

Welcome to the KM Community

When you flip through the pages of *Kearsarge Magazine*, you get a sincere feeling of what it's like



to live, work and play in the Lake Sunapee/Kearsarge area of New Hampshire. Four times a year, this locally focused magazine is filled with interesting people, intriguing places and insights on our region. *Kearsarge Magazine's* mission is to tell the stories that connect people and community, while promoting the finest businesses located in our

15 cozy communities. We are the epitome of local, celebrating what makes this area of New Hampshire spectacular in every issue.

Kearsarge Magazine's seasonal stories and phenomenal photography provide the ideal advertising foundation for businesses, nonprofits and individuals. Our team is devoted to the promotion of your business, not just in our glossy print editions but in other complementing mediums. Our advertisers are connected to our Facebook fans, Instagram followers, Pinterest pinners, and weaved into our events (we sponsor and host many). *Kearsarge Magazine* helps advertisers benefit in print, online and in person.



JOIN THE COMMUNITY

kearsargemagazine.com



On the Road 
WITH KEARSARGE MAGAZINE

Here's a sampling of some of our past community events, hosted, sponsored or items donated:

- Claremont Chamber of Commerce Annual Auction Gala
- ChocolateFest
- Ladies Day Extravaganza at Mount Sunapee
- Newbury Old Home Days
- Newport Chamber Day
- Wilmot's Music on the Bandstand
- New London Hospital Days
- Apple Pie Craft Fair
- Family FunFest 2019
- Sunapee Duck Drop
- CHaD Hero
- Halloween in the Harbor
- Stevens High School
- Northern Stage
- Elkins Fish & Game Club



KM by the Numbers

Our readers are educated and affluent. They live local, and they shop local. And they love *Kearsarge Magazine* for the honest editorial and regional photography that highlights their hometowns. **This dedicated group of readers are the best customers for your local business.**



90% homeowners (17% own a vacation home)



46% income of \$100,000 to \$250,000



80% buy products/services from KM ads



47% bachelor's degree



84% travel 30-60 miles to dine out



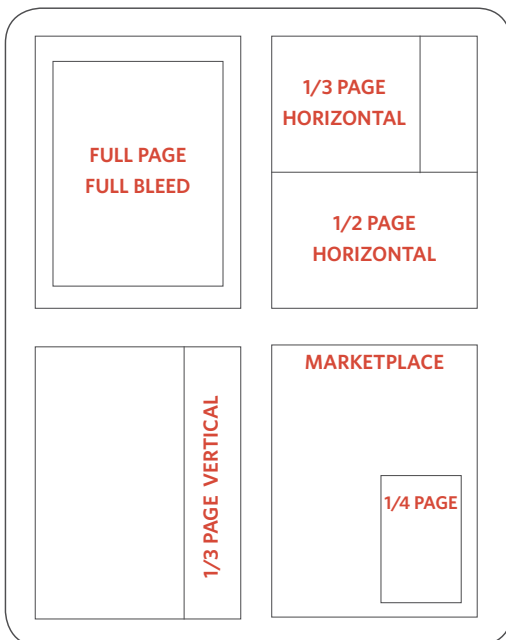
90% ages 40 to 70

AD DEADLINES

ISSUE	DEADLINE	ON STANDS
SPRING	JANUARY 15	FEBRUARY 15 TO MAY 1
SUMMER	APRIL 15	MAY 15 TO AUGUST 1
FALL	JULY 15	AUGUST 15 TO NOVEMBER 1
WINTER	OCTOBER 15	NOVEMBER 15 TO FEBRUARY 1

AD PRICING

AD SIZE	2X rate two issues	4X rate four issues
1/4 PAGE	NA	\$400
1/3 PAGE	\$700	\$600
1/2 PAGE	\$900	\$800
FULL PAGE	\$1100	\$1000
COVERS	\$1300	\$1200



AD SIZES

AD SIZE	WIDTH	HEIGHT
1/4 Page	3.625	4.875
1/3 Page (vertical)	2.1875	10
1/3 Page (horizontal)	4.625	4.875
1/2 Page (horizontal)	7.125	4.875
Full Page Bleed	8.375	11.125
Full Page	7.125	10



AD SPECS

AD LAYOUT SPECIFICATIONS

Please supply advertisement files

- PDF format
- Images saved at 350 dpi
- Images in CMYK
- Design fees may apply

We cannot accept Microsoft Word, Publisher and Powerpoint files. Images and logos copied from Web sites are also unacceptable (they reproduce poorly in print). Original .eps or .jpg files are required.

AD MATERIALS

Email info@kearsargemagazine.com:

Kearsarge Magazine | PO Box 1482 | Grantham, NH | 03753

PRINTING

Web offset, perfect bound, 4 color (CMYK), Trim size is 8.125 by 10.875

MORE ADVERTISING OPTIONS

Please call (603) 863-7048 for information on insertions, bind-in cards or special advertising sections (dining and shopping pages). Discounts for nonprofits are available.

For more information about advertising, please go to kearsargemagazine.com/advertise, call (604) 863-7048 or e-mail info@kearsargemagazine.com

PAYMENT TERMS

- Advertisers must apply payment for first ad with contract.
- After 30 days, past due invoices will incur an 18 percent annual finance charge and be automatically billed to a credit card. All delinquent accounts will pay for each future ad up front.
- The advertiser agrees to pay all collection costs, including reasonable attorney fees.
- Advertisers billed at frequency contract rates who fail to fulfill such a contract will be billed for the difference in rates.
- Rates are subject to change upon notice from the publisher.
- Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

COPY AND CONTRACT

- Kearsarge Magazine* reserves the right to reject any advertisement at any time.
- Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements.
- Kearsarge Magazine* assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which *Kearsarge Magazine* may be found legally responsible cannot exceed the cost of the space.
- No cancellations are accepted after closing date, as posted on website and in media kit.
- Advertising insertion orders are accepted subject to the condition that *Kearsarge Magazine* shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond *Kearsarge Magazine's* control.
- Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless *Kearsarge Magazine* against any loss, liability, damage and expense arising out of such publication.
- Kearsarge Magazine* reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to *Kearsarge Magazine*.
- Kearsarge Magazine* will provide proofs of new advertisements that required production by *Kearsarge Magazine*. *Kearsarge Magazine* is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

COMPANY NAME _____

CONTACT PERSON _____

EMAIL _____

PHONE/FAX _____

BILLING ADDRESS _____

Please place my advertisement in Kearsarge Magazine's

- SPRING '20 SUMMER '20 FALL '20 WINTER '20
 SPRING '21 SUMMER '21 FALL '21 WINTER '21

NUMBER OF ISSUES _____

AD SIZE _____

AT THE RATE OF \$ _____

PREMIUM PLACEMENT (10%) \$ _____

TOTAL COST \$ _____ PER ISSUE

Please send contract with check or money order to: *Kearsarge Magazine*, PO Box 1482, Grantham, NH 03753. You may also pay online using Visa or MasterCard by going to www.kearsargemagazine.com/advertise

SIGNED _____

NAME _____

DATE _____

Ads not paid within 30 days will be automatically charged to a credit card. An 18 percent annual finance charge will be added. Please let us know if the credit card billing address is different than the above company address.

CARD TYPE (CHECK ONE) MASTERCARD VISA

CREDIT CARD NUMBER _____

EXPIRATION DATE (MM/YY) _____

CSC CODE (3 DIGIT CODE) _____

FIRST & LAST NAME (ON CREDIT CARD) _____

CC STATEMENT BILLING ADDRESS (INCLUDE STREET, TOWN, STATE, ZIP) _____

Please fax signed contract to (603) 863-1508

Thank you for your business!