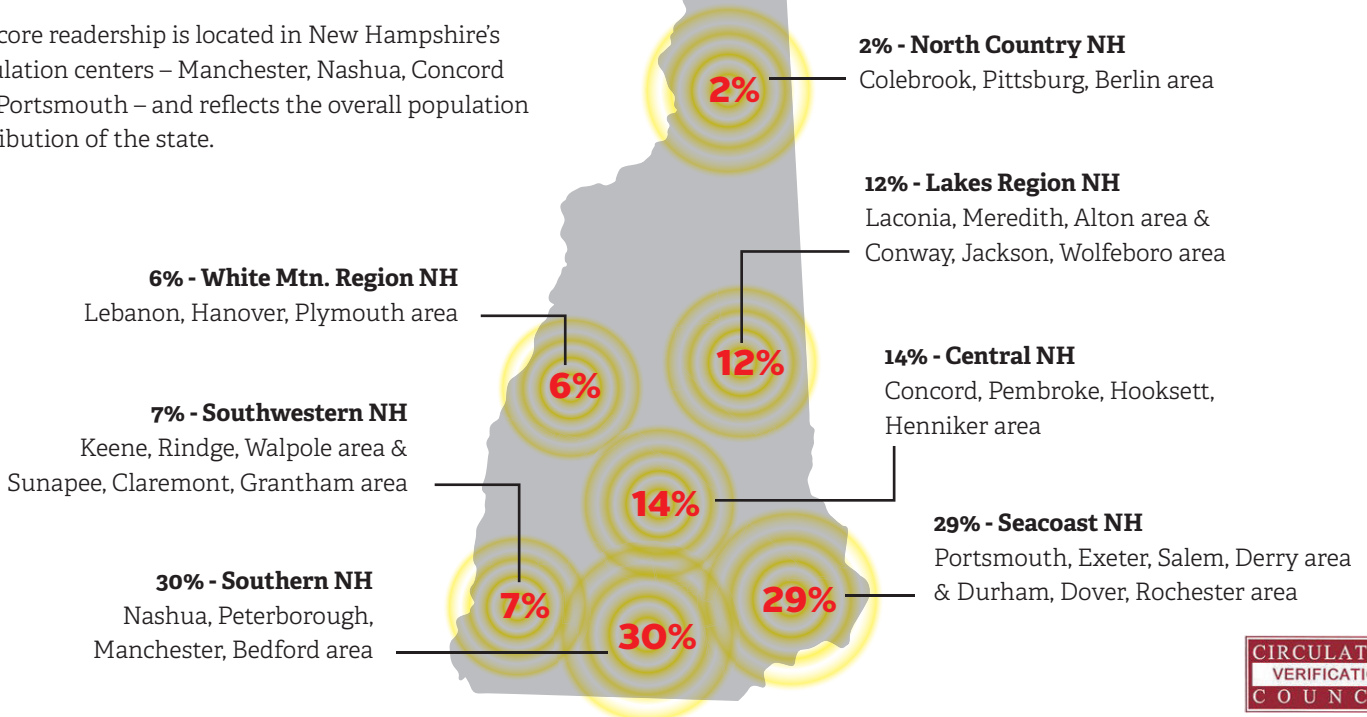


- **93% engage in fitness** and wellness activities
- **68% cook for fun**
- **61% enjoy gardening**
- **53% view nhmagazine.com** with a tablet or smartphone
- **84% take action** by responding to ads, listings, and travel suggestions
- **48% subscribe** to New Hampshire Magazine's e-Newsletters



## Distribution

Our core readership is located in New Hampshire's population centers – Manchester, Nashua, Concord and Portsmouth – and reflects the overall population distribution of the state.



# Ad rates & sizes

Rates are per insertion. Effective October 1, 2015

## FOUR COLOR PROCESS

Frequency	1-2X	3-5X	6-11X	12X
2-Page Spread	\$8,035	\$7,720	\$7,110	\$6,155
Full Page	\$4,000	\$3,845	\$3,535	\$3,000
2/3 Page	\$2,780	\$2,695	\$2,480	\$2,145
Junior Page	\$2,500	\$2,410	\$2,215	\$1,920
1/2 Page	\$2,205	\$2,125	\$1,950	\$1,690
1/3 Page	\$1,620	\$1,560	\$1,425	\$1,240
1/6 Page	\$870	\$840	\$780	\$680

## PREMIUM POSITIONS

Frequency	1-2X	3-5X	6-11X	12X
Back Cover	\$4,600	\$4,425	\$4,065	\$3,865
Inside Covers	\$4,400	\$4,230	\$3,890	\$3,435
Page 1	\$4,400	\$4,230	\$3,890	\$3,435

## SPECIAL POSITION REQUESTS:

For guaranteed position of ads 1/2 page or larger, other than those specified above, add 10% premium to applicable rate. Ad must be compatible to position requested. All requests are processed on a first-come, first-serve basis.

**FULL PAGE**  
LIVE: 7" X 10"  
TRIM: 8.125" X 10.875"  
BLEED: 8.375" X 11.125"

**2/3 PAGE**  
4.625" X 10"

← **TWO PAGE SPREAD** →

TRIM: 16.25" X 10.875"  
BLEED: 16.5" X 11.125"

**1/2 PAGE**  
7" X 4.95"

**JUNIOR PAGE**  
4.625" X 7.45"

**1/3 PAGE**  
4.625" X 4.95"

**1/6 PAGE**  
2.25" X 4.95"

**1/3 PAGE**  
2.25" X 10"

**1/6 PAGE**  
4.625" X 2.45"

# Digital rates & sizes

## WEBSITE – NHMAGAZINE.COM

30,000 impressions per month      3 sizes included, \$600/mo

- A. Leaderboard      728 x 90 pixels
- B. Half page      300 x 600 pixels
- C. Medium Rectangle      300 x 250 pixels

## E-NEWSLETTERS – CALENDAR & IN THIS ISSUE

19,500+ subscribers

- Leaderboard      728 x 90 pixels      \$280/mo
- Skyscraper      160 x 600 pixels      \$250/mo
- Event Listing      \$180/mo
- Sponsored Content      \$225/spot

## E-NEWSLETTER – CUISINE BUZZ

14,500+ subscribers

- Leaderboard      728 x 90 pixels      \$280/mo
- Medium Rectangle      300 x 250 pixels      \$250/mo

## CUSTOM E-BLAST

- 17,500+ subscribers      600 x 500 pixels      \$125/1k names

The screenshot shows the nhmagazine.com website with several ad spots marked with letters A, B, and C. Spot A is at the top center, B is on the right side, and C is in the bottom left corner.

The screenshot shows the 'In this issue' newsletter with a 'Leaderboard' ad at the top. Below it is a 'calendar' section with a list of events for the month.

The screenshot shows the 'Cuisine Buzz' newsletter with a 'Medium Rectangle' ad at the top. Below it is a 'Restaurant News' section with several articles.

# Contact us

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