

## THE LINEUP

February | March

DEADLINE 2/20 STREET DATE 2/22

April | May

DEADLINE 4/8 STREET DATE 4/12

June | July

DEADLINE 6/10 STREET DATE 6/14

August | September

DEADLINE 8/14 STREET DATE 8/18

October | November

DEADLINE 10/9 STREET DATE 10/15

December | January

DEADLINE 11/30 STREET DATE 12/4

DELIVERY DATES ARE WEATHER PERMITTING & SUBJECT TO CHANGE.

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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.

# THE BASICS

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

We are delivering **15,000** magazines to over **800** 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)  | \$800  |
|                                   | Spotlight     | (2 pages) | \$1400 |
|                                   | Feature Story | (4 Pages) | \$2000 |

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 | WASHINGTON CROSSING |
| HILLTOWN     | QUAKERTOWN     | WRIGHTSTOWN         |
| JAMISON      | RICHBORO       | YARDLEY             |

## HUNTERDON

|                |
|----------------|
| FRENCHTOWN     |
| LAMBERTVILLE   |
| 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.