

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

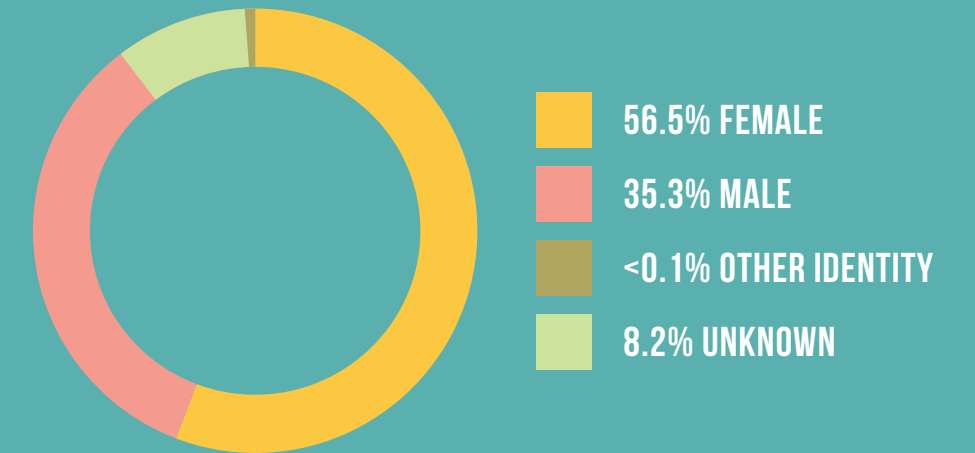
AVERAGE
46,852
 UNIQUE VISITORS
 Average is per month in 2021

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

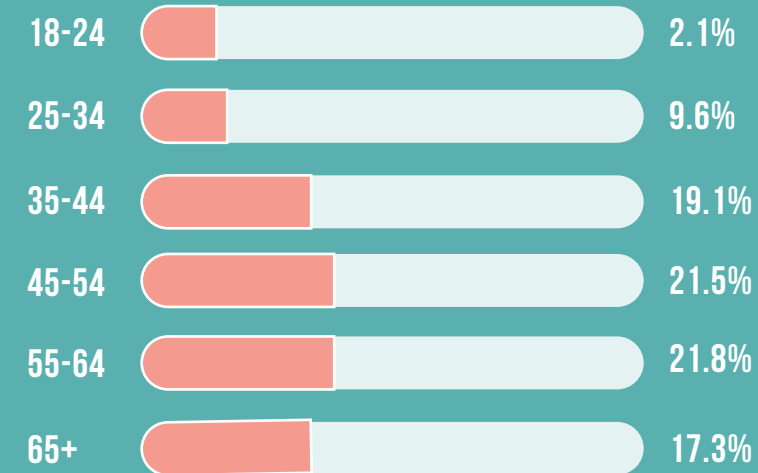
3,633,711
 TOTAL AD IMPRESSIONS
 Total impressions received by ad campaigns in 2021

NEWSLETTER

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

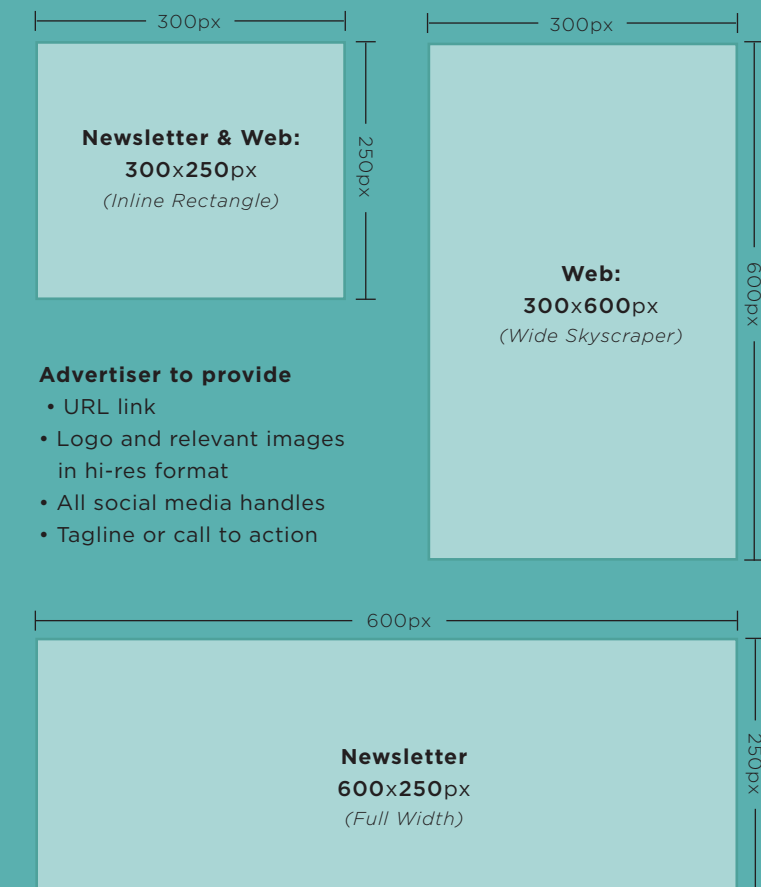


AGE RANGE



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

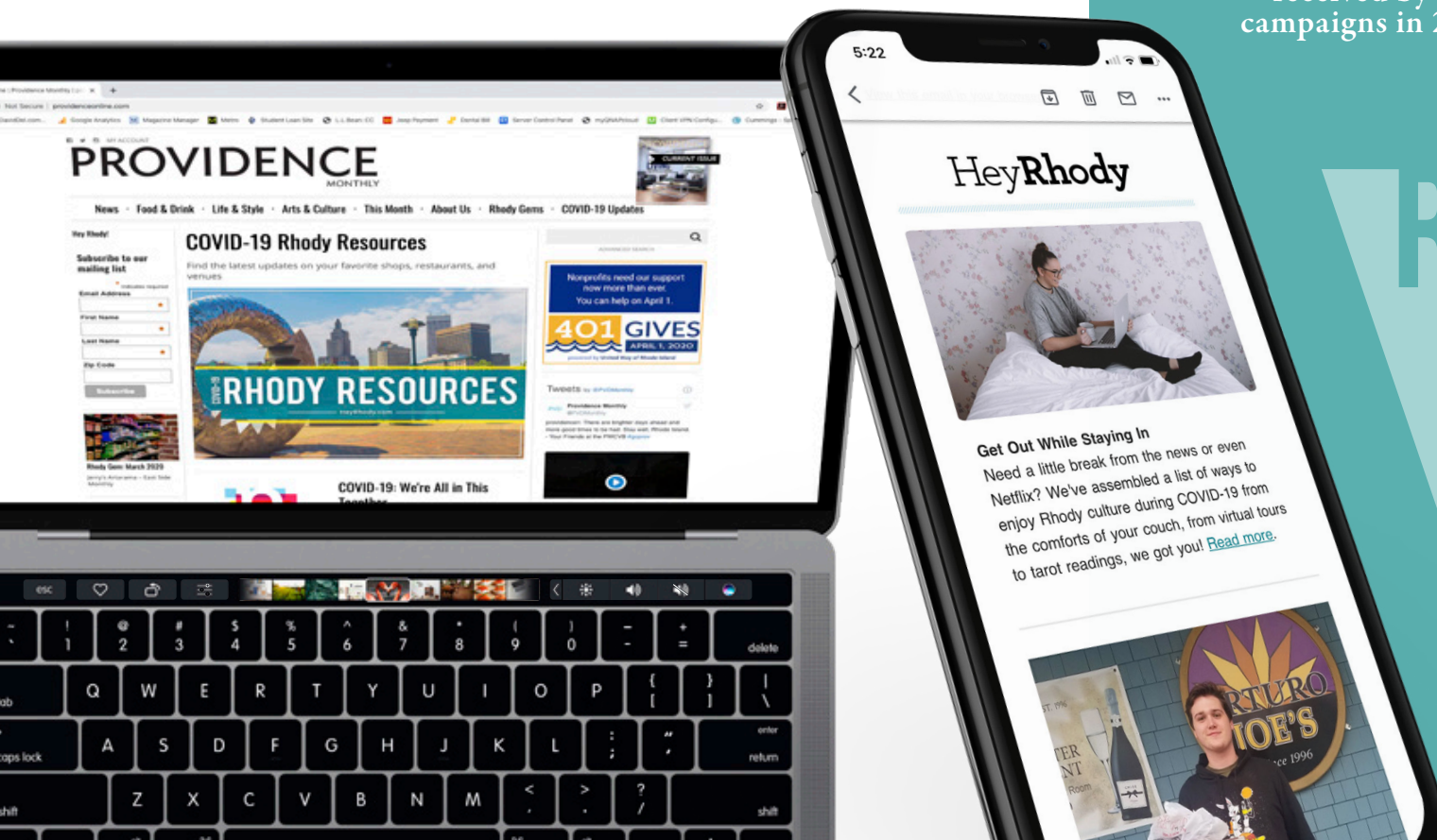
CPM: Cost per 1,000 Impressions

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 presense 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



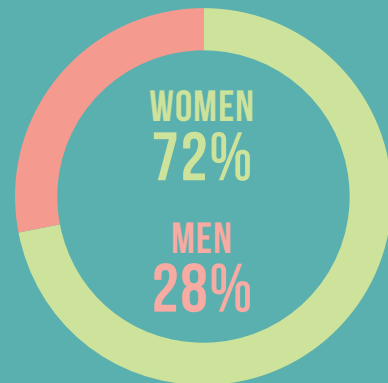
PROVIDENCE MONTHLY

REACH Numnber 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



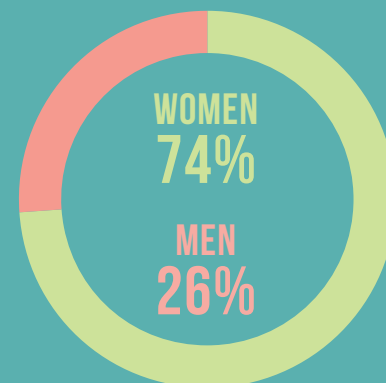
SO RHODE ISLAND

REACH Numnber 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



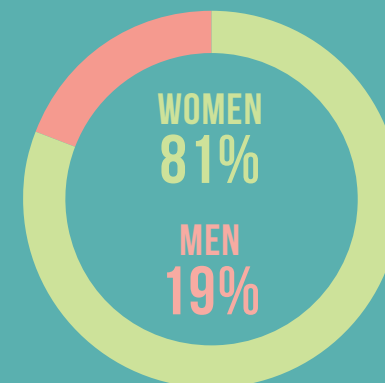
THE BAY MAGAZINE NEWLY LAUNCHED

REACH Numnber 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



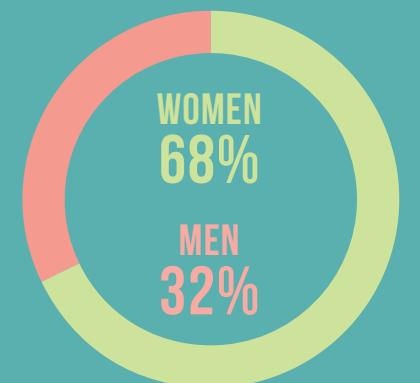
HEY RHODY

REACH Numnber 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

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

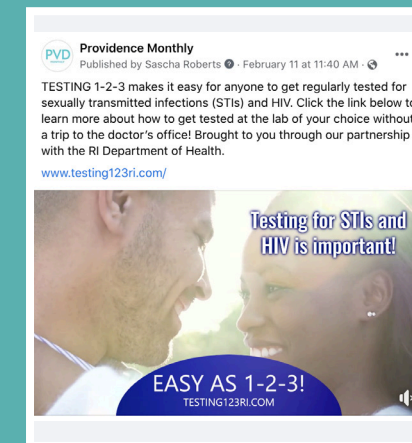
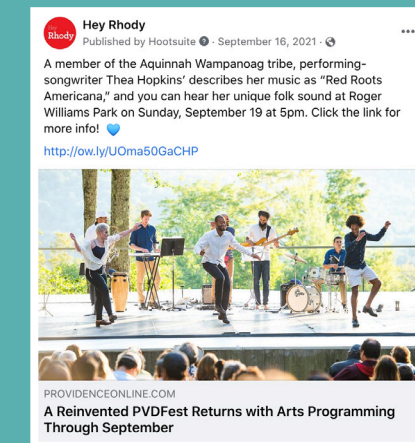
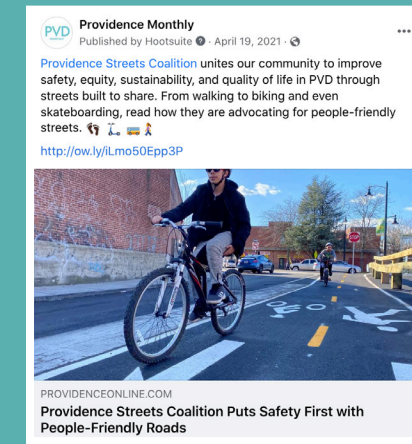
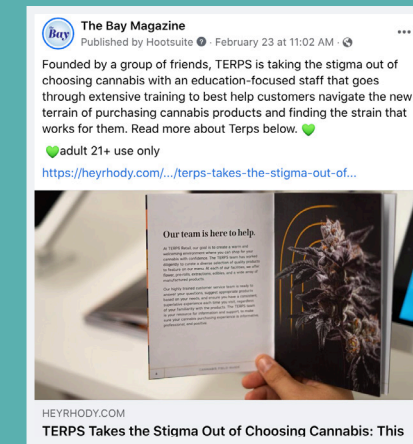
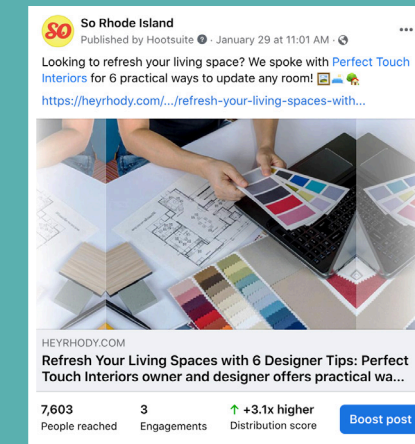
Newsletter

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



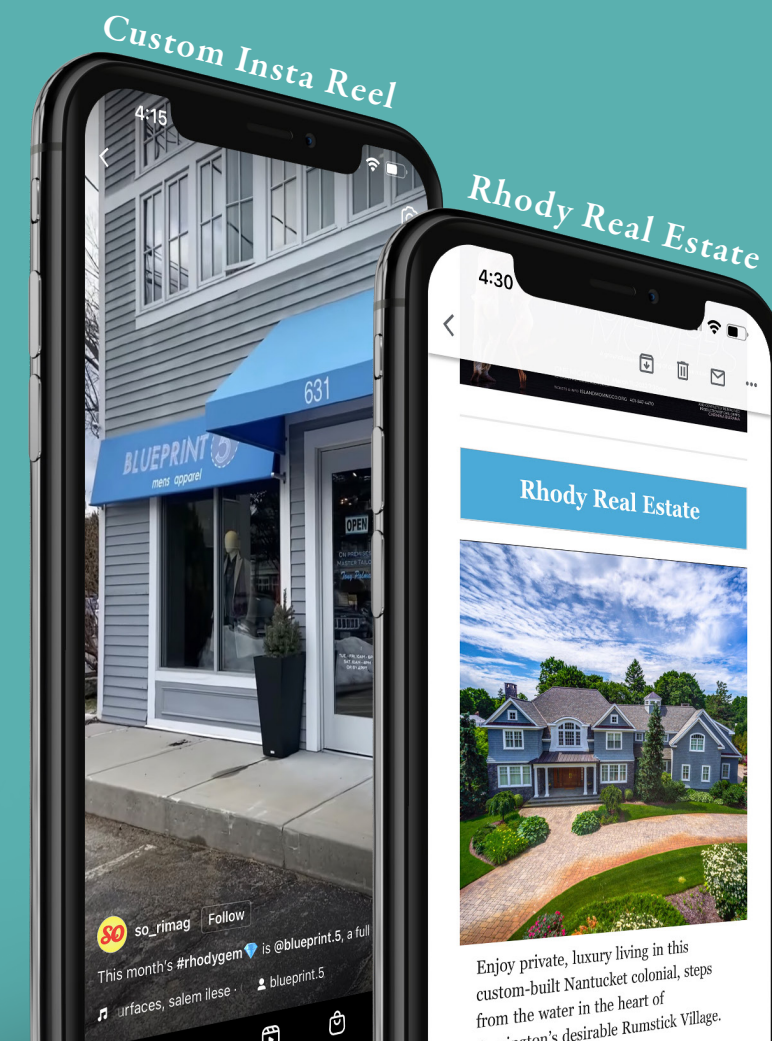
REAL ESTATE PACKAGE

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

OVER 11,000 DOWNLOADS

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.



KRISTEN ADAMO
Go Providence



DAVID & MIA
Groundswell



CHUCK STATON
Podcaster/Producer



LORI KETTEL
PVDonuts



LUIS & VICTOR
Papi's Coquito



ROSCOE GAY
Every 1's Chef

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**

