



Media Kit



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LANCASTER
COUNTY MAGAZINE

*Celebrating Lancaster
County Since 1987.*

Circulation & Demographics

Beautiful homes, gorgeous gardens, outstanding food, engaging personalities ... *Lancaster County Magazine* has set the standard for more than 35 years.

Reader Profile

- Age 30 +
- Home Owners
- Business Owners
- Middle to Upper Income

Distribution (Lancaster County)

- Subscriptions
- Professional Offices
- Lancaster Chamber of Commerce Members
- Building Industry Association of Lancaster County Members
- Mount Joy Chamber of Commerce Members
- Elizabethtown Chamber of Commerce Members
- Southern Lancaster County Chamber of Commerce Members
- Special Events
- Specialty Stores and Shops
- Advertisers
- Lancastercountymag.com
- Digital Edition available on our website, lancastercountymag.com, and at issuu.com

Specialty Shops*

COLUMBIA:

- Burning Bridge Antiques Market
- Columbia Crossing River Trails Center
- Coffee & Cream
- The Golden Whisk Bakery
- HomeGoodies & Coffee

EPHRATA:

- Gus's Keystone
- Mainspring of Ephrata

LANCASTER:

- Attitudes Hair & Nail Salon
- Barnes & Noble
- Coffee Co.
- Lancaster Visitors' Center
- LancasterHistory
- Lancaster Central Market
- Manheim Township Public Library
- Penn Medicine Lancaster General Hospital
- Southern Market
- Ville & Rue
- The Ware Center

LITITZ:

- The Savory Gourmet
- Wilbur Chocolate

MANHEIM:

- Prussian Street Arcade

MILLERSVILLE:

- Crossgates Golf Club

MOUNT JOY:

- Gus's Keystone
- Idea Coffee
- Milanof-Schock Public Library

ELIZABETHTOWN

- Elizabethtown Public Library
- Groff's Meats
- WhirliGig Unique Boutiques/ Cafe 206

*This is an active list that is updated regularly. Locations are subject to change. Last updated 09/18/2024

2025 Advertising Specifications

Display Size	WIDTH	DEPTH
A 2 PAGE, NON-BLEED	16"	10.125"
A 2 PAGE, BLEED	17"	11.125"
B FULL PAGE, NON-BLEED	7.625"	10.125"
B FULL PAGE, BLEED	8.625"	11.125"
C 2/3 HORIZONTAL	7"	6.25"
C 2/3 VERTICAL	4.625"	9.625"
D 1/2 HORIZONTAL	7.25"	4.625"
D 1/2 VERTICAL	4.625"	7.125"
E 1/3 HORIZONTAL	7"	3"
E 1/3 VERTICAL	2.125"	9.625"
E 1/3 BLOCK	4.625"	4.625"
F 1/4 PAGE	3.5"	4.625"
G 1/6 HORIZONTAL	4.625"	2.25"
G 1/6 VERTICAL	2.125"	4.625"

Mechanical Specifications

- TRIM SIZE** 8.375" x 10.875"
- LIVE AREA** 7.625" x 10.125"
- TEXT SAFETY AREA** 5/16" (.3125") inside of trim (Full Page/Spread only)
- BLEED** 0.125" on all sides, outside of trim (Full Page/Spread with bleed only)
- MATERIALS** Adobe PDF created with press-quality settings, Adobe InDesign packaged with fonts and links, Adobe Illustrator (type converted to outlines; saved as EPS), Adobe Photoshop (saved as a PDF with press-quality settings), JPG saved at 300 dpi, at print size.
- COLOR** Convert colors to CMYK. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.
- ARTWORK** All artwork should be 300 dpi at the size it is placed in the file. All color art must be CMYK. The maximum ink density for images and colors is 300%.
- PAPER STOCK** Covers: 100# Gloss Text
 Inside Pages 50# Gloss Text

Advertising Deadlines

JANUARY-FEBRUARY	November 22, 2024
MARCH -APRIL	January 17, 2025
MAY-JUNE	March 21, 2025
JULY-AUGUST	May 23, 2025
SEPTEMBER-OCTOBER	July 18, 2025
NOVEMBER-DECEMBER	September 19, 2025

