

# Appleton

Monthly  
THE FOX CITIES. THE GOOD LIFE.

what extends marketing  
**reach?**

what gives you the best  
**results?**



The *Power* of Print®

MEDIA KIT

# Welcome to *Appleton Monthly*!

*Appleton Monthly* is a general interest, full color monthly magazine celebrating the active lifestyles and businesses in Appleton, the Fox Cities, Neenah, Menasha, Heart of the Valley and surrounding communities that make up the tri-county area. *Appleton Monthly* makes every day an adventure with its focus on Appleton and the Fox Cities. Each issue is a resource for our readership to use again and again with an unlimited shelf time. The *Appleton Monthly* reaches readers, visitors, fans and followers each month. The *Appleton Monthly* provides an alternative advertising medium, while expanding your customer base and extending your marketing reach in Wisconsin's 3rd largest metro market.

## SOMETHING FOR **EVERYONE**



The 920. **Bits&Pieces.** First Person. **Insider.** Business. **Health.** Style.

**Trends.** Gear&Gadgets. **Quotes.** Events. **Art.** Theater. **Music.**

Museums. **People+Places.** Books. **Adventure&Travel.** Delish. **Restaurants.** Pubs.

**Food.** Drinks. **Off The Vine.** Home. **Ideas.** Decorating. **House&Home.**

**Cooking At Home.** **In The Garden.** Pet Care. **At Work.** On The Road. **One More Thing.**

Our readers expect us to give them news, features and events that are clear and concise. Presented in a clean and inviting format while making it balanced, unpretentious and smart. We'll surprise them with facts and comfort them with reliability. The *Appleton Monthly* is like no other publication.

The Appleton Monthly audience works hard and play hard. Our readers are your customers and we deliver in our active medium which engages our readers to think, converse, laugh, and yes, to buy.

The *Appleton Monthly* makes it easier to reach that valued audience of consumers ages 18 to 45 at over 525 selected high traffic vendor locations in the marketplace.

Now advertisers can reach consumers they cannot reach with any other print media. The *Appleton Monthly* is timely, it's a must read, it's the alternative magazine to the daily and weekly newspapers as well as the monthly publications.

The *Appleton Monthly* is a full color magazine that is designed to serve our advertisers and businesses alike with affordable rates while offering a great value.

The *Appleton Monthly* is a magazine to be seen, read, and to be shopped.

## ESSENTIAL **FUN** SIGNIFICANT





APPLETON



FOX CITIES



NEENAH



HEART OF THE VALLEY

# Power Marketplace

APPLETON • FOX CITIES  
NEENAH • MENASHA  
HEART OF THE VALLEY

OUR READERS ARE **YOUR** CUSTOMERS.

Get in front of your best customers when you advertise in the new *Appleton Monthly* magazine. The *Appleton Monthly* allows our advertisers to run larger ads while extending their market reach. It's simple, flexible, powerful and affordable. Advertisers want to get their high-impact message in the hands of as many consumers as possible.

**NOW YOU CAN!** The *Appleton Monthly* will deliver the market, reach and get the results your advertising deserves. The *Appleton Monthly* offers its advertisers a variety of specials and services to assist advertisers in realizing their target audience.

**MAKE THINGS HAPPEN.** When the economy is down, you have to make things happen with consistent print advertising.

## APPLETON MONTHLY ADVERTISING OFFERS:

**Utility:** *Appleton Monthly* advertising is ideal for details that include location, phone number, special offers. It also encourages comparison shopping in the marketplace.

**Quality:** The *Appleton Monthly* audience actively seeks out local and national advertising messages, and act on it.

**Results:** Consumers use the *Appleton Monthly* as a timely source when making their shopping and purchasing decisions.

**Convenience:** The *Appleton Monthly* makes it easy for consumers to look at advertising when they want to see it, rather than forcing them to view it at a certain time.

**Opportunity:** The *Appleton Monthly* offers regular and special sections advertising which feature a variety of content-driven advertising opportunities for our advertisers.

**Value:** *Appleton Monthly* advertising requires little or no additional production costs while offering unparalleled consumer response.

**Relevance:** *Appleton Monthly* advertising benefits advertisers by allowing them to target consumers by the type of content that they normally would seek out.

**Active:** When the consumer picks up the *Appleton Monthly*, they give it their full attention. Thus improving your ability to get your advertising message across in the marketplace.

# Ad Rates

## MONTHLY RATES

### AD SIZES

Full Page	\$650
Two-Third Page	\$450
Half Page	\$350
Quarter Page	\$250
Eighth Page	\$150

*All ads include full color.*

NO CONTRACT NO COMMITMENT NO OBLIGATION

### PREMIUM POSITION PAGES

Inside Front Cover	\$1,200
Page Three	\$950
Pages Four thru Seven	\$750
Inside Back Page	\$950
Back Page	\$1,600

### IMPACT ADVERTISING

Front Cover Belly Wrap	\$2,600
Full color glossy banner ad format. Dimensions: 5" depth x 8½" width.	
Front Cover Ad Notes	\$2,100
Full color square ad format. Dimensions: 3" depth x 3" width.	
Bind In Ad Cards	\$1,800
Full color ad format. Dimensions: 5" depth x 8" width.	
Inside Tip On Ad Cards	\$1,800
See your sales representative for details.	

### ADVERTISING DEADLINES

**E-MAIL ADS TO:** ads@appletonmonthly.com. Deadline for display ads is the 15th of the month prior to the issue's publication. Please include all art, copy, and camera-ready advertising. **CANCELLATIONS** and ad size changes are accepted until 5 p.m. of the 12th. **PROFESSIONAL DESIGN SERVICES** are available to advertisers for their ads in the *Appleton Monthly* at no charge. **PROOFS** (on ads 1/4 page in size or greater) are provided on request. Proofs are for checking accuracy only. Substantial charges in composed ads may incur production charges.



### COMMISSION/TERMS

All rates on this card are net. No commissions allowed. The advertiser or agency will be liable for a 1½% monthly finance charge on past due billings. Payments due by the 10th of the month. The *Appleton Monthly* reserves the right to suspend credit privileges for nonpayment.

### CREDIT INFORMATION

All new accounts will be pay-in-advance until credit application has been submitted and approved.

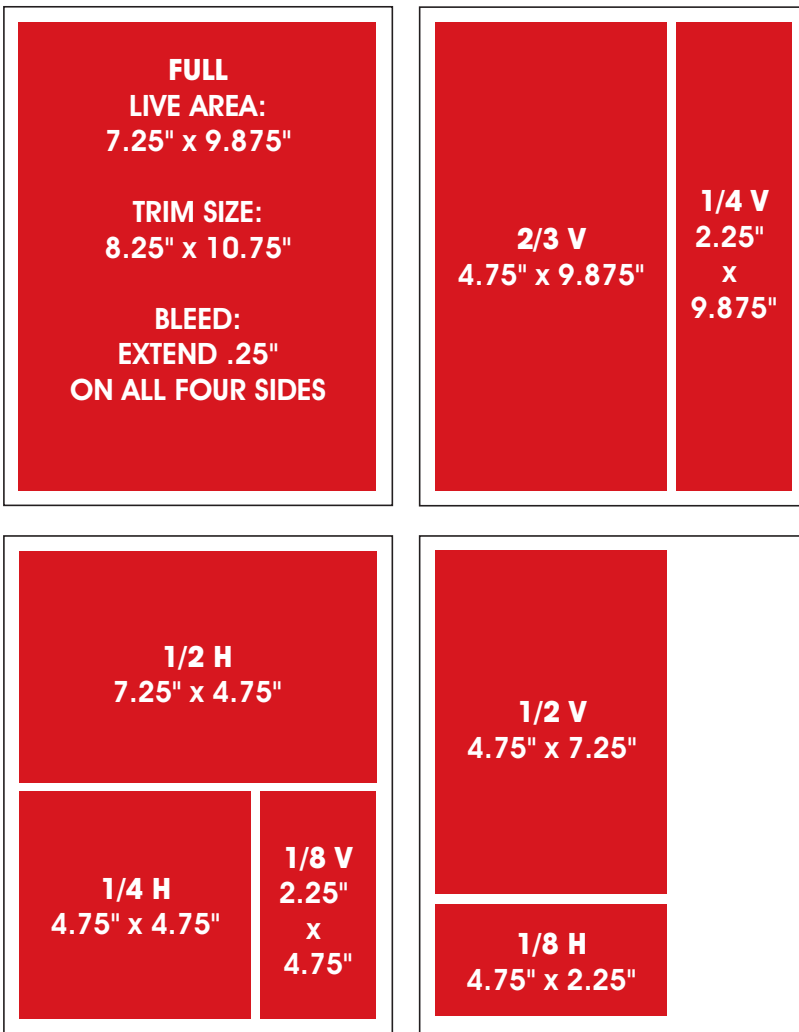
### ADVERTISING ACCEPTANCE

All copy must be in good taste and in accordance to our standards as to form, subject matter, size, illustration and typography. Advertising that is considered detrimental to the public may be refused for publication. The publisher of the *Appleton Monthly* reserves the right to revise, reject or cancel any advertising at any time.

The *Appleton Monthly* is published on the first day of the month 12 times a year, and is distributed at 525 locations throughout Appleton, the Fox Cities, and Heart of the Valley. If a holiday should fall on the first day of the month, the *Appleton Monthly* will be distributed the following day throughout the marketplace.

**Appleton**  
Monthly  
THE FOX CITIES. THE GOOD LIFE.  
like **NO** other!

# Ad Sizes



## DISPLAY ADS

## DIMENSIONS

FULL, bleed	8.25" x 10.75"
FULL, no bleed	7.25" x 9.875"
2/3 Vertical	4.75" x 9.875"
1/2 Vertical	4.75" x 7.25"
1/2 Horizontal	7.25" x 4.75"
1/4 Vertical	2.25" x 9.875"
1/4 Horizontal	4.75" x 4.75"
1/8 Vertical	2.25" x 4.75"
1/8 Horizontal	4.75" x 2.25"

Any advertising submitted to the *Appleton Monthly* that does not conform exactly to the above mechanical requirements will be enlarged, reduced or floated at the discretion of the production department. The *Appleton Monthly* cannot be held responsible for quality of reproduction if ad size has to be changed.



The individual ad formats featured above are designed for both vertical and horizontal page placements.

**AD DESIGN SERVICE** Advertisers may submit ideas, logos and information to our design services. The *Appleton Monthly* designers will create most ads at no cost to our advertisers. Spec ads and ad proofs will be provided upon request. Final proofs will be signed by respective advertisers prior to publishing date.

## PRODUCTION DEADLINES

**ADVERTISING** deadline is the 15th of the month prior to the issue's publication.

**CAMERA-READY ADS** are due the 17th of month prior to the publication.

**ADS REQUIRING PRODUCTION** are due the 12th of the month prior to publication.

### Business Hours:

Monday – Friday 9am to 5pm  
920.707.0013

## SPECIFICATIONS

**FILE FORMATS:** Print quality PDFs preferred.

**RESOLUTION: 300 DPI PREFERRED.**

**COLOR MODE:** CMYK (no spot colors).

**AD SUBMISSION:** E-mail your ads to:  
[ads@appletonmonthly.com](mailto:ads@appletonmonthly.com)

If you have any questions, please contact your sales representative.



# COLOR

## the power of color advertising

The *Appleton Monthly* is a full color monthly magazine that offers many benefits for our advertisers and readership.

**COLOR** increases readers' awareness and reading by as much as 73%.

**COLOR** captures attention! ... 80% more likely to be read.

**COLOR** 78% of consumers are more likely to remember a word or phrase printed in color vs. black & white.

**COLOR** helps consumers find information up to 80% faster.

**BOOST SALES** Color can help generate sales and will improve brand recognition.

All ads placed in the *Appleton Monthly* qualify for full color, which is included in the rates.

## Why **Free** Publications **Make** Sense

"Public place readers are as likely to be buyers or influencers in most product categories as compared to subscribers." — *Randy Cohen of Advertiser Perceptions*

"The reason freely distributed, special-interest publications are growing so rapidly is their ability to penetrate hard-to-reach demographic target audiences. . . . Savvy marketing professionals know this." — *Carl Landau, Pres., Niche Media*

"What is important is how the reader reads the magazine, not how they obtained the copy or the price they paid. We've seen this in our—and others'—research." — *Debbie Solomon, Senior Partners, Group Research Director, MindShare*

"Public place copies ... are third-party auditable copies with proven readership value for the advertiser." — *Rick Jones of DJG Marketing*

"How readers obtain a magazine or where they read has very little impact on the magazine reading experience." — *John Lavine, Director, The Media Management Center of Northwestern University*

"Public place distribution can and frequently does enable advertisers to reach a larger body of readers who are involved, demographically qualified, and responsive to their advertising message." — *Dr. Scott McDonald of Conde Nasté and Rebecca McPheters of McPheters & Company*

## The **Power** of **Print**<sup>®</sup>



This is **not** the **Internet**.

This is *Appleton Monthly*. A good **read**.

Magazines don't blink on and off. They **don't show video or deliver ads that pop up out of nowhere**. You can't DVR magazines and you can't play games on them.

But you can take one to the beach, to bed or just about anywhere else and, chances are, **it will engage, entertain and will enlighten you** in ways like no other news medium can do today.

Perhaps that explains why **magazine readership has actually increased versus five years ago**. The top 25 magazines continue to reach a wider audience than the top 25 prime-time TV shows. And despite the escalating war for consumers' eyeballs, **readers spend an average of 43 minutes per issue**.

What accounts for this ongoing attraction? **Why do nine out of ten American adults** choose to spend so much time with an unabashedly analog medium?

One enduring truth: **people of every age love the experience of reading a magazine, even when the same content is available online. You can do things in print that you can't do digitally**. You can't put an iPad on a refrigerator. So curl up, get comfortable and enjoy the pages of the *Appleton Monthly* magazine.

Our focus is **Appleton**. Fox Cities.

# DISTRIBUTION

Where do the copies  
of *Appleton Monthly* go every month?

# impressive!

## *Appleton Monthly*

Serving Appleton and the Fox Cities.

The *Appleton Monthly* is available at 525 high traffic vendor locations in Appleton, Neenah, Menasha, Heart of the Valley and the surrounding communities that make up the tri-county area. Reaching out to the readership and our valued advertisers who make the *Appleton Monthly* possible.

**Get it! Read it! Shop it!**



Appleton  
Fox Cities  
Neenah  
Menasha  
Grand Chute  
Greenville  
Hortonville  
New London  
Darboy  
Little Chute  
Kimberly  
Kaukauna  
Combined Locks  
Brillion  
Chilton  
Sherwood

# Appleton

Monthly  
THE FOX CITIES. THE GOOD LIFE.

Free, convenient and accessible to all, not a forced distribution.

Appleton Monthly P.O. Box 2705 Appleton, WI 54912

[www.appletonmonthly.com](http://www.appletonmonthly.com)