

# EDGE OF THE LAKE

Published by Northshore Media Group

**985.867.5990**

***Your LOCAL PUBLICATION  
for the Northshore***

A fresh edgey 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](http://edgeofthelake.com)**

**NM** NORTHSHORE  
MEDIA GROUP



[NORTHSHOREMEDIA.NET](http://NORTHSHOREMEDIA.NET)

# 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.

- **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

- 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

## Editorial Calendar

February/March - Readers' Choice

April/ May - Summer Camps

June/ July - Weddings

August/September - Prep Football

October/ November - Three Rivers/ Health

December/ January - Forty under 40

Check out our online magazine at [edgeofthelake.com](http://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

## ADVERTISING RATES

	6X	3X	1X
<b>FULL PAGE</b>	1,350	1,450	1,600
<b>1/2 PAGE</b>	800	900	1,000
<b>1/4PAGE</b>	575	650	750
<b>E1/8 PAGE</b>	325	350	375
<b>AD PRODUCTION</b>	add \$40\$40 Production waived with 6X contract		
<b>PHOTOGRAPHS</b>	add \$50		

## PREMIUM POSITION RATES

	6X	3X	1X
<b>BACK COVER</b>	2,100	2,250	2,500
<b>INSIDE FRONT</b>	1,800	1,900	2,000
<b>INSIDE BACK OR PAGE 3</b>	1,650	1,750	1850
<b>EDGEatorials</b>	Two pages Three pages	3,500 4,800	

## FEATURE SPOTLIGHT

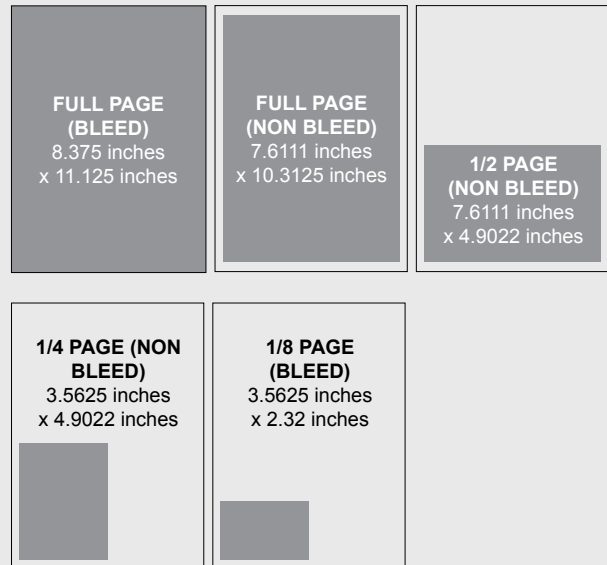
<b>EDGEatorials</b>	Two pages Three pages	3,500 4,800
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**COMBINE RADIO WITH PRINT.  
BUY AND SAVE MONEY WITH THIS  
COMPREHENSIVE MARKETING.**

## AD RATES W/40 RADIO SPOTS PER ISSUE

	6X	3X	1X
<b>FULL PAGE</b>	2,100	2,250	2,500
<b>1/2 PAGE</b>	1,675	1,900	2,075
<b>1/4 PAGE</b>	1,200	1,400	1,600
<b>PRODUCT PLACE</b>	-----	1,000	900

All rates are net.



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

**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](mailto: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.

**EDGE** OF THE LAKE

69170 HWY 190. SUITE 1  
COVINGTON, LA 70433

To advertise, call

**985.867.5990**

[edgepublisher@yahoo.com](mailto:edgepublisher@yahoo.com)