

EDGE OF THE LAKE

Published by Northshore Media Group

985.867.5990



*Your
LOCAL PUBLICATION
for the
Northshore*

A fresh edge look at the parishes north of the lake, from opinions to interviews with the unique mix of people that make up the Northshore. Our Editorial staff and photographers seek out what is happening around us and share the stories with our readers.

edgeofthelake.com

Media Kit

5 Reasons to Advertise in *EDGE of the Lake*

EDGE OF THE LAKE

The Northshore's premier local magazine helping businesses in our community prosper. We strive to produce a glossy high quality publication at affordable rates.

- 1 Advertising Works! Businesses that are strong are steady advertisers.
- 2 Our content is focused here on the Northshore.
- 3 Loyal readership = Features that are informative and engaging.
- 4 *EDGE of the Lake* is the ONLY Northshore publication that is cross promoted on the Lake 94.7 and The Highway 104.7.
- 5 Local community leaders contribute to *EDGE of the Lake*'s editorial content.

Health - History - Science -
People - Sports Art - Outdoors-
Food - Kids - Non-Profits - Travel

- 30,000 Copies Printed
- 75,000* Readers
- Distributed at over 300 locations in St Tammany, Tangipahoa and Washington Parishes.

* Based on the industry standard of 2.5 readers per household.

Who Reads *EDGE of the Lake*

- 75% Have household income of more than \$100,000
- 65% Hold a bachelor degree or higher
- 67% are 25-54 years old
- 85% Travel more than once a year
- Readers of *EDGE of the Lake* read 83% of the editorial content of each issue

*According to a Readers Survey 2018

Editorial Calendar

February/March - Readers' Choice

April/ May - Summer Camps/ Graduation

June/ July - Unique Spaces / Real Estate

August/September - Prep Football

October/ November - Three Rivers Art Festival

December/ January - Forty under 40

Check out our online magazine at edgeofthelake.com

EDGE OF THE LAKE

Is part of Northshore Broadcasting. Our combination of 12 radio stations and 3 print publications are dedicated to the communities we serve in Southeast Louisiana and Southwest Mississippi. Our content is localized, but our reach is regional. We take pride in helping our advertiser effectively communicate their message to directly benefit their bottom line. We love to see your business grow! Published since 2016.

For advertising call **985.867.5990**

Rates and Ad Specifications

RATES

	6X	3X	1X
FULL PAGE	1,250	1,350	1,500
HALF PAGE	775	875	975
QUARTER PAGE	550	625	700
EIGHTH PAGE	300	325	350
BACK COVER	2,000	2,250	2,500
INSIDE FRONT	1,700	1,850	1,950
INSIDE BACK OR PAGE 3	1,550	1,650	1,850

EDGEatorials – Two pages \$3,500
Three pages \$4,800

AD PRODUCTION add \$40
\$40 Production waived with 6X contract.

PHOTOGRAPHS add \$50

All rates are net.

TRIM 8.125" 10.875"

PRINTING 4-color process, web-fed

QUALITY 175-line screen, image resolution 300 dpi

SUBMISSION

All materials due on the first of the month prior to publication and can be emailed to edgeproduction@yahoo.com

ACCEPTED MATERIALS

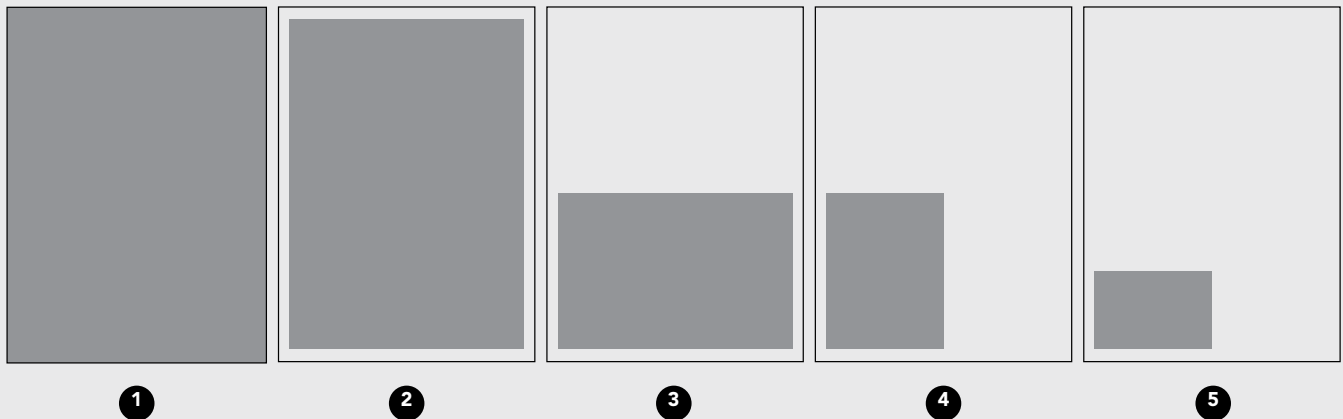
Preferred digital formats PDF and must be PDF/X-1a:2001 compliant (embedded fonts, high resolution and CMYK).

- Bleed dimensions must be included in the final size. Bleed is 1/8" (.125)
 - Dot grain is 20% and CMYK total ink limit is 240%
- Other professional graphic formats are accepted.

AD PRODUCTION AND PROOFS

- The publisher offers complete advertising/production services including design, photography, copywriting and digital production. You will be provided with an initial proof of your ad. A second and final proof will be provided if corrections were necessary. Additional changes will incur a \$25 fee. Due to the nature of the web printing process, color may vary from the proofs. The publisher is not responsible for any error in key numbers or any other information. No use of spot colors or Pantones.
- A staff photographer is available to take digital photographs on location for a \$50 fee.
- Ad production is available for a \$40 fee
- All ads produced by the publisher remain the property and cannot be used for any other purpose without publishers written consent.

ADVERTISEMENT SIZES



- 1 **FULL PAGE (BLEED)** 8.375 inches x 11.125 inches
- 2 **FULL PAGE (NON BLEED)** 7.6111 inches x 10.3125 inches
- 3 **HALF PAGE (NON BLEED)** 7.6111 inches x 4.9022 inches

- 4 **QUARTER PAGE (NON BLEED)** 3.5625 inches x 4.9022 inches
- 5 **EIGHTH PAGE (NON BLEED)** 3.5625 inches x 2.32 inches

*The images above are not in scale. Actual sizes are larger.

EDGE OF THE LAKE

69170 HWY 190. SUITE 1
COVINGTON, LA 70433

To advertise, call

985.867.5990

edgepublisher@yahoo.com