

providence media



Supporting local business has never been more important.

A small business ourselves, Providence Media is here to help the Rhode Island business community thrive in 2023.

We're excited to announce our plan for the new year: a series of editions that highlight how Rhode Islanders can support local businesses in every corner of the Ocean State.

Advertising Inquiries
Contact 401-305-3391 or marketing@providenceonline.com

LOCALLY OWNED

Since 1975, we are the
largest magazine
group in Rhode Island

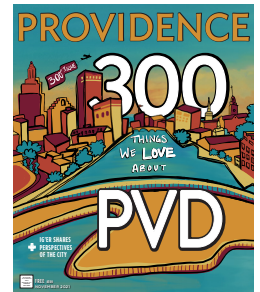
PROVIDENCE MEDIA is the leader in local lifestyle, reaching over 168,000 educated, affluent and engaged readers every month through our free, hyper-local publications. We work hard to find what's new and exciting from greater Providence to South County, to the East Bay and Southeastern Massachusetts. We don't just follow the trends - we set them: By being the first to tell you about restaurants that go on to win awards, community members who ascend to be community leaders, and arts and entertainment that become the hottest shows in town. Our readers are pre-qualified patrons of local businesses; we know this because you have to shop local to pick up our magazines. They are out and about, and they're hungry for what's new. **Follow our lead** and reach the locals who know where to go and what to do.



Award-Winning Editorial

Providence Media has received over 150 RI Press Association Awards, including:

BEST COVERS



BEST FEATURE FRONT PAGE



PHOTO SERIES



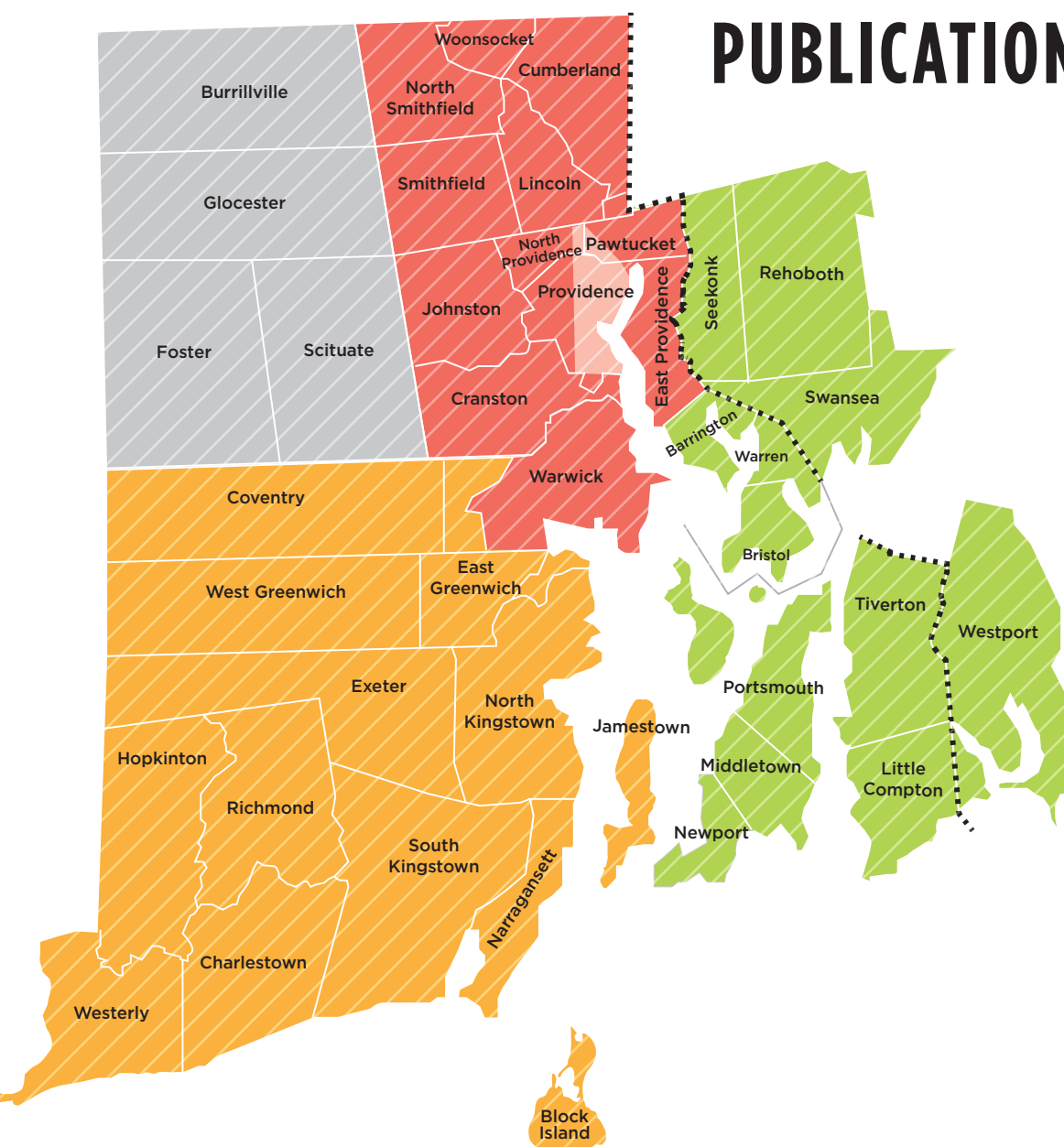
FOOD AND DINING STORY



ENTERTAINMENT OR ARTS STORY



Regional & Statewide Distribution



PUBLICATIONS

77,500 Magazines
Monthly

26k



Providence Monthly

The city's only magazine, *Providence Monthly* has been a must-read source for trends in dining, style, arts and culture since 1996.

16k



SO Rhode Island

With a focus on home, style, dining, the arts and family fun, *SO Rhode Island* is the community's indispensable monthly guide to the good life.

25k



Hey Rhody

Relunched as a statewide premium monthly, *Hey Rhody* covers the entire state. Special interest issues include HOME, DINING, and seasonal guides.

10.5k



The Bay

The Bay offers in-depth coverage of arts and culture, dining, home and personal style and events in the East Bay.

Combination Rates

Any 2 Publications: 10% discount

Any 3 Publications: 15% discount

All 4 Publications: 20% discount

Discounts apply to total billing charge including color and special placement. Advertising must appear within the same month. Contracts not fulfilled will be short rated to the earned rate.

Marketplace: Display Ad Pages

Special geographical (i.e., East Greenwich) and thematic (i.e., Back to School) display ad sections can be put together for group rates.

HeyRhody

Hey Rhody is an upscale state-wide monthly magazine with strategic statewide distribution. With a focus on major in-demand lifestyle themes and subjects, Hey Rhody is curated and designed for a longer shelf-life:

Perfect Bound with Matte Cover Finish

High-Impact Photography & Original Content

Designed to Interest Local Enthusiasts & Influencers

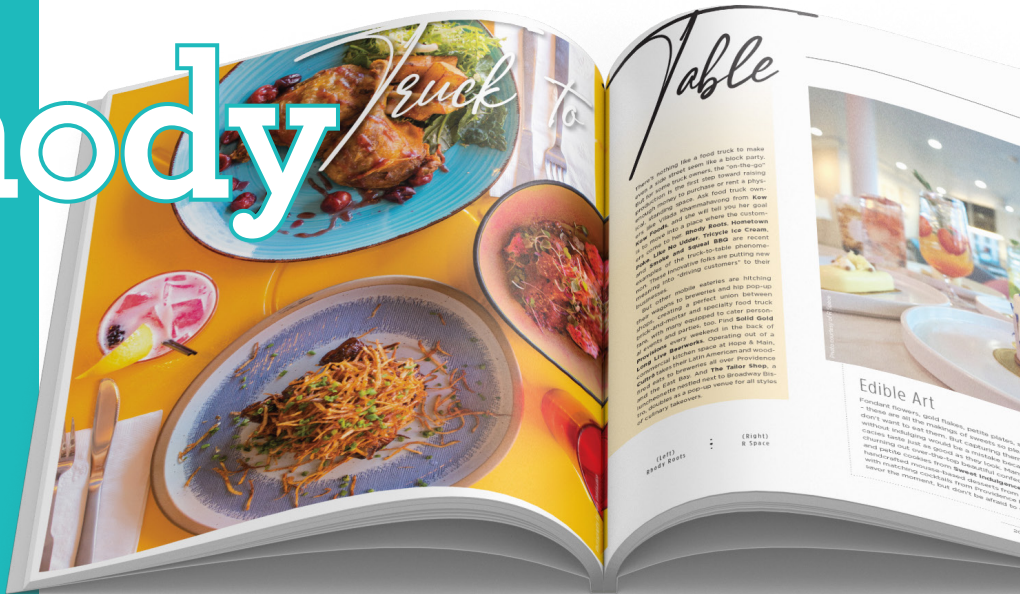
Distributed at Locally Owned, High-Traffic Markets & Destinations

Engages & Empowers Local-Buying Readers

Free Comprehensive Guides – Content is Unmatched & Accessible



+5% off
with
auto pay!



Monthly releases, including
12 highly anticipated specialty
publications throughout the year

WELLNESS in January
WEDDINGS in February
OFF-SEASON TRAVEL in March
HOME in April
DINING in May
SUMMER in June
BOATING in July
HIGHER EDUCATION in August
FALL in September
OUTDOOR in October
HOLIDAY in November
SHOP LOCAL in December

For editorial pitches and consideration,
please email Elyse@providenceonline.com.
Content subject to change.



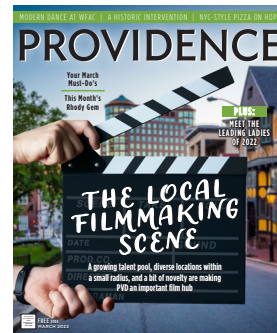
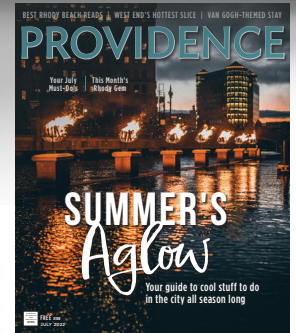
ADVERTISING RATES

Price is per issue	1x	3x	6x	12x
Spot	\$194	\$183	\$172	\$154
1/6	\$362	\$341	\$320	\$288
1/3	\$617	\$580	\$546	\$491
1/2	\$987	\$928	\$872	\$785
2/3	\$1155	\$1,086	\$1,021	\$919
Full Page	\$1,764	\$1,658	\$1,559	\$1,403
Front Inside Back Inside Back Cover	\$2,205	\$2,073	\$1,948	\$1,754
Spread	\$3,528	\$3,316	\$3,117	\$2,806

PROVIDENCE

Providence Monthly has merged with East Side Monthly as of May 2020 for the ultimate (and only!) city magazine.

Magazine: Providence Monthly
Reach: Mailed to 100% of 02906 (third highest-grossing RI zip code); free controlled saturation in high-traffic locations in Downtown, Federal Hill, West End and Greater Providence
Distribution: 26,000 issues.
 65% direct mail, 35% in high traffic locations



Advertising Rates

Price is per issue	1x	3x	6x	12x
Spot	\$196	\$184	\$173	\$156
1/6	\$355	\$334	\$314	\$282
1/3	\$623	\$586	\$551	\$496
1/2	\$996	\$937	\$880	\$792
2/3	\$1,166	\$1,096	\$1,030	\$927
Full Page	\$1,781	\$1,674	\$1,574	\$1,416
Front Inside Back Inside Back Cover	\$2,226	\$2,092	\$1,967	\$1,770
Spread	\$3,562	\$3,348	\$3,147	\$2,832
Business Focus	N/A	\$215	N/A	N/A

SO Rhode Island

SO Rhode Island has been the leading lifestyle magazine in Southern Rhode Island since 2006, connecting communities from East Greenwich to Westerly.

Magazine: SO Rhode Island

Reach: Free controlled saturation in high-traffic locations in East Greenwich, North Kingstown, Jamestown, Wakefield, South Kingstown, Narragansett, Charlestown, Westerly, and towns and villages in between
Distribution: 16,000 issues



DOUBLE ISSUE for SUMMER 2023

SO Rhode Island and SO Summer have joined forces for a special double issue edition! Debuting in early July, the magazine will offer town by town highlights of all that Southern Rhode Island has to offer throughout the season.

For editorial pitches and consideration, please email Elyse@providenceonline.com. Content subject to change.



Advertising Rates

Price is per issue	1x	3x	6x	12x
Spot	\$190	\$178	\$168	\$151
1/6	\$307	\$289	\$272	\$244
1/3	\$535	\$503	\$473	\$426
1/2	\$853	\$802	\$754	\$679
2/3	\$1,002	\$942	\$885	\$797
Full Page	\$1,484	\$1,395	\$1,311	\$1,180
Front Inside Back Inside Back Cover	\$1,961	\$1,843	\$1,733	\$1,559
Spread	\$2,986	\$2,790	\$2,623	\$2,360



+5% off with auto pay!

the Bay

The Bay magazine celebrates the vibrant culture, culinary scene, home life, style, events and creative spirit in the East Bay and surrounding communities.

Magazine: The Bay magazine
Reach: In high traffic, highly desirable locations throughout the area. Our readers are pre-qualified patrons of local businesses: You have to shop local to pick up our magazines.
Distribution: 10,500 issues



Advertising Rates

Price is per issue	1x	3x	6x	12x
Spot	\$184	\$173	\$162	\$146
1/6	\$289	\$271	\$255	\$230
1/3	\$504	\$474	\$445	\$401
1/2	\$809	\$760	\$714	\$643
2/3	\$945	\$888	\$835	\$752
Full Page	\$1,407	\$1,323	\$1,243	\$1,119
Front Inside Back Inside Back Cover	\$1,838	\$1,727	\$1,624	\$1,461
Spread	\$2,814	\$2,645	\$2,486	\$2,238

+5% off
with
auto pay!

Sizes

Magazine Trim Size	9"w x 10.875"h
Spot	2.375"w x 2.25"h
1/6	2.375"w x 4.75"h
1/3	5.125"w x 4.75"h
1/3 Vertical	2.375"w x 9.875"h
1/2	8"w x 4.75"h
2/3	5.125"w x 9.875"h
Full Non-Bleed	8"w x 9.875"h
Full Bleed*	9.25"w x 11.125"h

*Please ask your sales rep for the full page template for more instructions

Digital Advertising: Advertising opportunities are available on our e-newsletter, websites, and select social media channels.

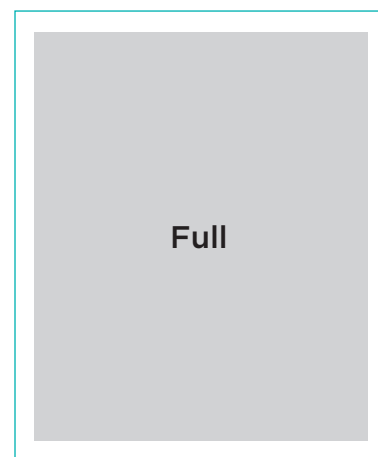
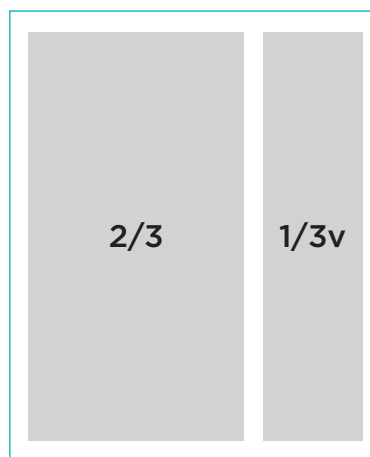
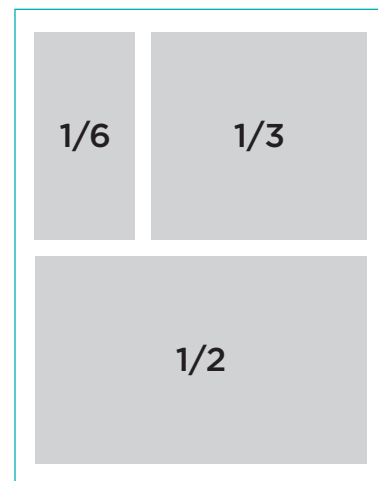
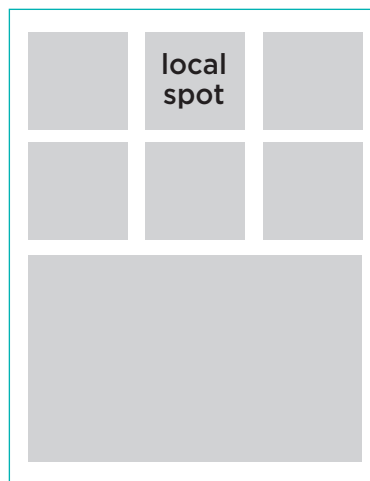
Requirements

- Our preferred file format is PDF
- Images must be 300dpi
- Color mode must be CMYK; RGB and spot colors will not print true to color
- Smallest type: 7pt, 10pt bold for knockout text
- Templates are available upon request.
- Ads accepted via file transfer or email by your sales rep

Advertising Design Policy

In-house, agency quality work is available at no extra charge to contract advertisers for ads running in Providence Media products.

Unflattened, unprotected PDFs of ads may be purchased for \$75 per ad. Additional ad changes or formats are available at an additional charge. Original InDesign files cannot be provided, as they may contain fonts and images that are licensed to Providence Media.



About Providence Media

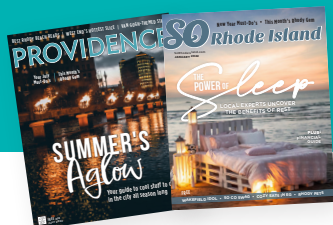
Providence Media has been the leader in local lifestyle since 1975. Our titles include *Providence Monthly*, *SO Rhode Island*, *The Bay*, and *Hey Rhody*. Further magazine schedules and deadlines will be posted as they become available.

Proud Members Of: RI Press Association, Providence Warwick Convention Visitors Bureau, and the following Chambers of Commerce: Block Island, Charlestown, East Bay, East Greenwich, Jamestown, Narragansett, Newport County, North Kingstown, Southern RI, and Westerly-Pawcatuck

Special Pages & Rates: Business Spotlight runs in Providence Monthly with a six month commitment. Includes one business spotlight story within a six-month term.

Marketplace Rates: Advertisers that are grouped on a geographical or thematic page are eligible for 15% off the frequency rate.

Digital Advertising: Advertising opportunities are available on our e-newsletter, websites, and select social media channels.

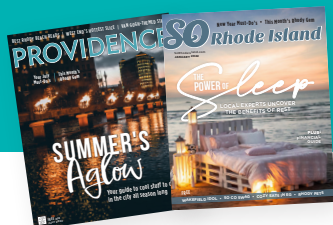


Providence Media Advertising & Planning Calendar 2023*

Sponsored content deadline is two weeks prior to display ads. (*Subject to change)



	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JANUARY	Providence Monthly	December 1	Who to Watch	Financial Guide
	SO Rhode Island	December 5	Cosmetic	Financial Guide
	The Bay	December 8	Cosmetic	
	Hey Rhody	December 13	Wellness: Cosmetic	Financial Guide
FEBRUARY	Providence Monthly	January 2	Dining Date Nights	Black History Month
	SO Rhode Island	January 5	Creative Dates	Black History Month
	The Bay	January 10	Creative Dates	Black History Month
	Hey Rhody	January 13	Weddings/The Romance Issue	Black History Month
MARCH	Providence Monthly	January 31	Spring Home & Garden	Leading Ladies Summer Camps
	SO Rhode Island	February 3	Spring Home & Garden	Leading Ladies Summer Camps
	The Bay	February 8	Spring Home & Garden	Leading Ladies Summer Camps
	Hey Rhody	February 13	Off-Season Travel	Leading Ladies Summer Camps
APRIL	Providence Monthly	February 28	Arts: Tattoo	Summer Camps
	SO Rhode Island	March 3	Dining	Summer Camps
	The Bay	March 8	Dining	Summer Camps
	Hey Rhody	March 13	Home Guide	Home Buyers Guide
MAY	Providence Monthly	March 30	Family Fun/All-Age Adventures	A&C Little Free Libraries Summer Camps
	SO Rhode Island	April 4	Coastal/Boating	Veterans Affairs Summer Camps
	The Bay	April 7	Town Spotlight	Veterans Affairs Summer Camps
	Hey Rhody	April 12	Dining Guide	Summer Camps
JUNE	Providence Monthly	May 1	Celebrate Providence	Pride Summer Camps
	SO Rhode Island	May 4	Industry Focus: Farming	Summer Camps
	The Bay	May 9	Boating	Summer Camps
	Hey Rhody	May 12	Summer Guide	Summer Camps



Providence Media Advertising & Planning Calendar 2023*

Sponsored content deadline is two weeks prior to display ads. (*Subject to change)



	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JULY	Providence Monthly	May 29	Dining	Summer Camps
	SO Rhode Island	June 1	SO Summer	Summer Camps
	The Bay	June 6	Industry Focus: Farming	Summer Camps
	Hey Rhody	June 9	Boating	Summer Camps
AUGUST	Providence Monthly	June 30	Industry Focus or Higher Ed.	Back To School
	SO Rhode Island	July 5	Town Spotlight	Back To School
	The Bay	July 10	Family Fun	Back To School
	Hey Rhody	July 13	Higher Education	Back To School
SEPTEMBER	Providence Monthly	August 1	Neighborhood Focus	Back To School
	SO Rhode Island	August 4	Dining: The Taste of Fall	Back To School
	The Bay	August 9	Dining: The Taste of Fall	Back To School
	Hey Rhody	August 14	Fall Guide	Back To School
OCTOBER	Providence Monthly	August 30	Fall Guide	Brown Parents Week Summer Camps
	SO Rhode Island	September 4	Fall Guide	Back To School
	The Bay	September 7	Fall Guide	Back To School
	Hey Rhody	September 12	Outdoor	Back To School
NOVEMBER	Providence Monthly	October 2	Shop Small/Makers	Indigenous Stories
	SO Rhode Island	October 5	Shop Small/Makers	Indigenous Stories
	The Bay	October 10	Shop Small/Makers	Indigenous Stories
	Hey Rhody	October 13	Holiday Guide	
DECEMBER	Providence Monthly	November 1	Holiday	
	SO Rhode Island	November 6	Holiday	
	The Bay	November 9	Holiday	
	Hey Rhody	November 14	Shop Local	