

Media Kit

Appleton
Monthly

Appleton

Monthly

**A GENERAL INTEREST MAGAZINE.
EASY TO FIND. EASY TO READ.**

Appleton Monthly is a general interest, full-color monthly magazine celebrating the active lifestyles and businesses in Appleton, the Fox Cities, Neenah, Menasha, the Heart of the Valley, and surrounding communities that make up the tri-county area. *Appleton Monthly* makes every day an adventure with its focus on Appleton and the Fox Cities. Each issue is a resource for our readership to use again and again with an unlimited shelf time. *Appleton Monthly* reaches readers, visitors, fans, and followers each month. *Appleton Monthly* provides an alternative advertising medium, while expanding your customer base and extending your marketing reach in Wisconsin's third largest metro market. **Quality. Value. Reach. Results.**



SOMETHING FOR **EVERYONE**

VOICE

Bits n' Pieces
Business & Finance
Healthy Living
Insider
Better Together
Upfront
Good Stuff

TODAY

Arts & Canvas
Music Vibes
Great Reads
Trending
Style & Fashion
Ask Tammi
Sports Page

TASTE

Chef's Table
Soup & Salads
Carly's Pastries
Coffee Culture
Beer + Brewing
Wine & Dine
Food & Drink

MORE

House & Home
Design & Decor
Pet Pals
Gear & Gadgets
Pet Care
In the Garden
One More Thing

Our readers expect us to give them news, features, and events that are clear and concise. Presented in a clean and inviting format while making it balanced, unpretentious, and smart. We'll surprise them with facts and comfort them with reliability. *Appleton Monthly* is like no other publication.

The *Appleton Monthly* audience works hard and play hard. Our readers are your customers and we deliver in our active medium which engages our readers to think, converse, laugh, and yes, to buy.

Appleton Monthly makes it easier to reach that valued audience of consumers ages 25 to 60+ at over 525 selected high-traffic vendor locations in the marketplace.

Now advertisers can reach consumers they cannot reach with any other print media. *Appleton Monthly* is timely, it's a must read, it's the alternative magazine to the daily and weekly newspapers as well as other monthly publications.

Appleton Monthly is a full-color magazine that is designed to serve our advertisers and businesses alike with affordable rates while offering a great value.

Appleton Monthly is a magazine to be read and to be shopped.

Monthly Ad Rates

AD SIZES

Full Page	\$950
Two-Third Page	\$650
Half Page	\$550
Quarter Page	\$450
Eighth Page	\$250

PREMIUM AD POSITIONS

Inside Front Cover	\$1,400
Page Three	\$1,200
Inside Back Cover	\$1,400
Back Cover	\$1,800
Business Brief	\$950

All ads include full color. We do not accept political ads, religious ads, or miscellaneous coupon advertising.

WE MAKE IT EASY

We believe that every business should be the one who decides when they want to advertise and how often. **THERE ARE NO CONTRACTS TO SIGN.** Only affordable rates in a quality and valued publication.

NO CONTRACTS. NO COMMITMENTS. NO OBLIGATIONS.

ADVERTISING DEADLINES

E-MAIL ADS TO: ads@appletonmonthly.com. Ad reservation deadline is the 12th of the month prior to the issue's publication. Please submit all graphics and/or photos and desired copy by this date. Camera-ready ads may be submitted until the 15th of the month. **CANCELLATIONS** and ad size changes are accepted until 5:00 p.m. of the 12th. **PROFESSIONAL DESIGN SERVICES** are available to advertisers for their ads in the *Appleton Monthly* at no charge. **PROOFS** (on ad quarter page in size or greater) are provided on request. Proofs are for checking accuracy only. Substantial changes in composed ads may incur production charges.

COMMISSION/TERMS

All rates on this card are net. No commissions allowed. The advertiser or agency will be liable for a 1½% monthly finance charge on past due billings. Payments due by the 10th of the month. *Appleton Monthly* reserves the right to suspend credit privileges for nonpayment.

CREDIT INFORMATION

All new accounts will be pay-in-advance until credit application has been submitted and approved.

ADVERTISING ACCEPTANCE

All copy must be in good taste and in accordance to our standards as to form, subject matter, size, illustration, and typography. Advertising that is considered detrimental to the public may be refused for publication. *Appleton Monthly* reserves the right to revise, reject or cancel any advertising at any time.

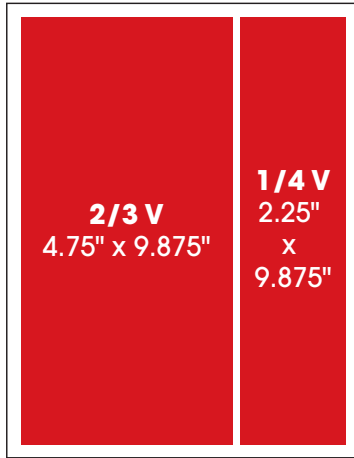
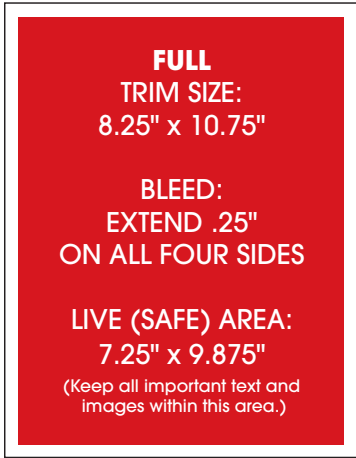
Appleton Monthly is published on the first day of the month 11 times a year, and is distributed at over 500 locations throughout Appleton, the Fox Cities, and the Heart of the Valley. If a holiday should fall on the first day of the month, *Appleton Monthly* will be distributed throughout the marketplace the following day.

INQUIRIES/QUESTIONS

Jon Croce 920.707.0013 | jcroce@appletonmonthly.com

Appleton Monthly is an independent publication and is locally owned. Published by Monthly Media, PO Box 2705, Appleton, Wisconsin 54912, 920-707-0013. All rights reserved. Reproduction or use without permission of editorial or pictorial contents in any manner is prohibited. *Appleton Monthly* is printed in the State of Wisconsin, USA.

Ad Size Formats



DIMENSIONS:

FULL, bleed
8.25" x 10.75"

FULL, no bleed
7.25" x 9.875"

2/3 Vertical
4.75" x 9.875"

1/2 Vertical
4.75" x 7.25"

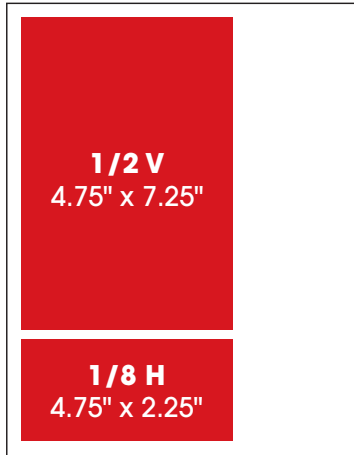
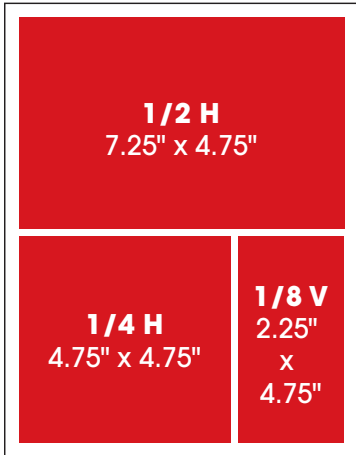
1/2 Horizontal
7.25" x 4.75"

1/4 Vertical
2.25" x 9.875"

1/4 Horizontal
4.75" x 4.75"

1/8 Vertical
2.25" x 4.75"

1/8 Horizontal
4.75" x 2.25"



The individual ad formats featured above illustrate both vertical and horizontal page placements.

AD SPECIFICATIONS

FILE FORMATS: Print quality PDFs preferred.

RESOLUTION: 300 DPI preferred.

COLOR MODE: CMYK (no spot colors).

Advertisements that do not conform exactly to the mechanical requirements shown will be enlarged, reduced, or floated at the discretion of the production department.

Appleton Monthly cannot be held responsible for quality of reproduction if ad size has to be changed.

AD DESIGN SERVICE

Advertisers may submit ideas, logos, and information for design services. *Appleton Monthly* will create most ads at no cost to our advertisers. Spec ads and ad proofs will be provided upon request. Final proofs will be approved by respective advertisers prior to publishing date.

PRODUCTION DEADLINES

ADVERTISING: Due the 12th of the month prior to the issue's publication.

ADS REQUIRING DESIGN: Due the 12th of the month prior to publication.

CAMERA-READY ADS: Due the 15th of the month prior to the publication.

AD SUBMISSION: E-mail your ads to ads@appletonmonthly.com

Power Marketplace

Appleton • Fox Cities • Neenah
Menasha • Northeast Wisconsin



APPLETON



FOX CITIES



NEENAH



HEART OF THE VALLEY

OUR READERS ARE **YOUR** CUSTOMERS.

HIGH IMPACT! Get in front of your best customers when you advertise in *Appleton Monthly* magazine. *Appleton Monthly* allows advertisers to run larger ads while extending their market reach. It's simple, flexible, powerful, and affordable. Advertisers can get their message in the hands of as many consumers as possible.

GET RESULTS! *Appleton Monthly* will deliver the market, reach, and get the results your advertising deserves. *Appleton Monthly* offers its advertisers a variety of specials and services to assist advertisers in realizing their target audience.

MAKE THINGS HAPPEN! When the economy is down, you have to make things happen with consistent print advertising.

THE **IMPORTANCE** OF PRINT.

Researchers found that 73% of magazine readers are drawn to the "touch and feel" of print.¹

30% of magazine readers keep their issues forever!²

Sources: 1. MRI-Simmons, Starch Advertising Research, December 2020;
2. MPA National Opinion Survey, June 2021, conducted by Tendency

Everything you need to know...
we have a website for that!

appletonmonthly.com

The Fox Cities and Northeast Wisconsin's most talked about monthly magazine. Quality and value at affordable rates.



Easy to find. Easy to read.
Thousands do every month.



Wisconsin Historical Society
Library Archives acknowledges
Appleton Monthly Magazine

*Where do the copies of
Appleton Monthly go every month?*

Power Marketplace

Wisconsin's Third Largest Metro Market

Appleton Monthly Magazine

Serving Appleton, Fox Cities, Northeast Wisconsin.

Appleton Monthly is available at 525 high traffic vendor locations in Appleton, Neenah, Menasha, Heart of the Valley and the surrounding communities that make up the tri-county area. Reaching out to the readership and our valued advertisers who make *Appleton Monthly* possible.

APPLETON

HORTONVILLE

FOX CITIES

DARBOY

NEENAH

LITTLE CHUTE

MENASHA

KIMBERLY

FOX CROSSING

KAUKAUNA

GRAND CHUTE

HARRISON

GREENVILLE

SHERWOOD

Appleton

Monthly

EASY TO FIND. EASY TO READ.

Free, convenient and accessible to all, not a forced distribution.

Appleton Monthly P.O. Box 2705 Appleton, WI 54912

www.appletonmonthly.com