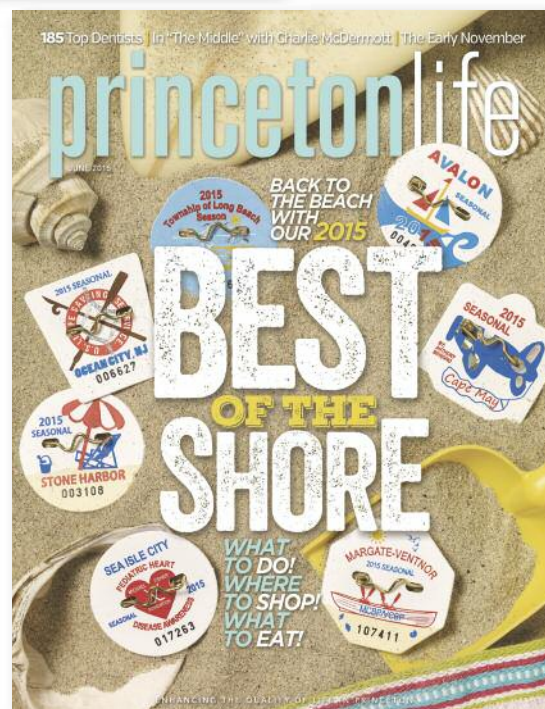


Philadelphia Life, Suburban Life, Princeton Life and Delaware Life magazines

Enhancing the quality of life in Philadelphia,
the surrounding suburbs, Princeton and Delaware

2016
media kit

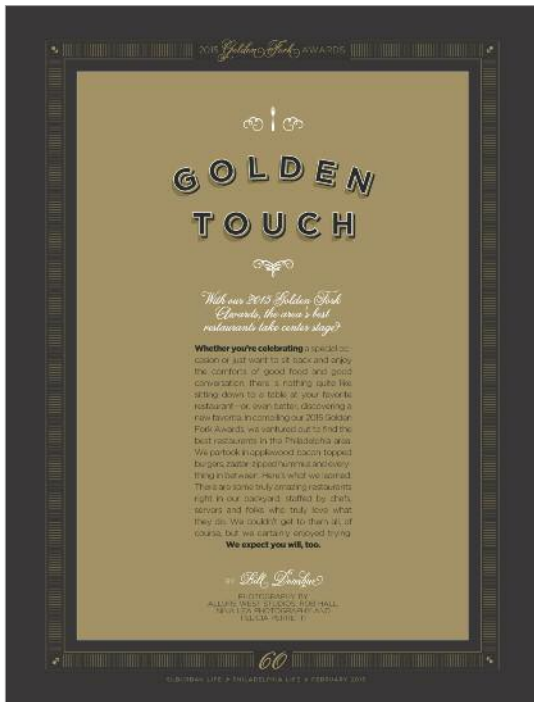


700 East Main Street | Norristown, PA 19401 | (610) 272-3120
www.philadelphialifemag.com | www.facebook.com/philadelphialifemag
www.suburbanlifemagazine.com | www.facebook.com/suburbanlifemag

2016 editorial focus

Local content to enhance the quality of life in Philadelphia and the suburbs

- Philadelphia Life, Suburban Life, Princeton Life and, as of 2016, Delaware Life serve the Greater Philadelphia Area.
- The publications take pride in attracting an upscale readership through their local editorial focus, with important features such as Top Doctors, Top Towns, Golden Fork Awards, Top Attorneys and more.
- Other editorial topics include fine dining, home & garden, sports, entertainment, health & beauty, fashion, arts & culture, and local events.



Golden Forks feature



Best Golf Courses feature



Arts & Culture feature



Arts & Culture feature



Health & Beauty feature



Front-Cover Sponsorships

There are 20 front-cover packages monthly. Each front-cover package comes with the actual front cover of one edition (2,000 direct-mailed covers) and a 2-page editorial story that runs in an entire region. (One region consists of 10,000 direct-mailed homes and 2,500 newsstand drops.)

The 2-page story can run in additional regions for an additional cost. The front-cover package starts at \$6,000 per region.

REGION 1: UPPER MAKEFIELD, YARDLEY, RIVER TOWNS, PRINCETON, NEWTOWN



REGION 2: DOYLESTOWN 1, DOYLESTOWN 2, BUCKS CO., MONTGOMERY CO. (EAST), MONTGOMERY CO.



REGION 3: CHESTER/DELAWARE COS., DELAWARE, WEST CHESTER, MAIN LINE CHESTER CO. 1, MAIN LINE CHESTER CO. 2



REGION 4: MAIN LINE MONT. 1, MAIN LINE MONT. 2, PHILADELPHIA, MAIN LINE DELAWARE CO., MAIN LINE CHESTER CO. 3



EXAMPLES OF EDITORIAL NEWSSTAND COVERS



*There may be duplicate covers in any given month, depending upon on sponsorships. Suburban Life reserves the right to adjust the areas and regions at will.

2016 editorial calendar



January

- Top Dentists
- Travel Destinations
- Top Financial Advisors
- Education: Summer Camps and Programs
- Luxury Living

February

- Golden Fork Awards
- Travel Destinations
- Top Family Law Attorneys
- Education: Summer Camps and Programs
- Luxury Living
- Education: Private Schools—Open Houses

March

- Golden Fork Awards
- Top Chefs
- Top Family Law Attorneys
- Home Improvement—Pools and Patios
- Senior Living
- Education: Private Schools—Open Houses



April

- Top Attorneys
- Best Pizza
- Home Improvement—Pools and Patios
- Best Golf Courses
- Senior Living
- Top Chefs

May

- Top Doctors
- Best Pizza
- Alfresco Guide
- Top Attorneys
- Best Golf Courses
- Best of Pets

June

- Top Doctors
- Best Sandwiches
- Top Dentists
- Top Financial Advisors
- Alfresco Guide
- Best of Pets



July

- Top Dentists
- Best Sandwiches
- Top Financial Advisors
- Education: College and Universities
- Luxury Living
- Beauty and Fashion

August

- Top Doctors
- Top Taverns and Bars
- Top Family Law Attorneys
- Education: College and Universities
- Luxury Living
- Beauty and Fashion

September

- Top Doctors
- Top Family Law Attorneys
- Golden Fork Awards
- Home Improvement—Patio and Outdoor Kitchens
- Education: Public and Private Schools
- Top Taverns and Bars

October

- Golden Fork Awards
- Home Improvement—Patio and Outdoor Kitchens
- Education: Public and Private Schools
- Retirement Planning
- Senior Living

November

- Top Chefs
- Travel Destinations
- Top Attorneys
- Senior Living
- Education: Learning Differences
- Retirement Planning

December

- Top Attorneys
- Travel Destinations
- Top Dentists
- Top Chefs
- Education: Learning Differences
- Top Financial Advisors

* With 40,000 direct-mailed and 10,000 newsstand copies per month (2,500 copies per region), total distribution equals 50,000 copies per month

Even 40,000 UNIQUE READERS

Odd 40,000 UNIQUE READERS



The magazine is direct mailed to four distinct regions: 10,000 addresses per month per region, as well as 10,000 unique addresses the following month on an odd/even rotation, for a total of 20,000 total unique addresses per month per region over a two-month period. With 40,000 direct-mailed copies and 10,000 newsstand copies per month (2,500 copies per region), the total unique distribution equals 90,000 copies.

2016 readership

Philadelphia Life, Suburban Life, Princeton Life and Delaware Life are directly mailed to households based on the following criteria*: high-net-worth females, ages 34 to 69; own their own single-family home and highest household income.

Readership Demographics

readers:
79%
women

age:
86%
34-69 years

income:
top 5%
by highest household
income and
net worth*

*n-focus.com

Readership Study

editorial TopTen

- Dining Out/Fine Foods
- Home Improvements
- Travel
- Interior Design/Decorating
- Beauty & Fashion
- Outdoor Entertainment
- Health Care/Physical Fitness
- Investment & Wealth Strategies
- Fine Wine & Beer
- Arts and Entertainment

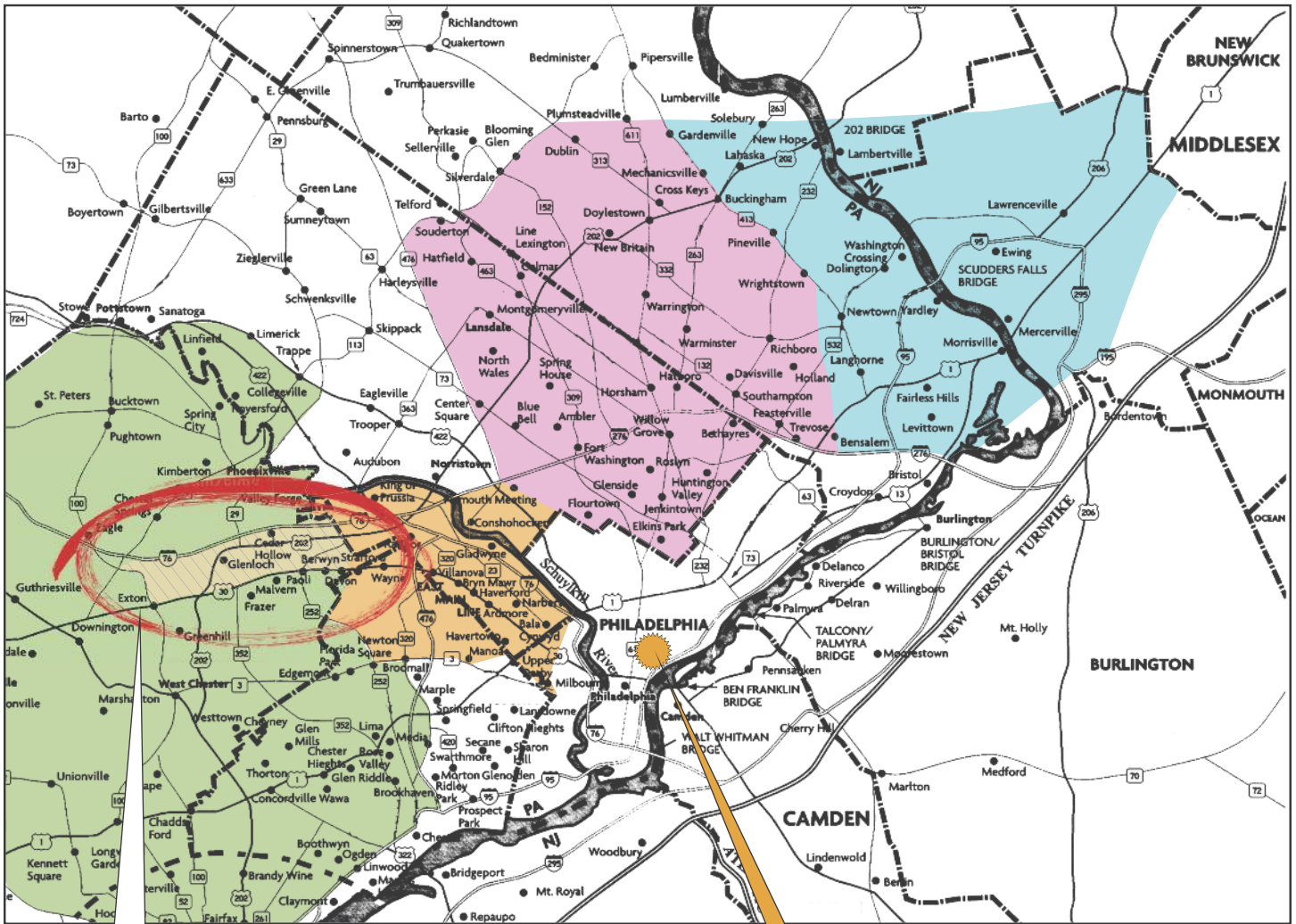


plan to purchase TopTen

- Home Furnishings
- Home Improvements
 - Landscaping
- Fashion, Jewelry and Accessories
- Outdoor Furniture
 - Dental Services
 - Automobile
- Health, Wellness and Aesthetic Services
 - Art & Antiques
- Vacations and Travel Accommodations

2016 readership map

Philadelphia Life, Suburban Life, Princeton Life and Delaware Life are distributed to four separate and specific regions throughout the Greater Philadelphia Area. The map below illustrates each region's distribution area.



* Main Line Chester County is available in three separate mail files per month: two in Region 3; one in Region 4. See Distribution page for ZIP codes outlining specific distribution of each region.

- Region 1
- Region 2
- Region 3
- Region 4

Philadelphia

- Center City
- Logan Square
- Old City
- Rittenhouse Square
- Society Hill
- University City
- Washington Square

2016 distribution

Philadelphia Life, Suburban Life, Princeton Life and Delaware Life are direct mailed to 10,000 unique addresses per month per region, as well as 10,000 unique addresses the following month on an odd/even rotation, for a total of 20,000 total unique addresses per region over a two-month period. The magazines are divided into four specific regions: **Region 1**, which includes Lower Bucks County and Princeton; **Region 2**, which includes Central Bucks County and Montgomery County; **Region 3**, which includes Chester and Delaware counties and the state of Delaware; and **Region 4**, which includes the Main Line and Philadelphia. With 40,000 direct-mailed and 10,000 newsstand copies per month (2,500 copies per region), the total unique distribution equals 90,000 copies.

REGION 1	REGION 2	REGION 3	REGION 4
Upper Makefield: ZIP code:		Mechanicsville	18934
Upper Makefield	18940	Pipersville	18947
Yardley:		Plumsteadville	18949
Langhorne	19047	Richboro	18954
Yardley	19067	Southampton	18966
Newtown:		Warminster	18974
Newtown	18940	Warrington	18976
Upper Makefield	18940	Warwick	18974
River Towns:		Montgomery County East:	
Lambertville	08530	Ambler	19002
New Hope	18938	Blue Bell	19422
Solebury	18953	Blue Bell	19424
Washington Crossing	18977	Bryn Athyn	19009
Yardley	19067	Dresher	19025
Princeton:		Glenside	19038
Hopewell	08525	Gwynedd	19436
Lawrenceville	08648	Hatboro	19040
Pennington	08534	Horsham	19044
Princeton	08540	Huntingdon Valley	19006
Princeton	08542	Jenkintown	19046
Princeton Junction	08550	Willow Grove	19090
West Windsor	08550	Wyncote	19009
Doylestown 1:		Montgomery County:	
Doylestown	18901	Colmar	18915
Doylestown	18902	Fort Washington	19034
Doylestown 2:		Harleysville	19438
Doylestown	18901	Hatfield	19440
Doylestown	18902	Lansdale	19446
Bucks County:		Montgomeryville	18936
Buckingham	18912	North Wales	19454
Carversville	18913	North Wales	19455
Chalfont	18914	Souderton	18964
Churchville	18966	Chester Co./Delaware Co.:	
Feasterville	19053	Chadds Ford	19317
Fountainville	18923	Chester Heights	19017
Furlong	18925	Chester Springs	19425
Holicong	18928	Coatesville	19320
Holland	18966	Collegeville	19426
Jamison	18929	Concordville	19340
Lahaska	18931	Downingtown	19335
		Drexel Hill	19026
		Edgemont	19029
		Glen Mills	19342
		Kennett Square	19348
		Kimberton	19442
		Limerick	19468
		Media	19064
		Media	19065
		Newtown Square	19073
		Phoenixville	19460
		Pottstown	19464
		Rose Valley	19063
		Delaware:	
		Claymont	19703
		Hockessin	19707
		Wilmington	19803
		Wilmington	19805
		Wilmington	19806
		Wilmington	19807
		Wilmington	19808
		Wilmington	19809
		Wilmington	19810
		Yorklyn	19736
		West Chester:	
		West Chester	19380
		West Chester	19381
		West Chester	19382
		Main Line Chester County 1:	
		Berwyn	19312
		Devon	19333
		Exton	19341
		Frazer	19355
		Malvern	19355
		Paoli	19301
		Strafford	19087
		Main Line Chester County 2:	
		Berwyn	19312
		Devon	19333
		Exton	19341
		Frazer	19355
		Malvern	19355
		Paoli	19301
		Strafford	19087
		Main Line Montgomery Co. 1:	
		Ardmore	19003
		Bala Cynwyd	19004
		Bryn Mawr	19010
		Chestnut Hill	19118
		Conshohocken	19428
		Gladwyne	19035
		Haverford	19041
		King of Prussia	19406
		Lafayette Hill	19444
		Merion Station	19066
		Narberth	19072
		Plymouth Meeting	19462
		Valley Forge	19482
		Wynnewood	19096
		Main Line Montgomery Co. 2:	
		Ardmore	19003
		Bala Cynwyd	19004
		Bryn Mawr	19010
		Chestnut Hill	19118
		Conshohocken	19428
		Gladwyne	19035
		Haverford	19041
		King of Prussia	19406
		Lafayette Hill	19444
		Merion Station	19066
		Narberth	19072
		Plymouth Meeting	19462
		Valley Forge	19482
		Wynnewood	19096
		Philadelphia :	
		Mailed to residences within	
		30 blocks of City Hall	
		Main Line Delaware County :	
		Chesterbrook	19087
		Radnor	19087
		St. Davids	19087
		Villanova	19087
		Wayne	19087
		Main Line Chester County 3 :	
		Berwyn	19312
		Devon	19333
		Exton	19341
		Frazer	19355
		Malvern	19355
		Paoli	19301
		Strafford	19087

*Mailing lists provided by NFOCUS Consulting Inc. (n-focus.com). Listing includes both drop-off locations and direct-mailed locations

2016 ad rates

The most powerful media buy in the Philadelphia marketplace, with multiple advertising and marketing options to suit any budget



Examples of sponsored covers

FRONT COVER - Base rate \$6,000; add \$2,500 for each additional region. FULL RUN: \$12,000. Premium Position Upcharge: \$500.

FULL PAGE

1x rate	4x rate	6x rate	9x rate	12x rate
Full Run \$6,995 Region \$3,600	Full Run \$5,595 Region \$2,895	Full Run \$5,395 Region \$2,825	Full Run \$4,995 Region \$2,675	Full Run \$4,595 Region \$2,400

2/3 PAGE

1x rate	4x rate	6x rate	9x rate	12x rate
Full Run \$5,195 Region \$2,675	Full Run \$4,195 Region \$2,195	Full Run \$4,095 Region \$2,100	Full Run \$3,795 Region \$1,950	Full Run \$3,495 Region \$1,800

1/2 PAGE

1x rate	4x rate	6x rate	9x rate	12x rate
Full Run \$4,095 Region \$2,100	Full Run \$3,395 Region \$1,750	Full Run \$3,295 Region \$1,650	Full Run \$2,995 Region \$1,525	Full Run \$2,695 Region \$1,375

1/3 PAGE

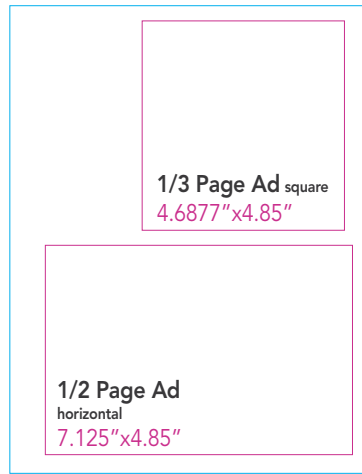
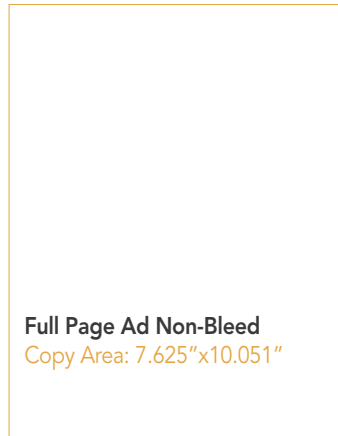
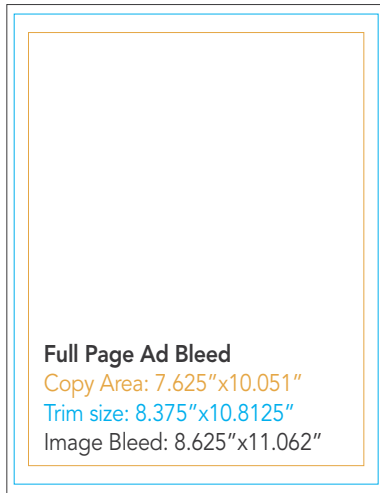
1x rate	4x rate	6x rate	9x rate	12x rate
Full Run \$2,695 Region \$1,665	Full Run \$2,495 Region \$1,375	Full Run \$2,295 Region \$1,300	Full Run \$2,095 Region \$1,150	Full Run \$1,895 Region \$950

For more information, contact us today: info@suburbanlifemagazine.com.

700 East Main Street | Norristown, PA 19401 | (610) 272-3120
www.philadelphialifemag.com | www.facebook.com/philadelphialifemag
www.suburbanlifemagazine.com | www.facebook.com/suburbanlifemag

2016 ad specs

Ad Sizes:



Accepted Ad Materials:

.pdf (Adobe Acrobat)
.eps (with all fonts outlined)
All files must be CMYK and 300 dpi at the desired print (output) size.

Supplied Graphic Files:

Photography, graphics and logo files for in-house development. Provided on CD or emailed to ads@suburbanlifemagazine.com
.pdf (Adobe Acrobat)
.eps (with all fonts as outlines)
.tif
.jpg

*Do not use images from the Internet as they will be low resolution.

Note: if you wish to forward application files (Adobe Illustrator, InDesign etc.) each layer and components must meet the above criteria and have the necessary fonts. Contact your sales representative if you plan to submit this type of file so that our in-house graphics department can contact you to make arrangements.

Supplied Artwork:

All images for scanning must be accompanied by a clearance of copyright from the owner of the material.

Additionally, scans of printed images will not have the superior clarity achieved by scanning photographic images.

General Information:

Advertisements that do not show a clear border will have one added at the publisher's direction.

Email ad materials to:

design@southjersey.com

For Design & Material Questions
(856) 797-9910 ext. 212