

THE LINEUP

February | March

DEADLINE 2/9 STREET DATE 2/14

April | May

DEADLINE 4/18 STREET DATE 4/20

June | July

DEADLINE 6/11 STREET DATE 6/15

August | September

DEADLINE 8/14 STREET DATE 8/17

October | November

DEADLINE 10/8 STREET DATE 10/12

December | January

DEADLINE 11/29 STREET DATE 12/2

DELIVERY DATES ARE WEATHER PERMITTING & SUBJECT TO CHANGE.

215.896.2767 | INFO@RADIUSMAG.COM
WWW.RADIUSMAG.COM



Pearson Publishing has defined its unique voice since its establishment in 2008. Beginning with the launch of dtown in Doylestown, our goal of promoting the rich artistic culture found in Central Bucks County would grow over the next nine years.

Our second publication 54 was founded a year later, taking our core principles to the banks of the Delaware River. While both magazines flourished, the publications merged to create a larger community.

In the fall of 2012, dtown officially changed its name to Radius Magazine. The title represents the range of communities that fill its pages with their diverse stories.

Starting in 2018, Radius Magazine once again will deliver to select areas in Mercer County, NJ.

THE BASICS

Radius Magazine is a bi-monthly digest chronicling the people, places, and businesses that make Bucks, Hunterdon, and Mercer counties unique.

We are delivering **18,000** magazines to over **1,000** locations, restocking throughout the bi-monthly time period.

PRIMARY TARGET MARKET

Working professionals and families ranging in age from 25-65.

PUBLICATION SIZE

5.5in x 8.5in.

EDITORIAL CONTENT

Radius Magazine follows a strict 50/50 advertisement to article content model.

If businesses do not wish to commit to a consecutive advertisement run advertorial articles are available for purchase.

ADVERTORIAL RATES			
* Photographer rates not included	Spotlight	(1 page)	\$1500
	Spotlight	(2 pages)	\$2000
	Feature Story	(4 Pages)	\$2500

All nonprofit and community stories must be approved by the Radius staff. Nonprofits are required to provide a copy of the organizations 501(c)(3) tax-exempt entity to be considered.

An advertising commitment of at least 3 issues (½ or full page) is required to be considered for a free spotlight or feature story.

Food & Spirits, Business, Spotlight Stories and Special Sections all have limited space and are chosen on a first come, first serve basis.

Advertising commitment is required to be featured in these promotional pieces.

DISTRIBUTION

BUCKS

BEDMINSTER	LAHASKA	SELLERSVILLE
BUCKINGHAM	NEW BRITAIN	SILVERDALE
CARVERSVILLE	NEW HOPE	SOLEBURY
CHALFONT	NEWTOWN	SOUTHAMPTON
DOYLESTOWN	OTTSVILLE	WARRINGTON
DUBLIN	PLUMSTEAD	WARWICK
HARTSVILLE	POINT PLEASANT	WASHINGTONS CROSSING
HILLTOWN	QUAKERTOWN	WRIGHTSTOWN
JAMISON	RICHBORO	YARDLEY

HUNTERDON MERCER

FRENCHTOWN	HOPEWELL
LAMBERTVILLE	PRINCETON
MILFORD	
SERGEANTSVILLE	
STOCKTON	

AD RATES

SIZE	FULL	1/2	1/4
1X	\$1100	\$600	\$325
3X	\$1000	\$550	\$300
6X	\$950	\$500	\$275

* AD DESIGN NOT INCLUDED

* DIVIDE RATE BY 2 FOR MONTHLY INSTALLMENTS.