

J E F F E R S O N

CITY

home

2024 MEDIA KIT

WHO WE ARE

Jefferson City Home strives to inform our readers of the skilled contractors, businesses, and resources that improve quality of life and living in the capital city. In this annual publication, Jefferson City Home's partnership with the HBA of Central Missouri gives readers a powerful resource from professional HBA members showcasing their skills, talents, and services.



By the Numbers



ON STANDS
October 2024



PRINTING
9,500 copies



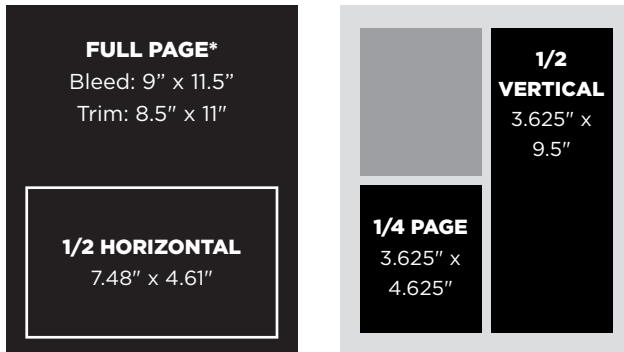
TARGET AUDIENCE
Adults Aged
35-44: 21%
45-54: 29%
55+: 44%



**COMBINED
HOUSEHOLD INCOMES**
\$75k-100k: 25%
\$100k-200k: 38%
\$200k+: 10%



Print Ad Dimensions & Rates



SIZE	ANNUAL RATE
Full Page	\$1,595
1/2 Page	\$895
1/4 Page	\$675
Inside Front Cover	\$2,000
Inside Facing (pg. 2)	\$1,595
Inside Back Cover	\$2,000
Back Cover	\$2,000

DOUBLE PAGE* Bleed: 17.5" x 11.5" Trim: 17" x 11"

CURRENT CITY MAGAZINE ADVERTISERS *Perk!*

Jefferson City Magazine will honor your current advertising rate in CITY Home. If you are also interested in advertising in Jefferson City Magazine, please let us know.

Print Ad Deadlines

AD SPACE
June 7, 2024

AD MATERIALS
June 19, 2024

CAMERA READY ADS
August 28, 2024

Payment & Contact Info

AD PAYMENT: All ads must be prepaid by *July 31, 2024*. Advertisers that prepay by 7/31/24 will receive a complimentary banner ad on jeffersoncitymag.com during the month of October 2024.

CONTACT INFO: If you have any questions, don't hesitate to call or email our sales director Janelle Haley at: **(573) 694-1736** | janelle@jeffersoncitymag.com

Ad Specs

DOCUMENT SET UP

Final Trim Size: 8.5" x 12"

Bleed Lines: 0.25"

*Required on full page ads
Recommended Margin: 0.5"

FILE TYPES ACCEPTED

PDF (Preferred), EPS, TIFF, AI, JPEG
All files must be High Resolution at 300 ppi

FONTS

Embed, create outlines or included

COLORS

Must be submitted in CMYK

For issues related to file types or dimensions, contact graphics@jeffersoncitymag.com

Proudly Published By

J E F F E R S O N
CITY
magazine

(573) 693-0042

jeffersoncitymag.com



Business Profile

Jefferson City is home to many businesses serving the local homeowner and residents. Jefferson City Home invites leaders in construction, finance, insurance, real estate, trades, retail, and design to share their story with our 40,000+ readers.

These advertorial business profiles will be featured in our inaugural issue of Jefferson City Home.

Reserve your ad space by June 7th!

PROFILES INCLUDE

- On Location Photography
- Graphic Design
- Copy Editing
- Published on jeffersoncitymag.com

ADVERTISEMENT RATES

Full Page: \$1,750

Includes up to 2 photos and 500-600 words.

Double Page: \$2,500

Includes up to 3 photos and 700-800 words.

AD SPACE DEADLINE

06/07/2024

BUILDING BETTER HOUSES

by your name here | photography by your name here

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Your Company Logo

business name | your address here | your phone here | your website here

Actual ad design will vary.