

CHESTNUT HILL LOCAL

MT. AIRY LOCAL

2023

MEDIA KIT



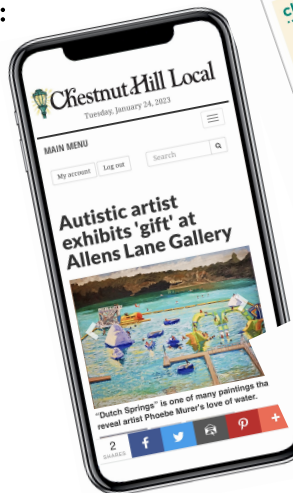
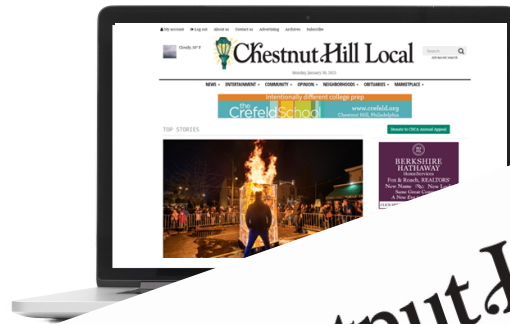
chestnuthilllocal.com

Other Chestnut Hill Local publications:



Ask your sales representative for more information.

8434 Germantown Avenue
Philadelphia, PA
215.248.8800





Henry Ford

"Stopping advertising to save money is like stopping your watch to save time."

KEY FACTS 2023

CHESTNUT HILL LOCAL MT. AIRY LOCAL

Frequency & Format

Published weekly (Thursday) in Tall Tab format. Finished size is 11"x17".

Circulation

Circulation is a combined 4,000, all paid. About 90% of the paid distribution is through annual subscriptions. There are two subscriber levels: subscriber-only @ \$55/year or subscriber plus membership in the Chestnut Hill Community Association which includes additional benefits @ \$95/year. About 60% subscribe with membership. The remaining 10% of the paid distribution purchase their copies of the Local at newsstands at \$2.00 each. A digital-only subscription is available for \$55/year.

Distribution

By second-class mail to subscribers at home and businesses. Retail sales at area newsstands, convenience stores, grocery markets and drugstores.

Digital Reach

chestnuthilllocal.com is the go-to website for news developments in Northwest Philadelphia. The site is updated daily with breaking news. The site also includes an e-edition. Over half a million people visited chestnuthilllocal.com in 2022, viewing more than a million pages. The Local has nearly 5,000 Facebook followers and over 3,000 Instagram followers.

Coverage Area

Includes Zip Codes 19118, 19119 19038, 19031, 19128, 19144, and 19444, an area that includes the communities of Chestnut Hill, Mt. Airy, Wyndmoor, Erdenheim, Glenside, Flourtown, Lafayette Hill, Roxborough, and Germantown.

Readership

In a 2019 community survey conducted by the Chestnut Hill Conservancy, they asked the open-ended question: "How/where do you think people in our community get information? (neighborhood meetings, informal face-to-face, phone calls/texts, robocalls, fliers, emails, churches, cafes, etc.) Even though "local newspaper" was not one of the prompted answers, more than 60% mentioned the Local as their most valuable source of news and information in the community.

Journalistic Independence

The Local is written and edited by three full-time and two part-time editors and journalists with more than 150 years of combined experience. Additionally, highly qualified contributors and correspondents play a part in producing this award-winning newspaper.

Chestnut Hill

Demographic Snapshot

Mark Twain

"Many a small thing has been made large by the right kind of advertising."

Your advertisement reaches people who have the inclination to shop locally and the means to do it!

Household Income

\$155,048

Per capita income is \$71,317. 20.8% of households earn more than \$200,000/yr.

Home Value

\$792,791

According to Zillow. Home values are 8.8% over last year.

Educational Level

72.5%

Bachelor's Degree or higher. 43% hold a post-graduate degree.

Population:
10,743

Households:
4,870

Median Age 46.9

61% of the population is 18 to 64

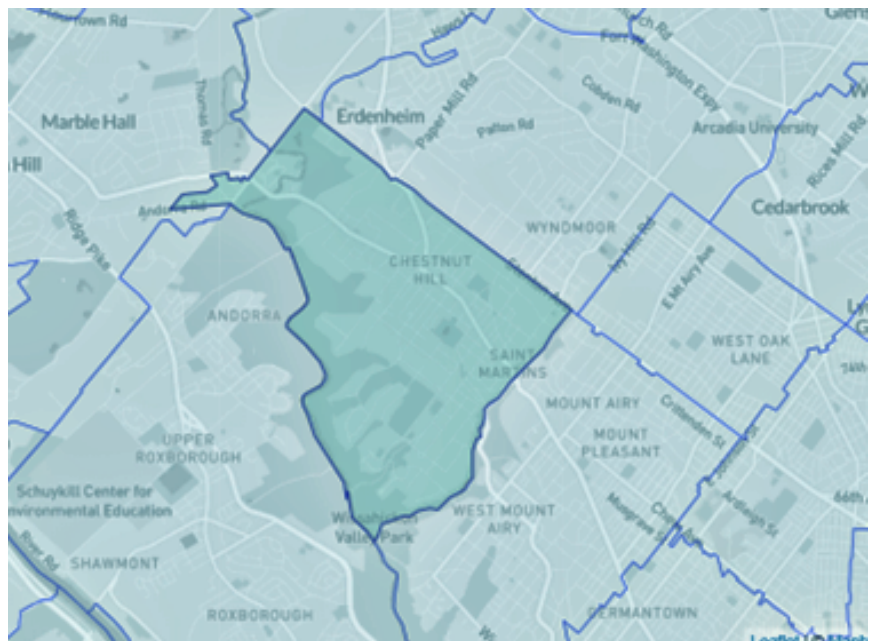
Marital Status

49%
Married

Gender

55%/45%

Female/Male



Mt. Airy

Demographic Snapshot

Steuart Henderson Britt

"Doing business without advertising is like winking at [a love interest] in the dark. You know what you are doing, but nobody else does"

Your advertisement reaches people who have the inclination to shop locally and the means to do it!

Household Income

\$113,009

Per capita income is \$48,997. 13.1% of households earn more than \$200,000/yr.

Home Value

\$366,924

According to Zillow. Home values are 7.5% over last year.

Educational Level

53%

Bachelor's Degree or higher. 31% hold a post-graduate degree.

Population:
29,206

Households:
12,564

Median Age 42

62% of the population is 18 to 64

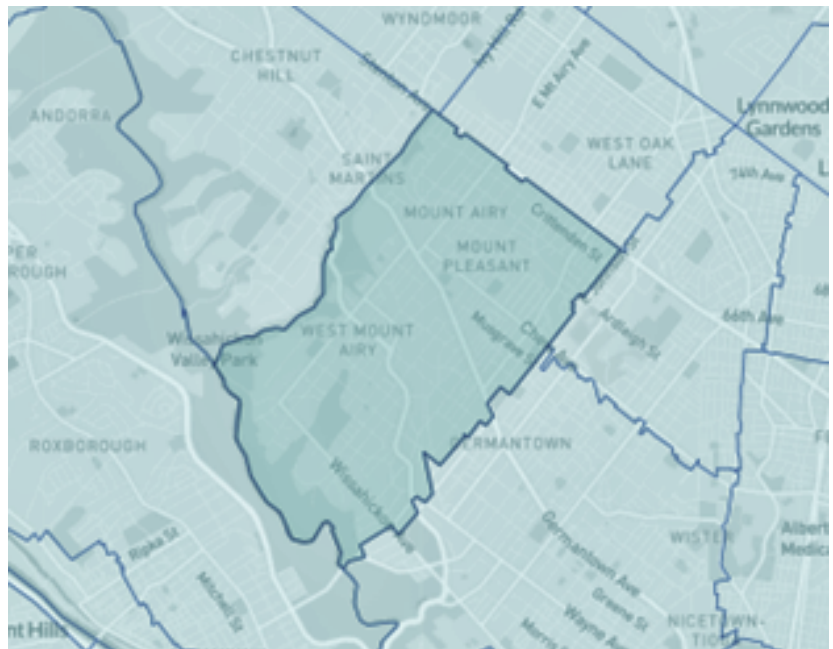
Marital Status

44%
Married

Gender

54%/46%

Female/Male



Leo Burnett

"Advertising is the ability to sense, interpret . . . to put the very heart throbs of a business into type, paper and ink."

2023 Print Ad Rates

All pricing includes **FULL COLOR** plus a week of **DIGITAL ADVERTISING** on chestnuthilllocal.com*

Standard Print Advertising Sizes

	OPEN	3X	13X	26X	52X
Full Page	\$1348	\$1,220	\$980	\$880	\$780
Half Page	\$764	\$720	\$580	\$552	\$528
Quarter Page	\$520	\$472	\$418	\$380	\$366
1/8th Page	\$295	\$271	\$255	\$244	\$225
1/16th Page	\$160	\$160	\$148	\$140	\$135

Advertising frequently delivers your best results and our highest discounts!

*You can opt out of full color and/or digital advertising. Ask your sales rep for pricing.

Custom Size Ad Rates per Column Inch

(Requires annual commitment)

<i>Contract Level (revenue per year)</i>	<i>Rate (per column inch)</i>
OPEN	\$30.00 pci
\$800	\$27.10 pci
\$2,500	\$26.25 pci
\$6,000	\$24.50 pci
\$11,000	\$22.60 pci

Rates include full color and weekly digital advertising

Preprint Advertising

Full Run
\$750

No partial-run insertions.

Higher page count preprints may incur additional handling and mailing fees.

Quantity needed: 4,100

Miscellaneous Rates

Antiques Directory: 1-12 time rate: \$20/week
13 - 52x rate: \$15/week

Non-profit rate: \$23 per column inch

Includes full color and digital ad (\$12.00 pci without color/digital)

Classified Advertising

per column inch, black & white

1 - 4 times \$17.00
5+ times with no changes \$16.00

Note: a column inch is approximately 32 words

Classified display, borders and logos are available. Contact us for more information.
215.248.8818

CONTACT INFORMATION

Philadelphia County, contact Leslie Cerf.

leslie@chestnuthilllocal.com, 215.248.8816

Montgomery/Bucks Counties, contact George Ward

george@chestnuthilllocal.com, 215.248.8133

Classified advertisers, contact Leisha Shaffer

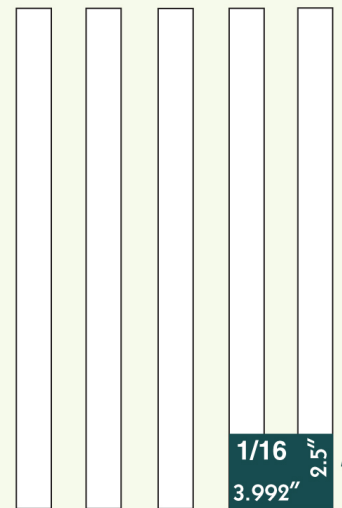
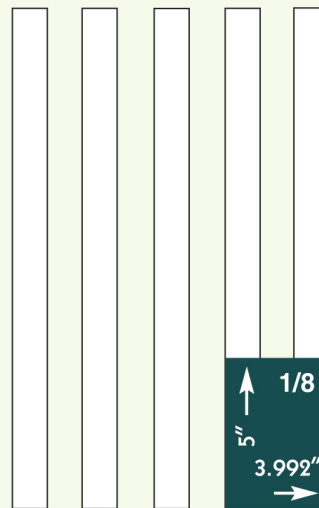
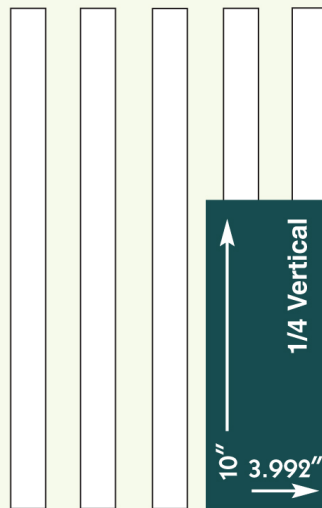
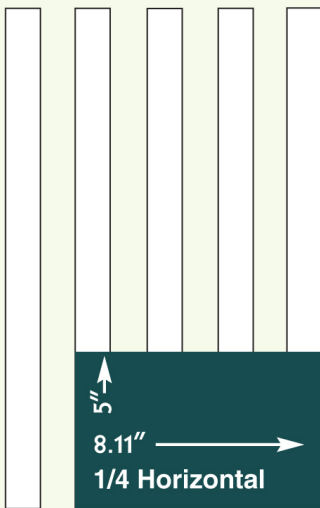
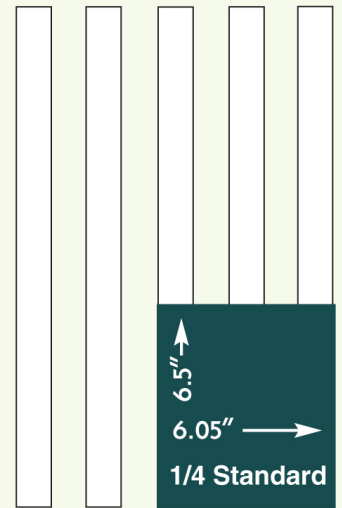
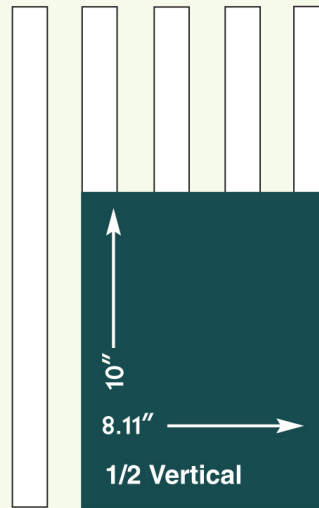
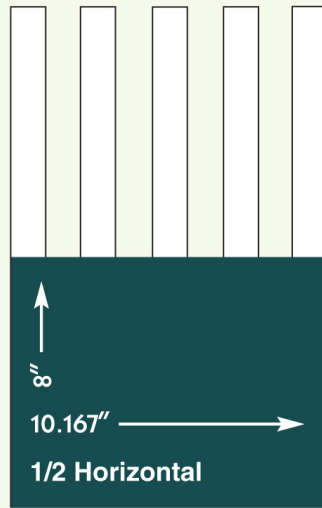
leisha@chestnuthilllocal.com, 215.248.8813

STANDARD AD SIZE DIMENSIONS

AD DIMENSIONS

PAGE		WIDTH (columns)	HEIGHT (inches)
Full Pg		5	16"
1/2	Vertical	4	10"
1/2	Horizontal	5	8"
1/4	Standard	3	6.5"
1/4	Vertical	2	10"
1/4	Horizontal	4	5"
1/8		2	5"
1/16		2	2.5"

**SIZE &
FREQUENCY
= RESULTS**



Advertising Contacts

Philadelphia County

Leslie Cerf
leslie@chestnuthilllocal.com
215.248.8816

Montgomery/Bucks Counties

George Ward
george@chestnuthilllocal.com
215.248.8133

Classified Advertising

Leisha Shaffer
leisha@chestnuthilllocal.com
215.248.8813

2023 High Impact Positions



Front Page Banner Ad

1x	3x	13x	26x
\$695	\$595	\$495	\$395

Rates are per ad. Frequency is over a 52-week period. Color and digital is included in the pricing.

Section Front Banner Ad

1x	3x	13x	26x
\$495	\$395	\$295	\$195

Rates are per ad. Frequency is over a 52-week period. Color and digital is included in the pricing.

Specs

Front Page Banner	7.8 in. x 1.5 in.
Section Front Banner	10.2 in. x 1.5 in.

Paid Premium Positioning

Ensure your ad appears on page 2, 3, or 5 of the front section or on a specific page when you pay a 20% premium over the price of your advertisement.
(minimum \$75 charge; maximum \$250)

Puzzle Page Banner



Readers spend more time on the Puzzle Page than any other page in the newspaper. That means more time with your advertisement.

Size: 10.167" x 3"

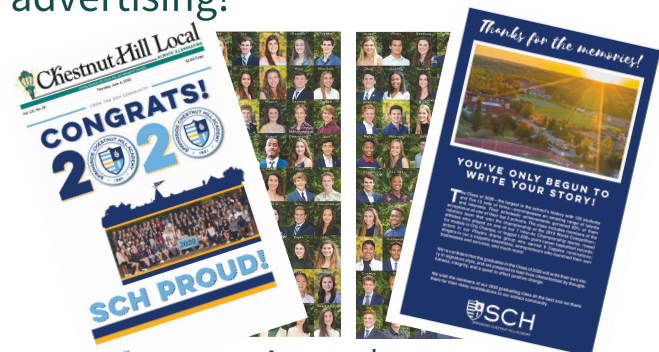
See section front rates for pricing.

The Chestnut Hill Local and Mt. Airy Local offer a number of options to give your advertising message added **IMPACT!**



Wrap Around

Four full-color pages that wrap around the front section of the Local. The granddaddy of all impact advertising!



Price: \$5995

Reach nearly
50,000
visitors per
month!

Joe Chernov
"Good marketing makes
the company look smart.
Great marketing makes
the customer feel smart."

2023 Digital Advertising Rates

Display Ads

Leaderboards and Medium Rectangles

	Without print ad	With print ad
One Day	\$25	N/A
One Week	\$125	\$25
One Month (4 weeks)	\$400	\$100



Sliding Billboards

Ad drops down and retracts to pencil ad.

One Day	\$200
Two Days*	\$325
Three Days*	\$425
One Week	\$925

(*consecutive days)

Size: 1170 px wide by 340 px deep

Sponsored Content

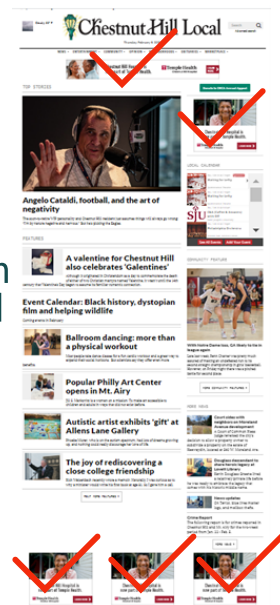
Sponsored article which stays on
chestnuthilllocal.com for seven days and
is posted on the Chestnut Hill Local
Facebook feed.

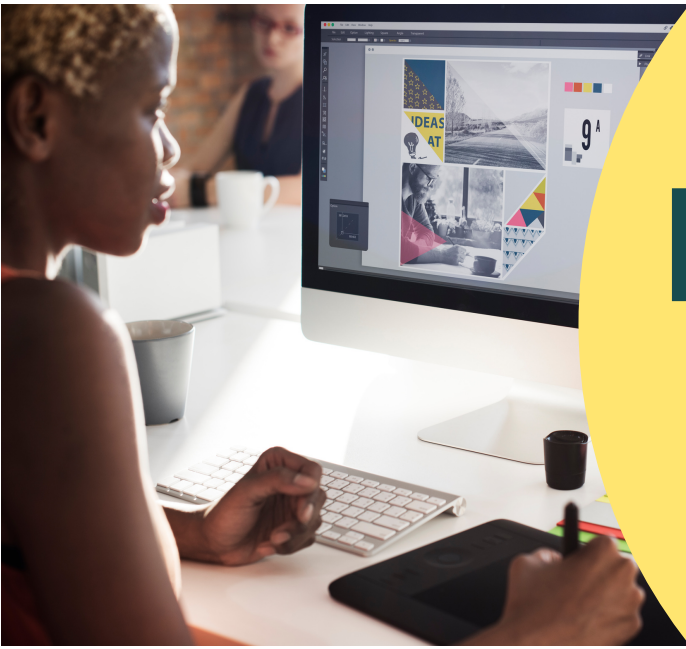
If article is provided	\$525
If we produce article	\$725

Homepage Takeover

Your business's ads
will "take over" the
home page of
chestnuthilllocal.com
for 24 hours. All 10 ad
positions on the
homepage will
display your
company's ads.

\$995





Production Guidelines

Deadline for camera-ready ads is NOON ON MONDAYS

Acceptable file types/print



Acceptable file types/digital



Image Color Format

CMYK

COPY/TEXT:100% BLACK; NO PROCESS BLACK (BLACK CREATED USING CMYK)

Logo Files

Please submit your business's logo in one of the acceptable file formats listed above.

Labeling your files

Files must be labeled with company name and pub date

(e.g: *TheBottleshop.070423*)

Other

300 DPI or higher for all photos, images, and files.

No photos pulled from the internet.

Create outlines on text, flatten file, embed all copy.

Questions? Call 215.248.1104

Shop LOCAL! SMALL BUSINESS SATURDAY NOV. 26

Shopping locally is more crucial than ever

By Regina Hinder
 Want to live in a community that has plenty of shopping options? Shopping locally is the best way you can make sure you do. According to a new poll from the trade group the National Federation of Independent Business, about half of all businesses have reported a 25 percent drop in sales since the outbreak of COVID-19, and roughly one in five have seen sales decline by more than 50 percent. The same survey shows that, if the economic climate does not substantially improve by month, two often people are quick to complain about service, and don't think to ask kind words about companies that were about to fail.

To-do list
 (Continued from page 21)
 Christmas Tree
 Kenwick Theatre, 291 N. Kenwick Ave.
 Ticket prices \$17-50-\$65.00, age 14 show prices \$41-\$52
 \$70.00. Doors open at 6:30 p.m. Event starts at 7:30 p.m.
 Silent Auction, Cocktails
 Coda's House Cafe, Foxhollow Dr., below Northwestern Ave., 4 p.m.
 Meet Amy Yater and Kate Charley for a mindful and fast-paced 2.5 miles walk. Wear sturdy shoes and feel free to bring a flashlight. For more information, contact Christmas Bazaar at bazaar1899.org.
 Tuesday, November 29
 Steve's



2023 Special Sections & Accent Features

Monthly Accent Features

Health & Wellness

First week of each month

Senior Life

Second week of each month

Annual Special Sections

Home & Garden Festival Guide

4/27 Publication; 4/20 Deadline

Fall for the Arts

9/28 Publication; 9/21 Deadline

Pink Edition

10/5 Publication; 9/28 Deadline

Holidays on the Hill

11/16 Publication; 11/9 Deadline

Small Business Saturday

11/23 Publication; 11/16 Deadline

Education & Summer Camp Guides

Education Guides

January 19, April 20, October 19

Deadlines: one week prior to publication date

Summer Camp Guides

February 16 and March 16

Deadlines: one week prior to publication date

Back to School Guide

Accent feature page each week in August

Magazines

Wissahickon

SPRING ISSUE closes 2/16

FALL ISSUE closes 8/10

SUMMER ISSUE closes 5/11

WINTER ISSUE closes 10/26

explore

SPRING/SUMMER ISSUE closes 3/21

FALL/WINTER ISSUE closes 7/28

