

**GANNETT
MAGAZINES**
PUBLISHER OF *About* MAGAZINE

About **STARK COUNTY**

MEDIA KIT

2021

EST. 2008 // 13 YEARS

SPECIAL SECTIONS

Our special advertising sections help About advertisers tell their stories and provide readers with valuable content.

FEBRUARY BUILDING & REMODELING RESOURCE GUIDE directory of area builders and remodelers, in conjunction with the Building Industry Association.

APRIL FINANCIAL GUIDE directory of area financial organizations and service providers

MAY DENTAL GUIDE directory of area dental organizations and practitioners

JUNE TWENTY UNDER 40! annual young professionals awards section

JULY MEDICAL RESOURCE GUIDE & DIRECTORY of area health practitioners, in conjunction with Stark County Medical Society

AUGUST EDUCATION GUIDE directory of area schools, educational organizations and businesses

SEPTEMBER REAL ESTATE GUIDE directory of area real estate companies and realtors

OCTOBER BRAVE & BEAUTIFUL STARK COUNTY WOMEN celebrates area women at different stages in the fight against breast cancer

NOVEMBER ARTS & NONPROFIT GUIDE directory of area nonprofits

REGULAR DEPARTMENTS

BIZ & BUZZ
READER CHATTER • OUR PICKS

LIFE & STYLE
PART & PARCEL • IN THE BIZ
AT THIS TIME ... IN STARK COUNTY
HEALTH MATTERS

ARTS & ENTERTAINMENT
THE DOCKET • BOOKS OF MY LIFE
CULTURE SHOT • NEW RELEASES

FOOD & DINING
BEHIND THE FOOD • TEST KITCHEN
RESTAURANT REVIEW

PLUS ...
THE LIST • EVENT SNAPSHOTS
LAST LOOK

ADDITIONAL PUBLICATIONS

Inquire with your sales representative for more information about our full suite of magazines designed to engage readers and build your business!

CANTON INC.
JUNE / DECEMBER

SENIOR LIFE
JUNE / DECEMBER

HALL OF FAME YEARBOOK
AUGUST

Ask about other specialty pubs we schedule throughout the year!

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TO DISCUSS ADVERTISING, CONTACT YOUR SALES REPRESENTATIVE OR

BOB COMMINGS

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AUDIENCE

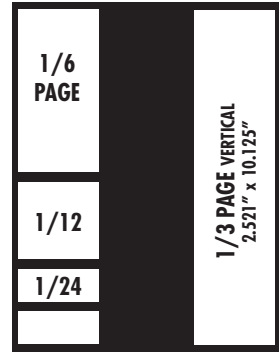
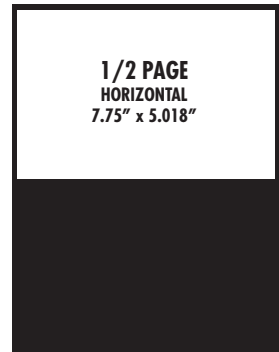
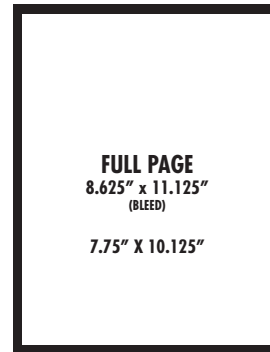
With fascinating features on people and places, food and dining, life and style, arts and entertainment, and more, Stark County's premier lifestyle magazine is a must-read in print and online, and the perfect vehicle to reach your best customers.



CIRCULATION

Every Sunday subscriber to The Canton Repository, including The Massillon Independent and The Alliance Review, receives a paid subscription to About magazine. Together with a mix of direct subscription, newsstand sales and special events, we deliver About magazine into the hands of 30,000 households each month throughout Stark County—an estimated 60,000+ readers!

SIZES & SPECS



INTERACTIVE

10,000

AVERAGE MONTHLY VISITS
QUALITY OVER QUANTITY



5,000
LIKES



2,550
FOLLOWERS



2,125
FOLLOWERS



EDITORIAL

About magazine isn't about Stark County—it's an authoritative guide for Stark Countians. Each monthly issue has one simple goal: to showcase the facets of our community that help residents and visitors alike enjoy life in Stark County to its fullest.

ARTWORK REQUIREMENTS

- Trim size is 8.375" x 10.875."
- All live matter should be 3/16" from the trim size on all four sides.
- All digital files must be a minimum of 300 dpi. All ads are process CMYK color.
- Preferred file formats: .tif, .eps, .jpg and high-quality PDFs.
- All vector images must be saved as .eps with text converted to paths or outlines.
- Ads sent camera-ready are subject to final approval by About magazine.

ADVERTISING RATES

AD	SIZE	12 ISSUES —20%—	6 ISSUES —10%—	SINGLE ISSUE
Full Page Bleed	8.625" x 11.125"	\$ 980	\$ 1,105	\$ 1,225
Full Page	7.75" x 10.125"	\$ 980	\$ 1,105	\$ 1,225
2/3 Page	5.152" x 10.125"	\$ 800	\$ 900	\$ 1000
1/2 Page Horizontal	7.75" x 5.018"	\$ 640	\$ 720	\$ 800
1/3 Page Vertical	2.521" x 10.125"	\$ 528	\$ 594	\$ 660
1/6 Page Vertical	2.521" x 4.968"	\$ 352	\$ 396	\$ 440
1/12 Page	2.521" x 2.389"	\$ 248	\$ 279	\$ 310
1/24 Page	2.521" x 1.1"	\$ 180	\$ 202	\$ 225

PREMIUM POSITIONS

Inside Front Cover	8.625" x 11.125"	\$ 1,040	\$ 1,170	\$ 1,300
Page 3	8.625" x 11.125"		SOLD	
Inside Back Cover	8.625" x 11.125"	\$ 1,040	\$ 1,170	\$ 1,300
Back Cover	8.625" x 11.125"		SOLD	

*All rates include a big box ad on AboutStark.com.

HITCHED & ABOUT YOUR HOME MINI MAGAZINES

All advertising sizes for Hitched (January & July) and About Your Home (March, June, September & December) are 1/2" short on the face (width) compared to the sizes listed above and left, as the overall trim size of the publications are 7.875" x 10.875." Please contact your sales representative with any questions about submitting your ad artwork. Advertising pricing for these publications is the same as the main magazine.

DIGITAL RATES

All ad rates are monthly run of site on AboutStark.com. Ask your sales representative about print+digital combination packages.

AD	SIZE	RATE
HOME POP-UP INTERSTITIAL	1245px x 625px	\$1500
LEADERBOARD	728px x 90px	\$750
BIG BOX AD	300px x 250px	\$400

Banner ads may be static or motion based. Please specify the web address you would like the ad to link to when placing the order. Pop-up interstitial ads appear for 15 seconds before the home page loads. All ads should be submitted at pixel sizes specified, as a .jpg or .png file no larger than 180 dpi.

2021 EDITORIAL CALENDAR

JANUARY

COVER Fun things to do this winter
SPECIAL PUB Hitched: Bridal Showcase
11/13 SPACE // 11/30 ART // 12/21 NEWSSTANDS

FEBRUARY

COVER Black History Month
SPECIAL PUB Building & Remodeling Resource Guide
12/11 SPACE // 01/04 ART // 01/25 NEWSSTANDS

MARCH

COVER Feast Awards: Carryout Craze
SPECIAL PUB About Your Home
01/15 SPACE // 02/01 ART // 02/22 NEWSSTANDS

APRIL

COVER Smarty Plants
ADVERTISING SECTION Financial Guide
02/12 SPACE // 03/01 ART // 03/22 NEWSSTANDS

MAY

COVER The Home Issue
ADVERTISING SECTION Dental Guide
03/12 SPACE // 04/05 ART // 04/26 NEWSSTANDS

JUNE

COVER Pride Power
SPECIAL PUB About Your Home
ADVERTISING SECTION Twenty Under 40!
04/16 SPACE // 05/03 ART // 05/24 NEWSSTANDS

JULY

COVER Health & Wellness
ADVERTISING SECTION Hitched: Bridal Showcase
05/14 SPACE // 06/01 ART // 06/21 NEWSSTANDS

AUGUST

COVER Education for the Real World
ADVERTISING SECTION Education & Back-to-School Guide
06/11 SPACE // 07/05 ART // 07/26 NEWSSTANDS

SEPTEMBER

COVER Local Faves
SPECIAL PUB About Your Home
ADVERTISING SECTION Real Estate Guide
07/16 SPACE // 08/02 ART // 08/23 NEWSSTANDS

OCTOBER

COVER Fun Things to do in Stark this Fall
SPECIAL PUB Brave & Beautiful
08/13 SPACE // 08/30 ART // 09/20 NEWSSTANDS

NOVEMBER

COVER Traditions in the Kitchen
+ Coffee Mania
ADVERTISING SECTION Arts & Nonprofit Guide
09/10 SPACE // 10/04 ART // 10/25 NEWSSTANDS

DECEMBER

COVER Shop Small
SPECIAL PUB About Your Home
10/15 SPACE // 11/01 ART // 11/22 NEWSSTANDS

SHARE WITH US

EVENT CALENDAR GUIDELINES

We are looking for events in Stark County and surrounding areas that our readers would be interested in attending. To have your event considered for publication in print or online, send a short description of the event with the event title, date, time, venue, address, phone number and website. Email information to about@cantonrep.com.

PHOTO SUBMISSION GUIDELINES

We are looking for Stark County event photos that include two to four people per photo, looking at the camera. In addition, we'd also like a few action or crowd shots. We also welcome unique shots that capture the spirit of your event. Email photos (we prefer about 10 per event) to about@cantonrep.com. Be sure to include the name of your event, and identify each person in the photos in the file names. Send high-resolution photos (no cellphone photos, please).

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