





# 2017 MEDIA GUIDE NO CONTRACTOR DEL PHI













We've Got You Covered



# Welcome to IN Community Magazines

The fastest-growing advertising medium in Pennsylvania, IN Community Magazines is a series of five hyperlocal community magazines that are direct mailed to over 200,000 residents in 75,000+ affluent Main Line homes and businesses.

Our quarterly magazines are unique in that they are partnered with your local school district and township to provide relevant, upbeat, local content. Your magazine is then mailed to every household and business in the community.

Advertising sponsors enjoy the benefit of targeting a very specific audience through a well-received, direct-mailed community magazine. Our rates start at only a few pennies per household.

We look forward to the opportunity to promote your business.

Wayne Dollard, CEO, Publisher wayne@icmags.com

Jayre (Molland



What makes IN Community Magazines the best local print media?

SCHOOL & TOWNSHIP PARTNERSHIPS

### **Guaranteed Readership and Shelf Life**

IN Community starts new magazines when school districts and townships request their own "IN" magazine.

When residents open their mailboxes, they put the bills and materials that interest them in one pile, and throw away the rest of the "junk mail." As the "Community Mouthpiece" for numerous local schools and townships, our hyperlocal "IN" magazines are kept, read and saved as coffee table keepsakes.

Let our school and township partnerships increase the readability and shelf life of your advertisements.

### Our growing list of community partners includes...

EAST PIKELAND TOWNSHIP
EAST WHITELAND TOWNSHIP
EASTTOWN TOWNSHIP
GREAT VALLEY SCHOOL DISTRICT
MALVERN BOROUGH

MARPLE NEWTOWN SCHOOL DISTRICT
NEWTOWN TOWNSHIP
MARPLE TOWNSHIP
PHOENIXVILLE AREA SCHOOL DISTRICT

SCHULYKILL TOWNSHIP
TREDYFFRIN-EASTTOWN SCHOOL DISTRICT
TREDYFFRIN TOWNSHIP
WILLISTOWN BOROUGH





DIRECT MAIL 100% SATURATION

### Tailor Your Marketing: Reach Only the Households You Want

Why pay to advertise in other media where 50-90 percent of the audience is not part of your target market?

With IN Community, you select from numerous local magazines and only the communities you want to market to.

We will bring your message to the kitchen tables and the decision makers that you want to reach.

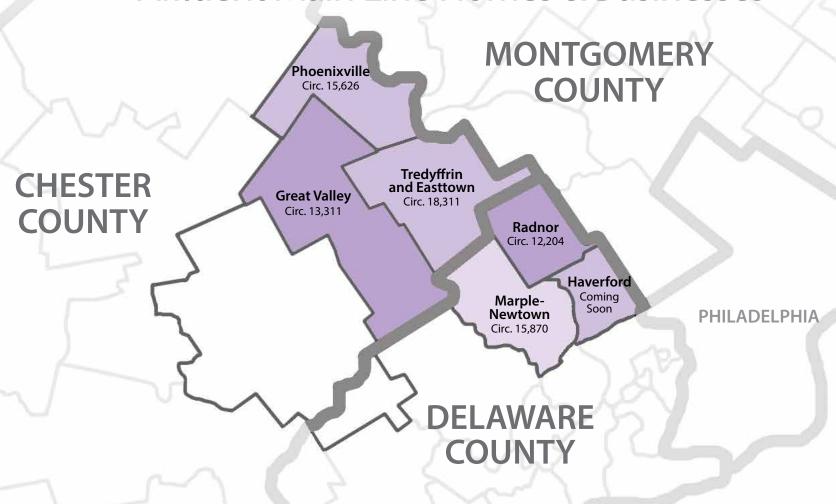


CALL 1-800-558-0940

Direct-Mailed Quarterly to

200,000 Residents in 75,322

Affluent Main Line Homes & Businesses



# Magazines



Community	Mailings	Residents	Med. Fam. Income
GREAT VALLEY	13,311	26,454	\$86,587
Charlestown Township	1,340	4,051	\$101,922
East Whiteland Township	3,254	9,333	\$75,818
Malvern Borough	1,361	3,059	\$79,145
Willistown Township	3,806	10,011	\$93,057
Businesses and PO Boxes	2,947		
MARPLE NEWTOWN	15,870	35,128	\$75,534
Marple Township	8,623	23,428	\$71,829
Newtown Township	4,549	11,700	\$82,557
Businesses and PO Boxes	1,790		
PHOENIXVILLE AREA	15,626	29,951	\$79,286
East Pikeland	2,530	6,551	\$86,343
Kimberton	278	556	\$104,817
Phoenixville	7,590	16,440	\$71,005
Schuylkill Township	2,536	6,960	\$97,032
Businesses and PO Boxes	2,041		
RADNOR	12,204	30,878	\$113,601
Radnor Township	10,347	30,878	\$113,601
Businesses and PO Boxes	1,255		
TREDYFFRIN AND EASTTOWN	18,311	39,332	\$118,821
Tredyffrin Township	12,223	29,062	\$121,809
Easttown Township	3,758	10,270	\$109,103
Businesses and PO Boxes	1,725		
Coming Soon:			
HAVERFORD TOWNSHIP	19,193	48,498	\$103,138
Haverford Township	18,061	48,498	\$103,138
Businesses and PO Boxes	1,132		

**Special Advertising Sections** for 2017

Advertise your business within our quarterly special feature sections. Your Industry Insight, Business Spotlight, full page, half page, third page, quarter page or sixth page ad will run in our special section giving you direct exposure to your targeted customers.





Deadlines	SPRING		SUMMER		FALL		WINTER	
	FINAL AD APPROVAL	ESTIMATED MAILING						
GREAT VALLEY	JAN 31	EARLY MAR	MAY 30	EARLY JULY	AUG 29	LATE SEPT	NOV 7	EARLY DEC
HAVERFORD	_	_	MAY 23	LATE JUNE	AUG 18	LATE SEPT	NOV 14	MID DEC
MARPLE NEWTOWN	DEC 27	LATE JAN	APR 14	MID MAY	JULY 26	LATE AUG	OCT 17	MID NOV
PHOENIXVILLE AREA	JAN 17	MID FEB	APR 25	LATE MAY	AUG 9	MID SEPT	OCT 24	LATE NOV
RADNOR TOWNSHIP	JAN 10	EARLY FEB	APRIL 4	EARLY MAY	JULY 12	MID AUG	OCT 3	EARLY NO
TREDYFFRIN AND EASTTOWN	JAN 23	LATE FEB	MAY 9	MID JUNE	AUG 22	LATE SEPT	NOV 21	LATE DEC

Magazines are mailed quarterly. Estimated mailing dates may vary by 1 to 2 weeks.

### Competitive Snapshot (Cost per mailed household)

"In Community offers a package of relevant ultra-local content, along with a lower price per mailed household that the local regional magazines cannot touch."

- Chad Amond / President / Chamber of Commerce

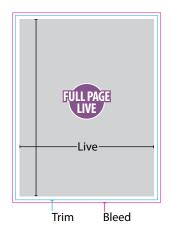
Name of Magazine Publication	Total Printed & Mailed Copies	Full Page Full-Color 1X Rate	Full Page Per Mailed Household	Quarter Page Per Mailed Household
IN Great Valley	13,311	\$1,875	\$.14	\$.04
IN Haverford Township	19,193	\$1,875	\$.10	\$.03
IN Marple Newtown	15,870	\$1,875	\$.12	\$.04
IN Phoenixville Area	15,626	\$1,875	\$.12	\$.04
IN Radnor Township	12,204	\$1,875	\$.15	\$.05
IN Tredyffrin and Easttown	18,311	\$1,875	\$.10	\$.03

Quarter pages start at \$.03 per household



CALL 1-800-558-0940

### Ad Size Specifications



#### Full Page Ad:

Trim: 8.375" x 10.875" Bleed: 8.625" x 11.125" Live Area: 7.875" x 10.375"

#### **Not Pictured Above:**

#### **Back Cover Ad:**

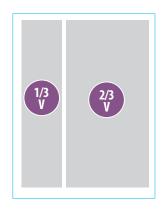
Live Area: 7.875" x 9.125"

Bleed: 8.625" x 9.5"

Note: Bleed for back cover is left side, right side and bottom of ad

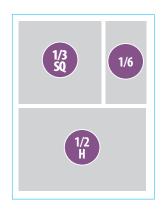
#### **Double Truck Ad:**

Live Area: 16.25" x 10.375" Trim: 16.75" x 10.875" Bleed: 17" x 11.125"



#### 1/3 Page Vertical: 2.375" x 9.875"

**2/3 Page:** 4.875" x 9.875"



#### 1/3 Page Square:

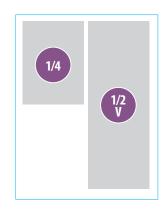
4.875" x 4.875"

#### 1/6 Page:

2.375" x 4.875"

#### 1/2 Page Horizontal:

7.5" x 4.875"



#### 1/4 Page:

3.625" x 4.875"

### 1/2 Page Vertical: 3.625" x 9.875"

All camera-ready art must be 300 dpi (.tif, .jpeg or press-ready PDF files accepted). Full page bleed ads must include .25" bleed.

Ads based on availability. Design services are available, see contract.

Publisher files and ads done in Microsoft Word are NOT accepted.

### Professional Profiles Special Advertising Section

Your profile is a great way to let the community know about you and your company/practice. It allows you to go above and beyond what you can place in a typical display ad.

• 100-word bio, written in 3rd person.

• Personal quote to include on your profile page.

 Includes name, title, company/practice name, website, telephone number and logo.

 Bio and information can be submitted via Word document.

• \$100 photography fee (Optional)

#### **Spring - Real Estate**

Real Estate Agents Home Builders Remodelers Mortgage Brokers

#### **Summer - Dentists**

Dentists Orthodontists Cosmetic Dentists

#### **Fall - Professional Services**

Financial Planners Bank Branch Managers Accountants Attorneys Insurance Agents

#### **Winter - Doctors & Surgeons**

Audiologists
Podiatrists
ENT Specialists
Allergists
Dermatologists
Pediatricians
General Practitioners
Ophthalmologists
Obstetricians/Gynecologists
Plastic Surgeons
Orthopedists
Rheumatologists



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### Industry Insight

Show the residents of your community that you are

"THE LOCAL EXPERT"IN YOUR FIELD

You are guaranteed content exclusivity as you write about what's going on in your industry.

- Write up to 500 words about any topic within your industry or trade (Differs from Business Spotlight).
- Includes a 1/4 page ad on same page.
- Includes listing in Table of Contents.
- Market exclusivity Only one Insight per vertical market.
- · We'll design artwork to accompany your article.
- · Article can be submitted via Word document.
- Ads based upon availability and annual commitment required.
- Photography services available.
- If you would like a professional writer to help with your article: additional \$175.

### Find us online:

www.icmags.com

Share magazines or your advertisement with colleagues, clients, friends and family.





"IN Community Magazine is a quality publication. I love the presentation and professional layout of the magazine, and it's perfect for reaching our target audience. The staff is wonderful and easy to work with."

- Sarah Claytor, Claytor/Noone Plastic Surgery



## **Business Spotlight**

#### "SHOWCASING YOUR BUSINESS"

- One-time full page with up to 500 words spotlighting your business (Differs from Insight article).
- Includes listing in Table of Contents.
- We'll design artwork to accompany your article.
- Commitment of three 1/4 page ads or larger is required.
- No display ads on Spotlight page.
- Photography services available.

"We have just completed a full year with IN Community Magazines and are very pleased with the results. We now run full page Business Spotlights every issue in two to three editions."

— Jenn & Ken Levito, A Personal Touch Cleaning Service



"I have run ads in several editions of IN Community Magazine and have received a great response. I just signed for a second year and look forward to another successful campaign."

— Richard Lee, Mr. Handyman of the Western Main Line

### Dining Out

Let us create a full-page review of your restaurant that offers exposure to the tens of thousands of potential customers who read our magazines.

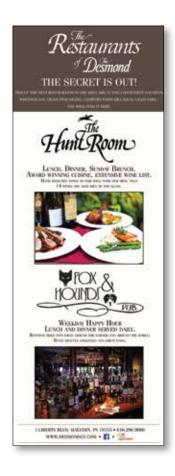
- Up to 500-word review or profile written about your restaurant.
- · You'll be able to view and make changes before going to press to ensure 100 percent satisfaction.
- Your full page Dining Out includes listing in Table of Contents.
- Design and photography services available.





"We are very pleased with IN Community Magazines and the positive response we've received from our advertising."

- Roman Ustayev, SarahCare of Malvern



## Real Estate Listings

#### Licensed real estate agents give your listings increased exposure.

- Effective way of tracking your advertising investment.
- Must have at least one home listed.
- · One down pricing applies.



Exceeding Expectations BERKSHIRE | The Preferred Realty Let Us Help You Find Your Home in Our Neighborhoo Fox Chapel Office | 412-782-3700 | www.ThePreferredRealty.com

1/2 Page Ad



Full Page Ad

### A FEW OF OUR ADVERTISERS

ACCOUNTANTS • Tax Tacklers • AUTOMOTIVE • Abel Brothers • Matthews Paoli Ford • Videon Chrysler Dodge, Inc. • BANKING, FINANCE and INSURANCE • Bala Financial Group • Benchmark Federal Credit Union • BUILDERS • JDT Construction • Renehan Building Group • CHAMBERS OF COMMERCE • Great Valley Chamber of Commerce • Phoenixville Chamber of Commerce • CHIROPRACTIC and MASSAGE • Deep Muscle Therapy Group, Inc. • Family Care Chiropractic & Wellness Center • DANCE • Feet First Dance • Fred Astaire Dance Studio • CHILD CARE and DAYCARE • Kiddie Academy • Magic Memories Child Development Center • Thrive Early Learning Center • **DENTAL and ORTHODONTICS •** Dental Wellness • Devine Dentistry • Joseph Havrilla, DDS • Rebecca Druash, DO • **EDUCATION** • ABC 123 Early Learning Center • Delaware County Community College • DCTS • Devon Prep • Trinity Pre-School • Valley Forge Educational Services • VFKH Montessori School • Villa Maria Academy • Zion Lutheran School • ENTERTAINMENT • American Helicopter Museum • Facetime Theatre • Forge Theatre • People's Light & Theater • The Colonial Theatre • FLORISTS • Pennypacker Florist • FUNERAL HOMES • Frank C. Videon Funeral Home • Philadelphia Memorial Park • FINANCIAL • Creative Capital Wealth Management • Phoenixville Federal Bank • FITNESS • Anu Fitness Club • FitBody Personal Training • Healthy 4 Life Wellness Center • Phoenixville YMCA • HEALTH CARE and MEDICAL • BAYADA Home Health Care • Claytor/Noone Plastic Surgery • Colonial Family Eyecare • Crozer Keystone Health System • Jenna M. Amoroso, MA, ATR • Phoenixville Hospital • Reshaping Nutrition • HOME IMPROVEMENT • A Personal Touch Cleaning Service Inc. • Do It Best Hardware • Dunbar Roofing & Siding • JDT Construction • McGee Electric • M.T. Electric • Mr. Handyman of Western Main Line • Phoenixville Hardware • Victor James Plumbing & Heating • HOTEL • The Desmond • INSURANCE • Ed Hanaway State Farm Agent • Farmers Insurance • Thomas DiPasquale • John Abell Allstate • INTERIOR DESIGN • Rustic Elegence, LLC • JEWELERS • Wayne Jewelers • LANDSCAPING • Colonial Gardens • MG Tree • Main Line Gardens • Woodward Landscape Supply • Wozniak Landscaping & Tree Service • OPTHALMOLOGISTS • Phoenixville Eye Care Specialists • Valley Forge Eye Care • PHARMACY • Gateway Pharmacy • Paoli Pharmacy • PHYSICIANS • Dr. Avart • Main Line Fertility • Women for Women • POTTERY • Color Me Mine • REAL ESTATE • A.L. Coffman & Sons, Inc. • Kathy Tomson – Berkshire Hathaway • Fox & Roach • Bunny Gillespie – Berkshire Hathaway • Jennifer Hohenberger – Coldwell Banker • Century 21 Norris – Valley Forge • Jennifer Daywalt, CRS – Better Homes and Gardens Real Estate • Mary Robins – Keller Williams • Chuck Barbera & Alison Saunders – REMAX Fine Homes • RESTAURANTS and FOOD • Aguilante's Catering • Luigi & Giovanni's • Pie In The Sky • The G Lodge • Valley Forge Trattoria & Lounge • RETAIL • Busy Bees Pottery & Art Studio - Color & Style Home Studio • Generations Toy Store • Paoli Hardware Center • The Velvet Chair • White Horse Village • RETREATS • Malvern Retreat • SENIOR CARE • Angel Companions • Barclay Friends • Devon Manor • SarahCare of Malvern • Surrey Services • SERVICES • Albed Rug Company • Eagle Power Wash • Mosquito Platoon • CHARITY, SOCIAL ORGANIZATIONS and FOUNDATIONS • Garrett Williamson Foundation • Girl Scouts of Eastern PA • Home of the Sparrow • Relay For Life • Soroptomist • Town Book Center • Wayne Art Center • VETERINARY and PET CARE • The Gentle Groomer •



1-800-558-0940 icmags.com