HeyRhody

2017 MEDIA KIT

To advertise, call 401-305-3391

Seasonal Magazines • Statewide • Oversized • Glossy

Providence Media, publisher of *Providence Monthly, East Side Monthly, SO Rhode Island* and *The Bay* magazines, presents **Hey Rhody**, bi-monthly guide to enjoying the seasons in Rhode Island.

2017 **Editions**

Every edition of Hey Rhody features must-go-to events, seasonal happenings, dining and shopping guides and more!

WINTER

A guide to winter fun in RI • food trends • health and wellness tips

Deadline: December 7
Drops: First week of January 2017

SPRING

The best of spring in the Ocean State • home and garden tips

Deadline: February 22
Drops: Late March

SUMMER

The essential guide to summer

Deadline: May 17
Drops: Mid June

DINING

Over 100 restaurants profiled • locally made food and spirits

Deadline: June 28
Drops: First week of August

FALL

Fall in love with autumn in RI • farm happenings

Deadline: August 17
Drops: mid September

HOLIDAY

Get in the local spirit • local gift guide

Deadline: October 18
Drops: Early November

Advertising Rates

Ad size	1x	2x-3x	4x-6x
1/8 page	**$345**	**$300**	**$260**
1/4 page	**$525**	**$460**	**$395**
1/2 page	**$820**	**$720**	**$625**
Full	**$1,380**	**$1,200**	**$1,045**
Cover	**$1,695**	**$1,475**	**$1,275**

Discounts Available

- 5% prepay
- 10% same month advertiser
- 25% annual advertiser

With statewide editorial and distribution, content themes strategically presented at the height of the buying season, and Providence Media's signature look and feel, **Hey Rhody** delivers quality, comprehensive guides on key lifestyle segments.

Sizes

Magazine Trim Size.....10" x 13.5"

1/8 Page V.....2.125" x 5.875"

1/8 Page H.....4.375" x 2.875"

1/4 Page.....4.375" x 5.875"

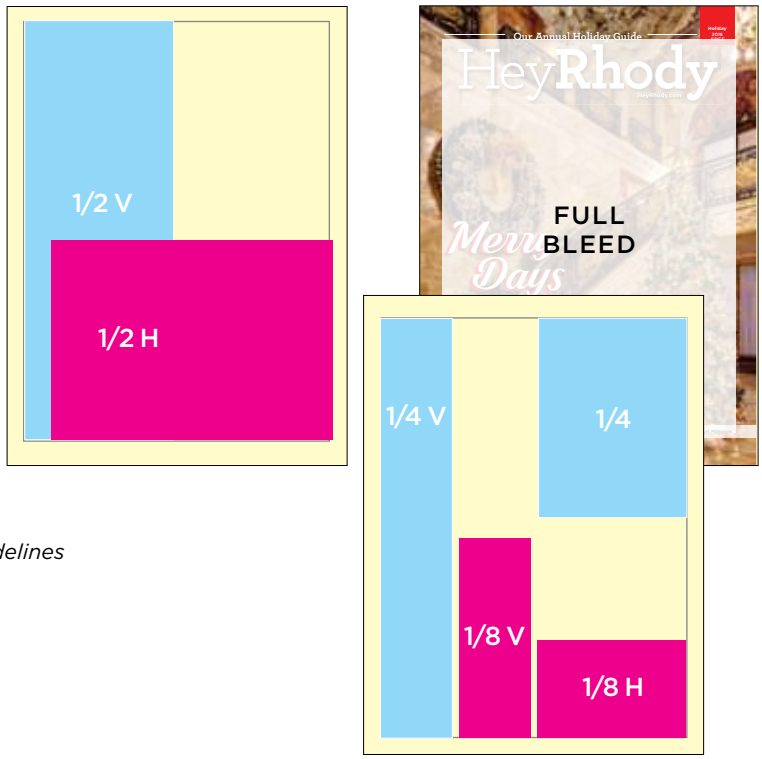
1/4 Page V.....2.125" x 12"

1/2 Page V.....4.375" x 12"

1/2 Page H.....9" x 5.875"

Full Page Bleed*.....10.5" x 14"

**Please ask your sales rep for a Full Page Bleed template for guidelines*



Advertising Design

In-house, agency quality work is available at no extra charge to our contract advertisers.

Locally owned since 1975, Providence Media is the largest magazine group in Rhode Island. *Hey Rhody* debuted in 2014 to outstanding reviews by advertisers and readers alike.

Providence Media | 1070 Main Street, Suite 302, Pawtucket, RI 02860 | tel 401.305.3391 | fax 401.305.3392

To advertise call 401.305.3391 or email Jeanette@ProvidenceOnline.com
www.ProvidenceOnline.com