

# DIGITAL MARKETING SOLUTIONS

As a trusted media leader for 45 years, Providence Media is here to help with affordable, results-oriented solutions. Through our expansive digital network and resources, we can offer customized marketing communications at almost any budget.



## SOCIAL MEDIA

3.6 BILLION PEOPLE

used social media worldwide in 2021, and that number is projected to increase to almost 4.41 billion by 2025

## VIDEO

83%

of internet users view digital videos at least once per month

## PODCASTING

71%

of internet users listen to digital audio content at least once per month

## INSTAGRAM

44%

of people use Instagram weekly to shop

Running a digital only marketing strategy? Want a 2-pronged approach coupled with print advertising?

**PROVIDENCE MEDIA HAS YOU COVERED!**



# WEB DISPLAY ADVERTISING WEBSITES & NEWSLETTER

Our Hey Rhody Newsletter is received by 8,000+ subscribers multiple times per week.

Website display advertisements purchased through Providence Media will be featured across all 4 of our websites. This gets the advertisers a statewide reach with one purchase.

- ProvidenceOnline.com
- TheBayMagazine.com
- SoRhodeIsland.com
- HeyRhody.com

## WEBSITES

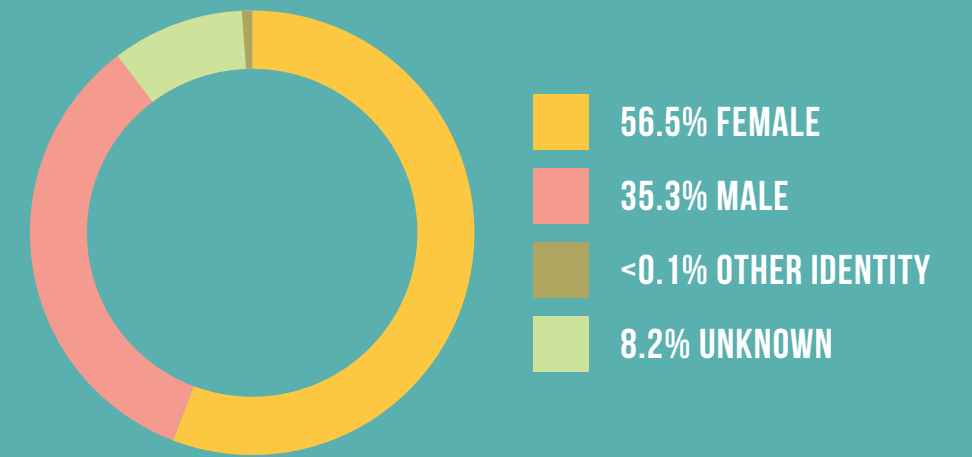
AVERAGE  
**46,852**  
UNIQUE VISITORS  
Average is per month in 2021

AVERAGE  
**73,308**  
PAGE VIEWS  
Average is per month in 2021

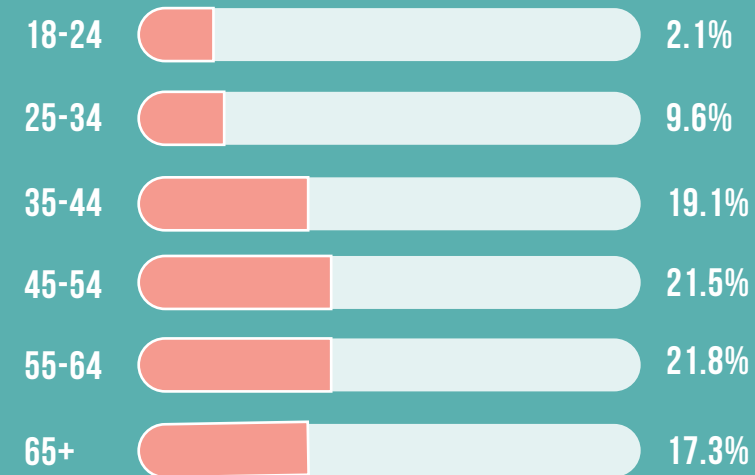
**3,633,711**  
TOTAL AD IMPRESSIONS  
Total impressions received from ad campaigns in 2021

## NEWSLETTER

AVERAGE  
**31%**  
OPEN RATE  
percentage of subscribers who open our newsletter often

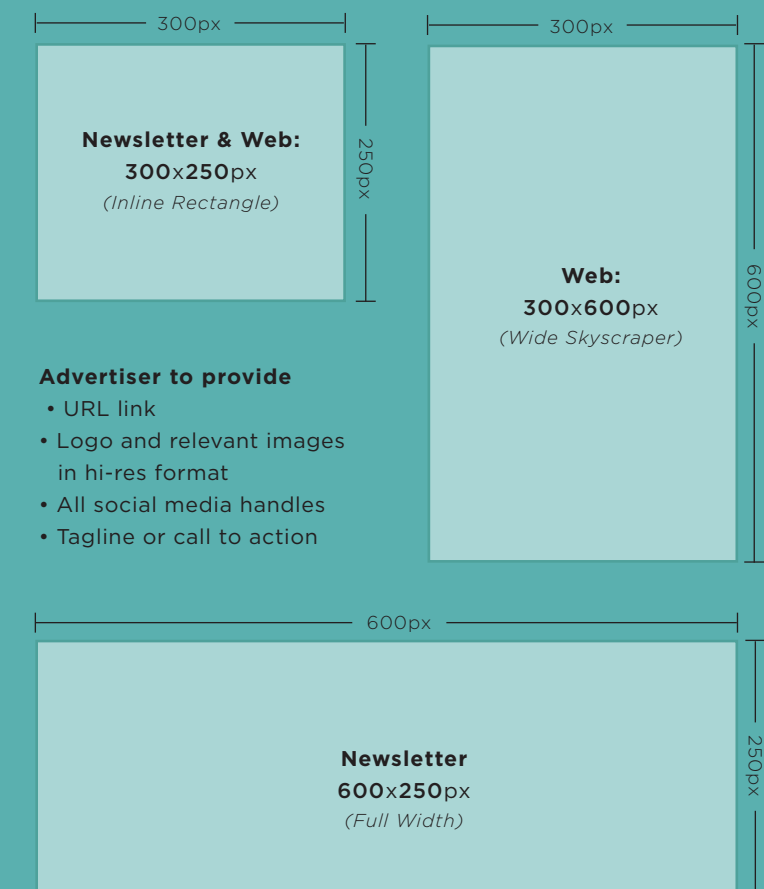


## AGE RANGE



## Specifications:

All display advertising design is complimentary and can be used throughout all Providence Media titles. Additional fees may apply to use design in non-Providence Media products. See your marketing manager for details.



### Advertiser to provide

- URL link
- Logo and relevant images in hi-res format
- All social media handles
- Tagline or call to action

# RATES

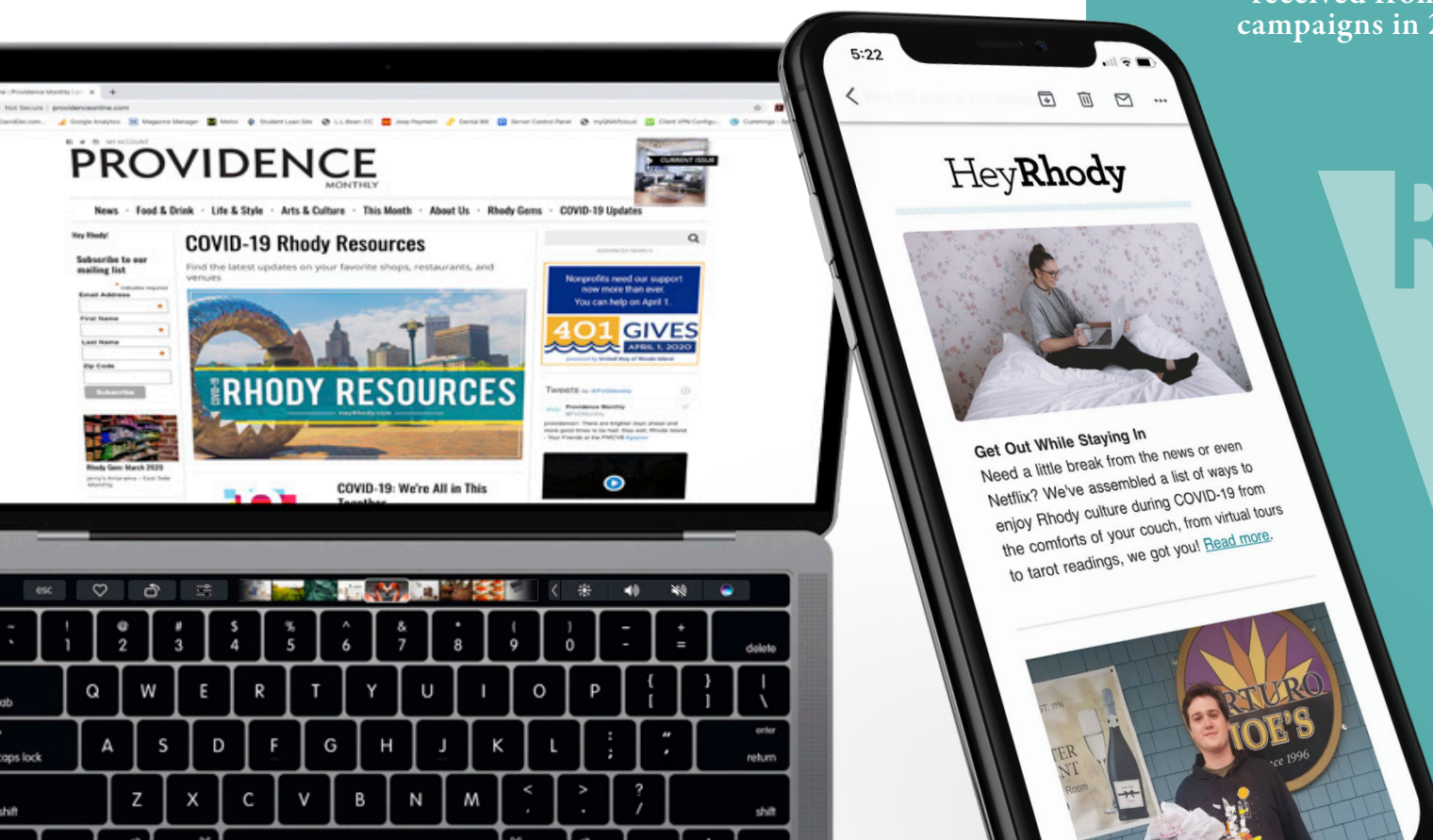
### WEBSITE DISPLAY ADVERTISING

Inline Rectangle 300 x 250px: \$10 CPM  
Wide Skyscraper 300 x 600px: \$15 CPM  
CPM: Cost per 1,000 Impressions

### HEY RHODY NEWSLETTER

Inline Rectangle 300 x 250px: \$125/Run\*  
Full Width 600 x 250px: \$200/Run\*

\*Run = 4 Newsletter Days. To be used within 30 days of purchase date and scheduled at time of purchase



# SOCIAL MEDIA STATISTICS

Providence Media maintains a social presence for all four of our publications: Hey Rhody, Providence Monthly, So Rhode Island, and The Bay Magazine. Aggregated here are pertinent statistics for the individual pages as well as for Providence Media as an entity.

## PROVIDENCE MEDIA

FACEBOOK PAGE LIKES  
**33,000+**  
Across our 4 Social Channels

INSTAGRAM FOLLOWERS  
**24,000+**  
Across our 4 Social Channels

TWITTER FOLLOWERS  
**18,000+**  
Across our 4 Social Channels



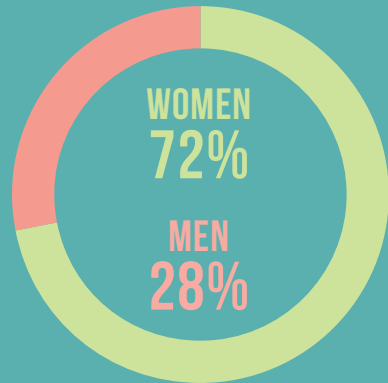
### PROVIDENCE MONTHLY

**REACH** Number of individuals who saw any content from the page

FACEBOOK **87,000+**    INSTAGRAM **68,500+**

### FOLLOWERS/PAGE LIKES

FACEBOOK **10,500+**    INSTAGRAM **12,000+**



### TOP AGE RANGE

FACEBOOK **35-45**    INSTAGRAM **25-35**

### TOP REACHED CITIES

PROVIDENCE  
CRANSTON  
WARWICK  
PAWTUCKET



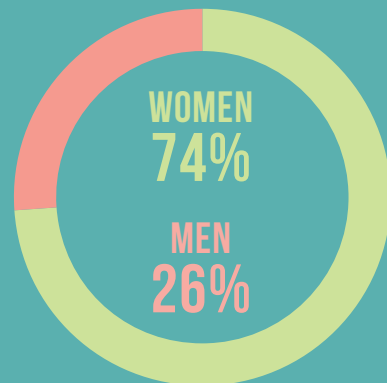
### SO RHODE ISLAND

**REACH** Number of individuals who saw any content from the page

FACEBOOK **32,500+**    INSTAGRAM **11,600+**

### FOLLOWERS/PAGE LIKES

FACEBOOK **10,000+**    INSTAGRAM **3,500+**



### TOP AGE RANGE

FACEBOOK **35-55**    INSTAGRAM **30-50**

### TOP REACHED CITIES

WARWICK  
NORTH KINGSTOWN  
NARRAGANSETT  
PROVIDENCE



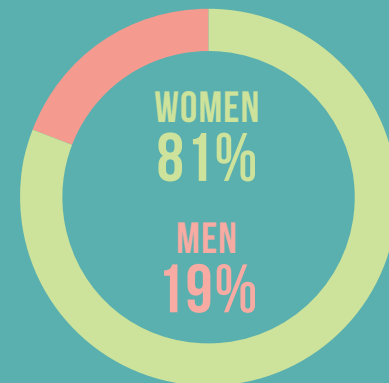
### THE BAY MAGAZINE NEWLY LAUNCHED

**REACH** Number of individuals who saw any content from the page

FACEBOOK **2,700+**    INSTAGRAM **1,600+**

### FOLLOWERS/PAGE LIKES

FACEBOOK **2,700+**    INSTAGRAM **<1,000+**



### TOP AGE RANGE

FACEBOOK **35-45**    INSTAGRAM **25-55**

### TOP REACHED CITIES

WARREN  
BRISTOL  
BARRINGTON  
EAST PROVIDENCE



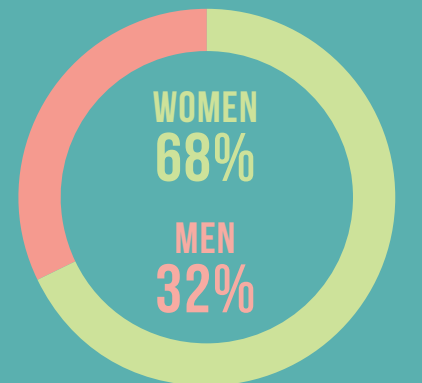
### HEY RHODY

**REACH** Number of individuals who saw any content from the page

FACEBOOK **22,800+**    INSTAGRAM **36,200+**

### FOLLOWERS/PAGE LIKES

FACEBOOK **10,100+**    INSTAGRAM **7,700+**



### TOP AGE RANGE

FACEBOOK **35-54**    INSTAGRAM **25-44**

### TOP REACHED CITIES

PROVIDENCE  
CRANSTON  
NORTH PROVIDENCE  
JOHNSTON

\*\*All Statistics aggregated from February 2021-February 2022



# SOCIAL MEDIA RATES & PRICING



## SPONSORED POST ADVERTISING

Posts are to be built with content provided by the advertiser. Any custom writing by Providence Media's in-house staff will require a \$50 Minimum Surcharge

**Facebook: \$250** all 4 accounts, 1 post/account

**Instagram: \$150** all 4 accounts, 1 post/account

Custom pricing available for individual pages

## VERTICAL VIDEO (REELS & STORIES)

### INSTAGRAM REELS

**22%**

More engagements than regular video content

With the release of Instagram Stories and Reels the algorithm is favoring this new content type. Utilizing this tool can help you to reach viewership well beyond your follower count.

Reel\* 15, 30, or 60 second video

### Single Custom Shot & Edited Video **\$200**

Consultation and planning with a member of our digital team followed by an on site shoot day. Resulting in a fully edited vertical video that the client can use on Reels or Stories.

### Custom Video & Share

Custom vertical video that will be originally posted on one or multiple of our social channels. Since this content will be originally posted "from Providence Media" our Digital Media Manager will have "Final Cut" on the video. Advertiser can share the post and will receive full rights to video 2 weeks after originally published.

Providence Monthly | Hey Rhody **\$300 EACH** | ADDITIONAL FOR \$125

So Rhode Island | The Bay **\$250 EACH** | ADDITIONAL FOR \$100

# PACKAGES

## SPONSORED CONTENT PACKAGE

Websites | Newsletter | Instagram | Facebook

350 word article copywritten to suit by our editorial team featured on our home page for 1 month, published (abridged) in newsletter 1x during the first week of publishing with link to full article, sponsored article shared 1x by each Instagram and Facebook account within the month of publishing.

**\$600**

## REEL CONTENT PACKAGE

Sponsored Content Package & Custom Reel

The Reel Content Package includes everything from the Sponsored Content Package with a video addition. Take advantage of the savings by not only getting your custom Video & share (see left for details) but the sharing portion includes any three of our social media channels for increased exposure.

**\$900**

## RHODY REAL ESTATE

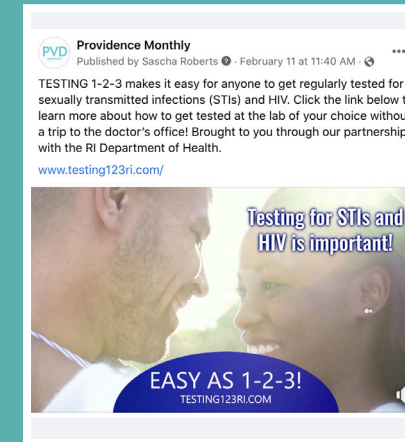
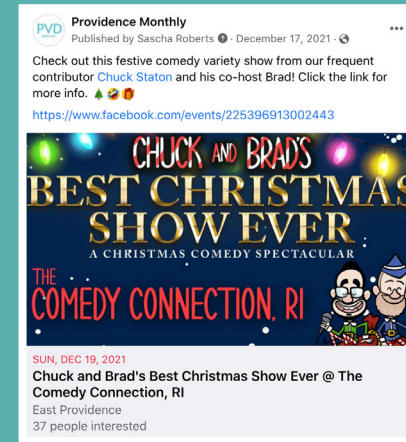
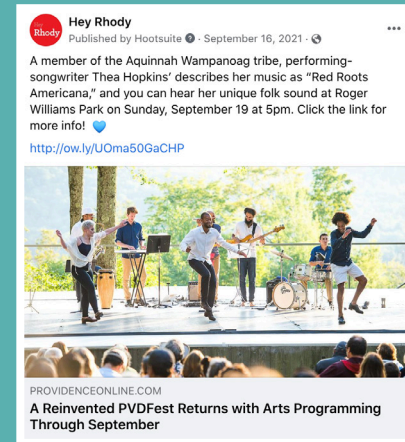
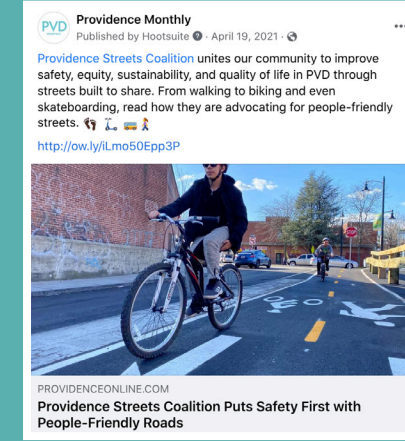
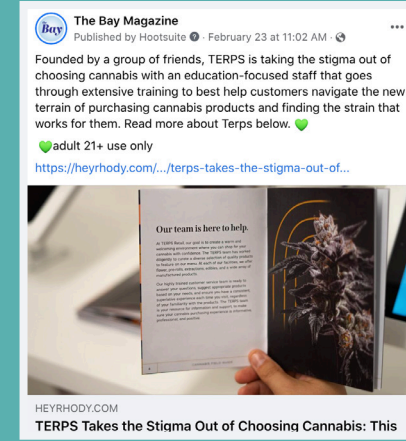
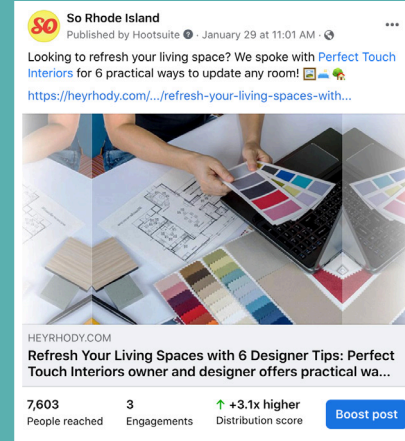
Newsletter

For real estate agents. A new way to highlight one of your properties to a Rhode Island audience. Prominently displayed in the Hey Rhody Newsletter with a large photo and listing info.

Package include a full run: 4 Newsletters

**\$250**

## Sponsored Content



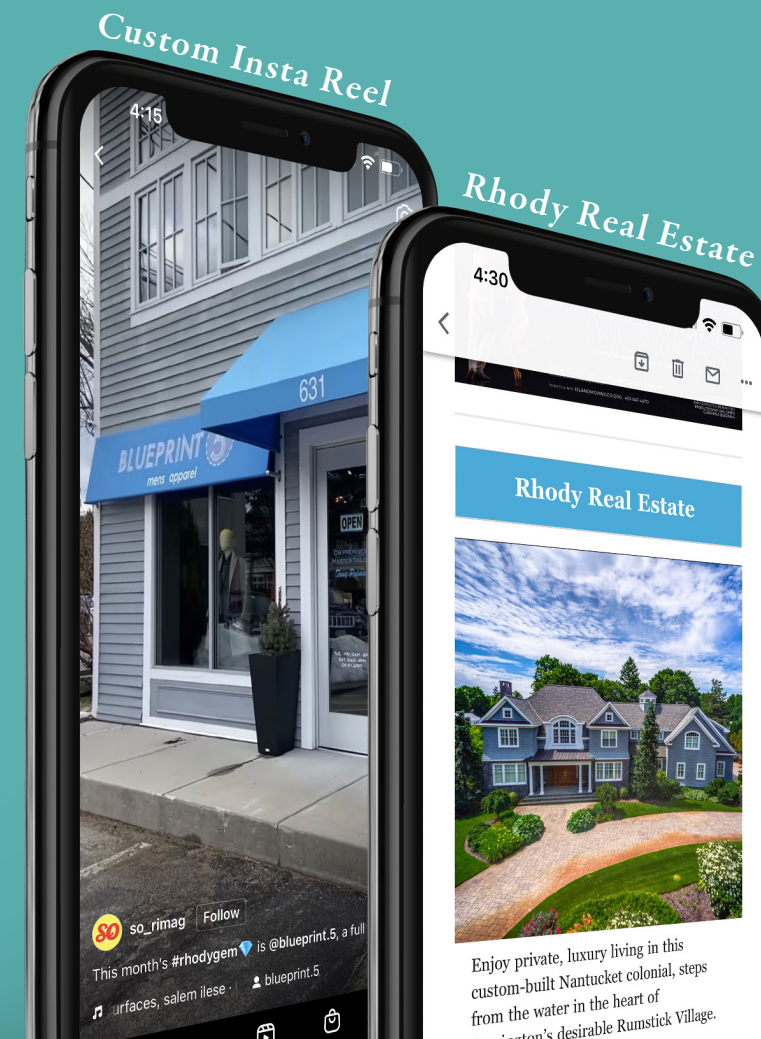
## REAL ESTATE PACKAGE

Websites | Newsletter  
Instagram | Facebook

Our full web based offering for real estate agents. An impactful way to highlight one of your properties to a state-wide audience. Prominently displayed in the Hey Rhody Newsletter with a large photo and listing info, home page placement on all 4 websites for a month, five IG stories on the handle & dates of choice, and shared on all 4 Facebook pages (Using the Rhody Real Estate link from websites).

Newsletter full run:  
4 Newsletters

**\$500**





# PODCAST

## SPONSORSHIP & PRODUCTION

**Hey Rhody Podcast**  
Big Love for the Smallest State

A deep dive into the Ocean State. Taking a granular look into the people, places and everything in between that inspire such big love for the smallest state. Northern RI born and raised, Hey Rhody hosts Sascha Roberts and Nick DelGiudice bring a love of Providence bars, photography, design and years of experience in the service industry to their weekly convos with local icons dishing on all things Rhode Island. Hey Rhody Podcast is an extension of the Providence Media magazines you already know and love.



**80%**  
of podcast listeners stay tuned in for most or all of the episodes they listen to  
(Edison Research)

**34%**  
of those making \$50,000 to 75,000 annually and 32% of those making \$75,000 to 100,000 listen to podcasts daily  
(Edison Research)

**54%**  
podcast consumers say that they are more likely to consider the brands they hear advertised on podcasts  
(Edison Research)

**32%**  
of people listen to podcasts monthly  
(Edison Research)

**22%**  
of people listen to podcasts weekly  
(Edison Research)

### SOME OF OUR GUESTS SO FAR



**AMBER JACKSON**  
The Black Leaf Tea & Culture Shop



**SANJIV DHAR**  
Rasa  
Rasoi  
Chaska  
Kabob & Curry



**ASHER SCHOFIELD**  
Frog & Toad



**LAURA AFONSO**  
Buns & Bites  
Pinkie Swear  
Russillo Real Estate



**MANYA RUBENSTEIN**  
Industrious Spirits  
Company



**MARK HELLENDRUNG**  
Narragansett Brewing Co.

### STUDIO RENTAL / PRODUCTION

COMING SOON  
COMING SOON  
COMING SOON  
COMING SOON

### AD RATES

RATES ARE PER EPISODE

	30 Sec	45 Sec	1 Min
Pre-Roll	\$50	\$55	\$60
Mid-Roll	\$40	\$45	\$50
End-Roll	\$20	\$25	\$30



+ MANY MORE





# PHOTOGRAPHY

## RATES & PRICING

Providence Media offers packages from its award winning in-house photographer: The 2021 RIPA Photographer of the Year Nick DelGiudice. With years of experience in editorial photography Nick can handle any subject type required: Portraits, Corporate Headshots, Food, Drink, Real Estate, and more.



### PHOTOGRAPHY PACKAGES

All photo packages include one round of baseline edits, then a proof sheet where the client can choose selections from proofs, followed by a second round of finer edits. Client is given full rights to use the final high-res photos in any way that they choose.

#### Corporate Headshot(s) **STARTING AT \$350**

Shot on a seamless black or white backdrop in our studio. Subject receives 2 fully edited photos.

**PHOTOGRAPHER TRAVELS TO YOU: \$75** Full seamless backdrop “pop-up” set with lighting at your location. Min. 10’ x 10’ space needed.

**SAME LOCATION ADDITION SUBJECTS: \$100/PERSON**

#### Restaurants **STARTING AT \$400**

Photographer will come to you. Client is expected to have at least 5 dishes and 2-3 cocktails ready for shoot. purchase includes up to 10 fully edited photos.

**ADDITIONAL PHOTOS \$25/PHOTO**

#### Portrait Session **STARTING AT \$450**

Photographer will come to you. 1.5 hour maximum shoot time. Full portable portrait lighting setup. Purchase includes up to 5 fully edited photos.

**ADDITIONAL PHOTOS \$25/PHOTO**

#### Custom Packages **STARTING AT \$350**