

Ohio

Magazine

Beauty. Adventure. Fun.

2025 MEDIA KIT



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Ohio Magazine serves energetic and involved Ohioans. We publish award-winning stories and photographs of Ohio's most interesting people, arts, entertainment, history, homes, food & drink, family life, festivals and regional travel. From profiles of notable Ohioans, to a new recipe, attractions or events, we capture the beauty, the adventure and the fun of life and travel in and around the Buckeye State across all media platforms.



#1 SUBSCRIBED AUDIENCE FOR REGIONAL TRAVELERS IN OHIO AND SURROUNDING STATES

Over 420,000 subscribers!

Promotional messaging frequency

unlimited

daily

116.5K

1x / month

160K

5x / week

50K

95K

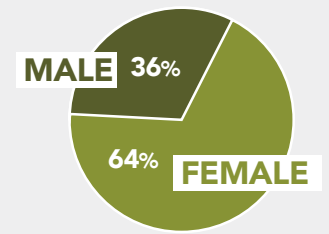
TIKTOK
TWITTER
PINTEREST
INSTAGRAM
FACEBOOK

WEBSITE

SOCIAL

PRINT

EMAIL



MEDIAN AGE

55

MEDIAN HOUSEHOLD INCOME

125K

COLLEGE ATTAINMENT

90%

66% of readers frequently purchase products or services from ads seen in Ohio Magazine.

TESTIMONIALS



Working with Great Lakes Studios has had a huge impact on our organization. **Combining the reach of Ohio Magazine and the expertise of their digital strategy, we've seen marked improvements in our results**, which has led to more visitors and more revenue.

— MATTHEW STAUGLER, EXECUTIVE DIRECTOR, GRAND LAKE REGION VISITORS CENTER



THE HOCKING HILLS TOURISM ASSOCIATION HAS PROMOTED THE HOCKING HILLS THROUGH OHIO MAGAZINE FOR MANY YEARS. WE CONTINUE TO SEE GROWTH IN VISITATION FROM OHIO AND OUR NEIGHBORING STATES. THE ENTIRE TEAM AT OHIO MAGAZINE IS GREAT TO WORK WITH AND VERY RESPONSIVE TO OUR DESTINATION AND STAKEHOLDERS.

— KAREN RAYMORE, CDME, EXECUTIVE DIRECTOR, HOCKING HILLS TOURISM ASSOCIATION



Hocking Hills
ExploreHockingHills.com



Working with Great Lakes has elevated our digital marketing efforts at the Akron/Summit CVB. Their strategic approach and innovative solutions have consistently delivered impressive results, helping us reach our audience more effectively. Their team is talented, and they have great customer service. We value their partnership and highly recommend their services.

— STEPHANIE BERRY, VP, MARKETING & BRAND MANAGEMENT, AKRON/SUMMIT CVB



OUR CVB HAS BEEN A LONGTIME PARTNER WITH OHIO MAGAZINE. OHIO IS AN IMPORTANT MARKET FOR US AND THEY HIT ALL OUR DEMOGRAPHICS. ON TOP OF THAT, **THEIR TEAM PROVIDES EXCELLENT SERVICE ALONG WITH A GREAT PRODUCT. COMBINE THAT WITH FRIENDLY, HELPFUL PERSONALITIES AND IT'S AN IDEAL MATCH.** I HIGHLY RECOMMEND THEIR PRODUCT." — TYSON COMPTON, PRESIDENT, HUNTINGTON AREA CVB, HUNTINGTON, WV




HUNTINGTON
AREA CVB

BANNER CAMPAIGNS


Events

FEATURED EVENTS



SEPTEMBER 6-SEPTEMBER 8
Ohio River Sternwheel Festival
MARIETTA, OH

Celebrate Marietta's river heritage at this three-day festival that sees between 30 and 40 historic sternwheel boats line the river. [READ MORE >>](#)





SEPTEMBER 13-SEPTEMBER 14
Log Cabin Days
LOUDONVILLE, OH

This fun-filled and family-friendly event features the largest gathering of rustic furniture and home décor vendors in North America. [READ MORE >>](#)

Event Search

Where Are You Going? Select all that apply!

| | | |
|-----------|-----------|---------------|
| CENTRAL | NORTHEAST | NORTHWEST |
| SOUTHEAST | SOUTHWEST | LONG WEEKENDS |

Travel

GREAT OHIO ROAD TRIPS | AMISH COUNTRY | HOCKING HILLS | LAKE ERIE ISLANDS | CITIES | SMALL TOWNS | FAMILY FUN | ROMANTIC GETAWAYS | HISTORY | LONG WEEKENDS | TRAVEL GUIDES



10 Ohio Waterfalls and Where to Find Them

These flowing cascades exemplify the beauty of Ohio. We talked with the photographers who love to capture them and share how you can check out these sights for yourself.

Food + Drink


RECIPES | RESTAURANTS | CRAFT BEER | WINERIES | FOOD + DRINK GUIDES | PROOF MAGAZINE



25 Ohio Food Trucks to Try This Summer

Our state's street-eats scene is on a roll. Whether you're looking for beefed-up burgers, decadent doughnuts, global flavors or cool desserts, these spots are worth waiting in line for.

Arts



Home + Garden



Ohio Life



Targeted+Interested+Receptive

OhioMagazine.com banner campaigns are 400%* more effective than traditional banner campaigns. All our traffic is prequalified. No amount of demographic segmenting can replace the effectiveness of adjacent content when creating excitement for your brand. Our digital audience is seeking an experience in your area of interest. Catch them in the moment where they are receptive to an idea. That is why they have taken the initiative to seek out OhioMagazine.com.

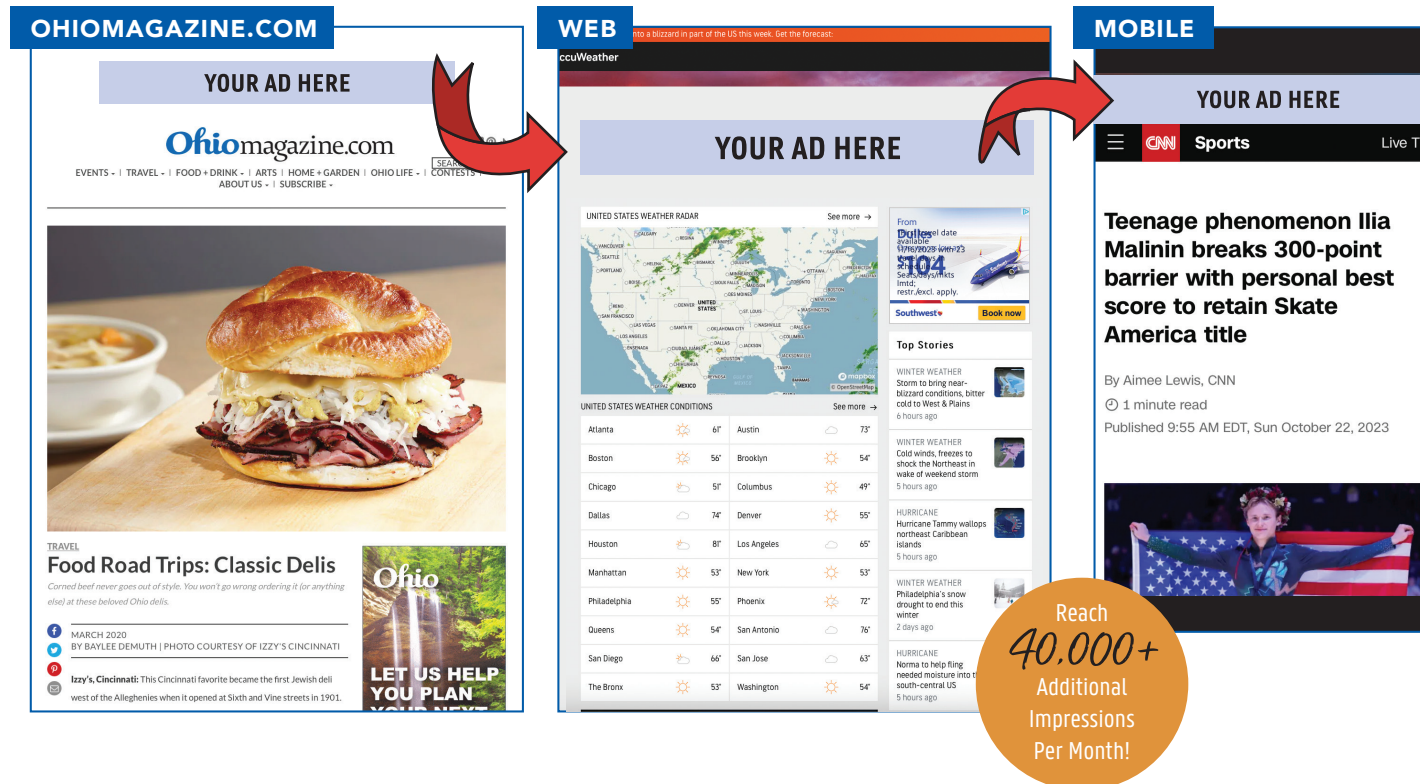
*SMART INSIGHTS STUDY 2018 COMPARISON



All campaigns include multiple units for maximum reach and effectivity.

BANNER RETARGETING

It takes at least 7 impressions to make an impact. Keep your message present with readers who have come to *ohiomagazine.com* to find an adventure by retargeting them during their online journey with a banner retargeting campaign,



SPONSORED CONTENT

A picture is worth 1,000 words, but maybe that isn't enough to communicate the emotion of an experience. Sponsored content is a great way to go deeper and engage readers more fully within an environment they trust. We can write a captivating SEO-friendly story under your direction (\$500) or we can take existing copy that has proven to be successful on your own digital channels. Either way, we will promote it on OhioMagazine.com and boost it with a programmatic advertising buy to be sure it gets the exposure you need.

HOME PAGE FEATURED SPOT



Ready to sink your teeth into one of Ohio's favorite treats? These chefs share creations that will have you grinning ear to ear.



Ohio Stargazing Guide
Hard to believe, but you can see some of the best stargazing views in the Midwest above.




Stitches of Hope
The Dayton Art Institute showcases thought-provoking artwork by South African, Lubie women.




Sponsored: Local Guesthouse sees surge in bookings
Lighthouse Resort Hotel joins booking.com and sees 2,000% booking surge on weekends.

Be one of the first things our readers see when they visit our homepage. Your featured spot on our home page will click through to your sponsored page.

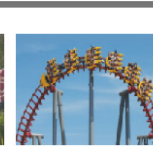
TARGETED PAGE FEATURED SPOT




8 Must-Visit West Virginia State Parks
If you want to see the Mountain State in all its rugged, natural glory, plan a trip to one of these state parks.



Heritage Road Trips 2017
From the streets of historic Cincinnati to the farmhouses of Ohio's rural life, these scenic byways offer a glimpse into our state's history.



102 Days + Nights of Summer
Our annual guide to the longest day and the warmest nights of the year.



Sponsored: Local Guesthouse sees surge in bookings
Lighthouse Resort Hotel joins booking.com

You will also receive a feature spot on one of our six targeted pages.

CUSTOMIZED SPONSOR PAGE



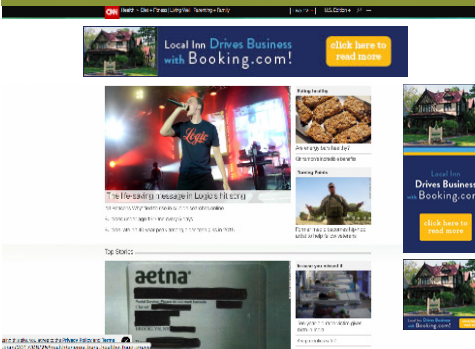
Sponsored: Local Guesthouse sees surge in bookings
Light House Resort Hotel joins booking.com and sees 2,000% booking surge on weekends.



SHOW US YOUR WILD SMILES!

Increase brand awareness and promote your personalized message to our targeted audience on a digital platform.

PROGRAMMATIC ADVERTISING BOOST



Local Inn Drives Business with Booking.com!
Click here to read more

Top Stories:
aetna

Each sponsored content engagement includes a targeted programmatic buy we make on your behalf on Facebook or Google to ensure maximum exposure.

NEWSLETTER SPONSORSHIP

Each week we send targeted newsletters to over 25,000 individual opt-in subscribers: Events, Food & Drink and Outdoor Adventures. Each newsletter sponsorship is exclusive to one advertiser each week, delivering an engaged readership and an environment where your display banner ads won't be missed!

CURRENT RESULTS

32.9% OPEN RATE

CLICK THRU 5X THE
INDUSTRY AVERAGE

Each newsletter includes two medium rectangle ad placements (at right) with link to your website. Static artwork only.

*Weeks sell
out fast!
Reserve your
dates now!*



DEDICATED EMAIL BLAST

Ohio Magazine has curated lists of people who want to receive your promotions and offers. They have opted-in to receive this list separate from our content newsletters. These dedicated eblasts are designed and dedicated for your message! It is a great way to promote exciting offerings in your region. Open rate and click through analytics will be provided for each e-blast. These sends are limited to prevent reader fatigue and sell out fast so be sure to schedule your promotional eblast today!

CURRENT RESULTS

OPEN RATES CONSISTENTLY OVER 30%

CLICK THRU 5X THE
INDUSTRY AVERAGE

EMAIL SUBSCRIBERS


OHIO: 27,500

LONGWEEKENDS: 30,000

GREAT MEETINGS MAGAZINE: 4,500

#TrulyTrumbull

Get ready for some outdoor, summer fun with these Truly Trumbull Summer Trip Ideas!



Boat rentals on Mosquito Lake
Kayaking on the Mahoning River




A movie at a local drive-in theatre

HOMESTEAD
FURNITURE
AND DESIGN CENTER



Thanksgiving Sale
November 18-23, 2024

Hello Friend,

Don't miss our Thanksgiving Sale! Shop our entire in-stock collection for the next three days at a discounted price.




10% Off In-Stock Collection
Browse brands like La-Z-Boy, American Leather, Norwalk, UltraComfort

Free Delivery
On purchases placed at the sale within 125 miles of Homestead Furniture

[Schedule Appointment](#)



CAMBRIDGE
GUERNSEY COUNTY
Visitors & Convention Bureau

Sharpen those axes and snap those suspenders for one of America's largest and oldest forestry show!



Sharpen those axes and snap those suspenders! The Official Paul Bunyan Show, one of the nation's largest and oldest forest industry trade shows, will take place Oct. 4-6 at the Guernsey County Fairgrounds in Old Washington.

For 66 years, The Paul Bunyan Show has offered a unique opportunity for families to celebrate Ohio's forestry background. Visitors to the show will find more than 165 exhibitors who represent all facets of the forest industry throughout North America.

Established in 1957 and organized by the Ohio Forestry Association, the show annually attracts thousands of visitors from all over the United States and Canada. Families will love the entertainment and competitions, such as the Ohio Lumberjack Championship, International Lumberjack Competition, Log Loader Competition, chainsaw carving demonstrations, heavy logging equipment demonstrations and many others.

SPONSORED SOCIAL

Instagram

Ohio Magazine's loyal Instagram followers are young, active and looking for the hottest trends in Ohio on social media. Ohio Magazine's Instagram account is a visual inspiration board for all the BEST in Ohio. We offer businesses in select industries the opportunity to show off their brand with sponsored posts. We can track the impressions and engagement of each post thereafter, gathering valuable insights for your business. That way, you'll know exactly who responds to your message.

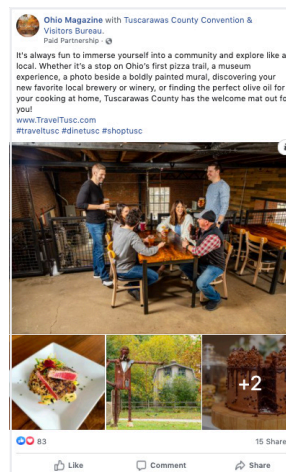
Facebook

Ohio Magazine's Facebook audience is loyal, engaged and interested in learning about all the Buckeye State has to offer. Ohio Magazine's Facebook feed features our award-winning editorial content and offers a perfect environment for your advertising message. We offer businesses in select industries the opportunity to tell their story with co-branded, promotional Facebook posts. You can track the impressions and engagement of each post and gather valuable insights.

You'll be able to tell the reach of your message and know who responds to it.

PARAMETERS & STYLE REQUIREMENTS

- One post available per week. Will be posted on Tuesday or Thursday (date/time not guaranteed).
- Client can choose between one static image or collage of up to 5 images per post.
- Client must submit high-resolution photos that match Ohio Magazine's feed.
- No text on photos. No logos. No repeated creative.
- Client must submit up to 75 words to accompany photo(s).
- Includes one profile tagged and up to 3 hashtags.
- All content is subject to change to match the editorial style of Ohio Magazine. Copy will be proofed to client before posting.



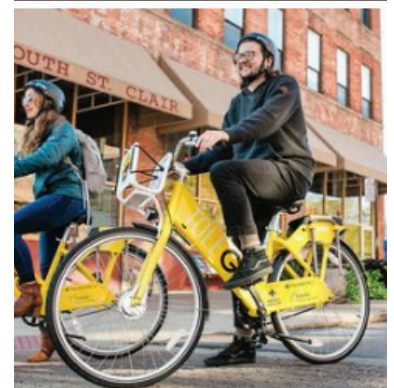
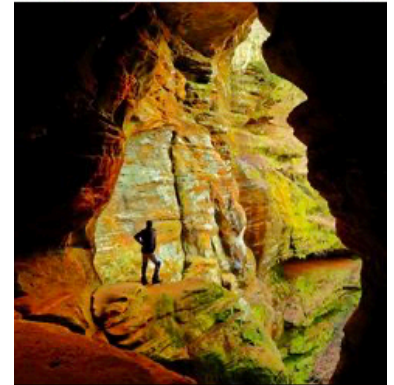
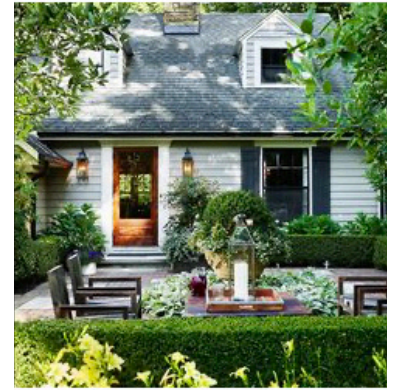
TARGET YOUR KEY AUDIENCE

- ARTS & ENTERTAINMENT
- EVENTS/THINGS TO DO
- FOOD & DRINK
- HOME & GARDEN
- TRAVEL/OHIO LIFE

TRACKING SUCCESS

- IMPRESSIONS (NUMBER OF TIMES YOUR POST WAS SEEN)
- REACH (NUMBER OF UNIQUE INDIVIDUALS THAT VIEWED THE POST)
- ENGAGEMENT (NUMBER OF COMMENTS AND LIKES)

Beauty. Adventure. Fun.



SOCIAL VIDEO SHOOTS

Place a video on Ohio Magazine's Instagram and Facebook!

The Video Studio Team at Great Lakes Studios will execute a video shoot for two hours at your location, then will edit the footage to create 15-second and 30-second vertical format videos to be placed and shared on Ohio Magazine's Instagram and Facebook accounts.
Get your video in front of almost **100,000 travel enthusiast followers!**

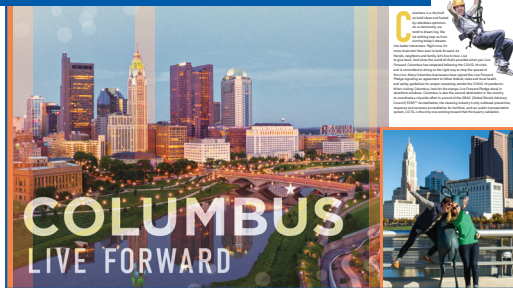
PACKAGES:

| | |
|---------|---------|
| 1 SHOOT | \$2,000 |
| 2 SHOTS | \$3,500 |
| 3 SHOTS | \$4,750 |

Final video files will be yours to use in other marketing campaigns. Additional shooting time, formats and editing can be purchased at an additional cost.



DESTINATION MARKETING



EVENT PROMOTION



CAUSE AWARENESS



RETAIL MARKETING



CUSTOM INSERTS

A Unique Way to Get Your Message to 150,000+ Readers

A custom insert in Ohio Magazine is a unique way to get your message in front of the most desirable consumers in Ohio.

OUR READERS ARE YOUR BUYERS...

- One of the largest paid audiences in the state
- Twice the average median household income

CUSTOM INSERT SPECIFICATIONS

- Dimensions: 9" x 10.875"
- Paper: All inserts will appear on 50# text stock in the magazine
- Inserts will be bound into the full run of one issue of Ohio Magazine.
- The electronic flipbook will be housed for one year on OhioMagazine.com.
- An electronic flipbook of your insert with hyperlinks to embedded URLs will be provided.
- 1,000 client copies printed on the heavier stock will be shipped directly to the client.
 - 4-page inserts will reprint on 100# text
 - 8-, 12-, 16- and 24-page inserts will reprint on 80# text
 - 32-page or more inserts will reprint on 60# text
- Additional client section copies are 50¢ each.
- Ohio Magazine editorial and design services are included.

CUSTOM INSERT RATES

| | |
|---------------------|----------|
| 4-Page Insert..... | \$10,475 |
| 8-Page Insert..... | \$16,445 |
| 12-Page Insert..... | \$23,020 |
| 16-Page Insert..... | \$28,990 |
| 24-Page Insert..... | \$41,560 |
| 32-Page Insert..... | \$51,965 |
| 40-Page Insert..... | \$62,350 |

All rates are net (updated 8/8/2024)

We can help!

Prices shown
can be drastically
reduced
when supported
through advertising.

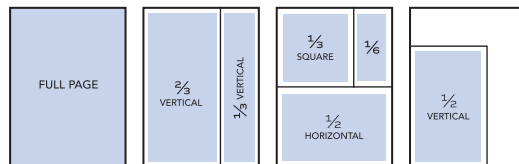
RATES & SPECIFICATIONS

Print

PRINT OPPORTUNITIES

| FOUR COLOR | 1X | 3X | 6X |
|------------|-------|-------|-------|
| Full Page | 6,500 | 5,525 | 5,200 |
| 2/3 | 5,560 | 4,730 | 4,450 |
| 1/2 | 4,790 | 4,070 | 3,830 |
| 1/3 | 3,590 | 3,050 | 2,870 |
| 1/6 | 2,180 | 1,850 | 1,740 |
| COVERS | | | |
| Second | 7,950 | 6,740 | 6,330 |
| Third | 7,520 | 6,380 | 5,990 |
| Fourth | 8,590 | 7,280 | 6,840 |

PRINT SPECIFICATIONS



AD SIZES

Full Page
2/3 Vertical
1/2 Horizontal
1/2 Vertical
1/3 Square
1/3 Vertical
1/6 Vertical

Travel Resource
Directory

WIDTH x DEPTH

8.0" x 10.0"
4.75" x 10.0"
7.25" x 4.875"
4.75" x 7.375"
4.75" x 4.875"
2.25" x 10.0"
2.25" x 4.875"

2.0" x 4.25"

ADVERTISING CLOSE DATES FOR 2025

| ISSUE | AD CLOSE | AD DUE |
|------------------|----------|----------|
| JAN./FEB. 2025 | 11-18-24 | 11-20-24 |
| MAR./APR. 2025 | 1-20-25 | 1-22-25 |
| S/S LONGWEEKENDS | 2-17-25 | 2-19-25 |
| MAY 2025 | 3-24-25 | 3-26-25 |
| JUNE 2025 | 4-21-25 | 4-23-25 |
| JULY/AUG. 2025 | 5-19-25 | 5-21-25 |
| F/W LONGWEEKENDS | 7-2-25 | 7-7-25 |
| SEPT./OCT. 2025 | 7-21-25 | 7-23-25 |
| NOV./DEC. 2025 | 9-22-25 | 9-24-25 |

FULL PAGE BLEED SPECIFICATIONS

Trim Size 9.0" x 10.875"
Plate Size** 9.25" x 11.125"

****Final trim size of publication is 9.0" x 10.875".**

Keep live matter 0.25" from the trim edge top and bottom and 0.5" from both side trim edges.

EVENT ENHANCED LISTING SPECIFICATIONS

25-30 words of copy plus event information.
Photo no smaller than 4.0" x 6.0" at 300 DPI.

RATES & SPECIFICATIONS

Digital

DIGITAL OPPORTUNITIES

| | |
|--|---------|
| Display Banners | \$365 |
| Banner Retargeting | \$650 |
| Video | \$615 |
| Sponsored Content | \$1,500 |
| Email Newsletter Sponsorship (1x rate) | \$775 |
| Email Newsletter Sponsorship (3x rate) | \$675 |
| Email Newsletter Sponsorship (6x rate) | \$600 |
| May Email Newsletter Sponsorship | \$975 |
| Dedicated E-Blast | \$1,500 |
| May Dedicated E-Blast | \$1,825 |
| Sponsored Instagram Post | \$550 |
| Sponsored Facebook Post | \$650 |

All materials are due two weeks before scheduled live date.

Digital Deadlines
Space is scheduled on a first come, first served basis. Please see your Account Manager for availability.

BANNER CAMPAIGNS

- Includes multiple ad units. Provide artwork for leaderboard (728x90), medium rectangle (300x250), half page (300x600) and mobile leaderboard (320x50)
- Include URL for link to your website or social media
- Submit files as .jpg or static/animated .gif
File size limit is 75kb.

VIDEO PLACEMENT

- Video placement will be ROS in display banner space.
- Video placements must be hosted through a third-party streaming service (like YouTube). If service is not provided, video will be hosted through Ohio Magazine's YouTube channel.
- Maximum run time is 60 seconds.
- Video must be submitted 3 business days prior to campaign start date.
- Provide: destination URL, video link/embed code, advertiser logo, title of advertisement (headline - 8 words to fit on 2 lines), description of advertisement (body - 14 words to fit on 3 lines)

SPONSORED SOCIAL: FACEBOOK & INSTAGRAM

One post is available on Instagram and Facebook each week.

- Client can choose between one static image or a collage of up to 5 images.
- Client must submit up to 75 words to accompany photo(s).
- Includes one profile tagged and up to 3 hashtags.
- All content is subject to change to match the editorial style of *Ohio Magazine*. Copy will be proofed to client before posting.

SPONSORED CONTENT

- 500-1,000 word article
- At least one 960 px wide by 640 px tall jpg image at 72 dpi
- Optional suggestions
 - * Provide URLs that link content to social media or your website
 - * Provide additional images to be used within article

EMAIL NEWSLETTER SPONSORSHIP

- Includes two medium rectangle (300x250 pixels) placements.
Provide the URL to link your website for each.
- .gif or .jpg artwork is accepted.

DEDICATED E-BLAST

- Provide your desired subject line, preview text and URL link to your website.
- Include any logos or images to be featured.
- Materials must be submitted 5 business days prior to email send date.

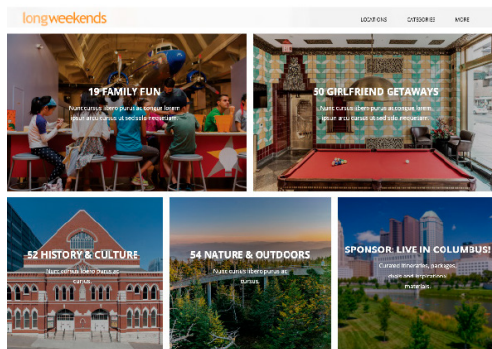
SPECIAL PUBLICATION

longweekends



100,000 copies
published for Spring/Summer

75,000 copies
published for Fall/Winter



ONLINE PROMOTION

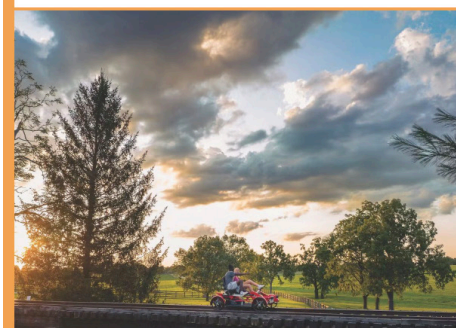
All Advertisers Receive
Digital Promotion on an
Email Newsletter and on
LongWeekends.com

NEWSLETTER HAS

25,000+
subscribers

long-weekends.com

NATURE & OUTDOORS | FAMILY FUN | FOOD & DRINK | HISTORY & CULTURE | ROMANTIC GETAWAYS



Round-Trip Ride

Rail Explorers, Kentucky. Head to Versailles to follow the former route of the Louisville Southern Railroad in a two-hour rail-biking experience.

[READ MORE](#)



Madahoki Farm

Visit this Indigenous land in Nepean, Ontario, which offers a peek into the lives of the region's Native people. Plus, get up close with Ojibwe Spirit Horses.

Sponsored Content Packages and Dedicated Emails Available at an Additional Cost

THANK YOU FOR BEING A
VALUED ADVERTISING PARTNER.

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to Ohio Magazine and its digital channels here.



JOIN US [OHIOMAGAZINE.COM](https://ohiomagazine.com)

