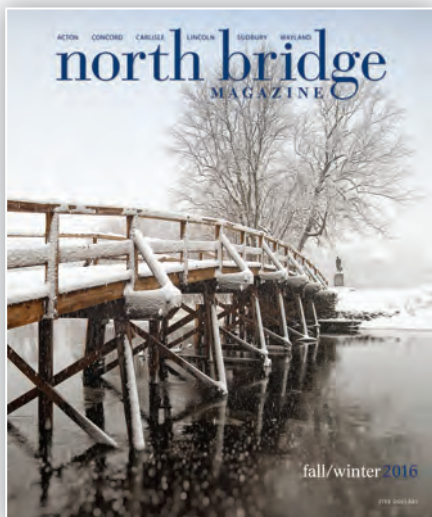
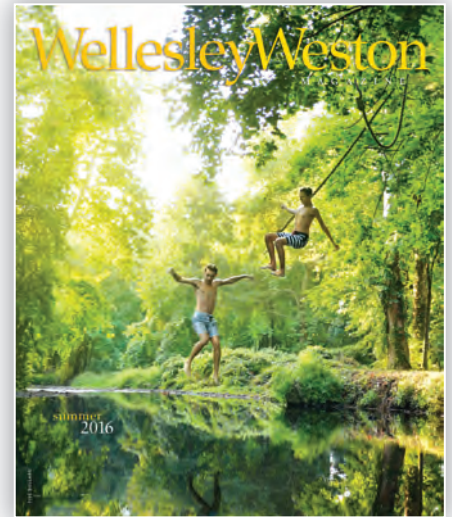
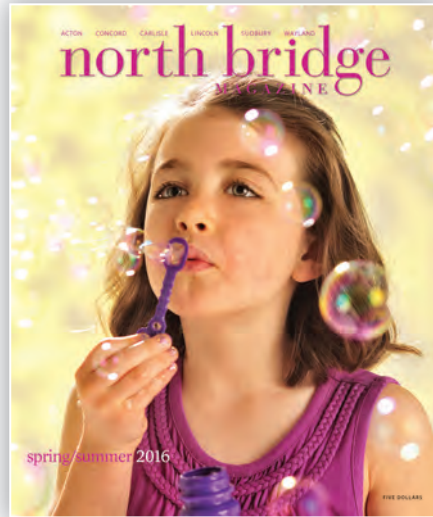


Media Kit

2017-2018



Wellesley Weston
MAGAZINE



ACTON CONCORD CARLISLE LINCOLN SUDBURY WAYLAND
north bridge
MAGAZINE

Mission

To report on the issues that are important to local residents with insightful content that is informative, entertaining, and visually attractive.

Editorial



Launched in 2005, Elm Bank Media publishes quarterly lifestyle magazines that include its flagship *WellesleyWeston Magazine* and now *North Bridge Magazine*. *WellesleyWeston* is tailored specifically to the residents of Wellesley and Weston; *North Bridge* serves the Acton, Concord, Carlisle, Lincoln, Sudbury, and Wayland communities. These magazines will be edited to enrich the experience of living in these most desirable communities in Massachusetts. The magazine will explore and interpret the lifestyles, customs, and cultures of all residents.

Each issue will combine a mix of insightful articles by local journalists with dynamic photographs, illustration, and design presented in a handsome, visually-striking full-color format with a long shelf life. *WellesleyWeston* and *North Bridge Magazine* will be filled with in-depth articles on topics specifically affecting these residents: profiles of local people, historical features on people and events, reviews of restaurants, insider looks at community artists, local business profiles, and spectacular presentations of the latest trends in home, garden, and landscape design.



A Remarkable Readership of Discerning Consumers

Residents within these communities are affluent and well educated. They are upscale consumers who take action based on what they read and hear around town. The magazine's broad editorial coverage appeals to the community-minded reader willing to spend time, energy, and money on any number of consumer passions, including fashion, travel, dining, entertainment, the arts, and home décor.

Magazines will be mailed to every single family household and business within the respective towns, free of charge. It will represent a unique and influential advertising showcase for upscale products and services that cannot be duplicated by any other medium.

Readers

Average Household Income

Median Age

WellesleyWeston Magazine

Wellesley Weston

\$190,000 \$280,000

39 41

North Bridge Magazine

Acton Carlisle Concord Lincoln Sudbury Wayland

\$180,000 (all towns combined)

41 (all towns combined)

Circulation

Magazine Distribution

Number of Businesses

Population

16,000 (both towns)

2,000 (both towns)

26,615

11,472

19,000 (all towns)

2,300 (all towns)

72,000 (all towns)

Advertising Calendar

2017-2018



Beth Furman, Publisher

5 Vane Street Wellesley, Ma 02482

(p) 781.235.6980

(f) 781.772.1462

(c) 781.424.2118

(e) beth@wellesleywestonmagazine.com

or beth@elmbankmedia.com

elm bank media
online

Digital versions of the magazines, including all advertisements and articles, are available at wellesleywestonmagazine.epubxp.com and northbridgemagazine.epubxp.com.

Our blog, wwmblog.com, and Facebook page, [facebook.com/wellesleywestonmagazine](https://www.facebook.com/wellesleywestonmagazine), enable us to post additional photos and publicize more events than space in the magazine would allow. Send local events to add to our calendar or photos from an event to: info@elmbankmedia.com.

For advertising rates on the **WWM blog**, please contact your Account Manager.

Issue	Ad Space Reservation	Pub-Set Materials Due	Final Ad Materials Due	Distribution
WellesleyWeston Magazine				
Spring 2017	Dec 6	Dec 14	Jan 10	Feb - Apr
Summer 2017	Mar 13	Mar 21	Apr 11	May - Jul
Fall 2017	Jun 9	Jun 19	Jul 11	Aug - Oct
Winter 2017/2018	Sep 11	Sep 19	Oct 10	Nov - Jan
Spring 2018	Dec 7	Dec 15	Jan 10	Feb - Apr
Summer 2018	Mar 13	Mar 21	Apr 11	May - Jul
Fall 2018	Jun 11	Jun 19	Jul 11	Aug - Oct
Winter 2018/2019	Sep 11	Sep 19	Oct 10	Nov - Jan

North Bridge Magazine

Spring/Summer 2017	Feb 27	Mar 6	Mar 17	Apr - Sep
Fall/Winter 2017	Aug 25	Sep 1	Sep 15	Oct - Mar
Spring/Summer 2018	Feb 27	Mar 6	Mar 19	Apr - Sep
Fall/Winter 2018	Aug 27	Sep 4	Sep 17	Oct - Mar

Editorial Departments

10 Tips: Helpful hints to simplify your life • **About Town:** Photos of residents attending noteworthy events • **Artist Profile:** Visual showcase of local artistic talent • **Books:** Profiles of local authors and book recommendations • **Business & Finance:** Economic trends, investments, and financial planning • **Education:** Schools, universities, camps, and continuing education • **Excursions:** Rewarding destinations for discerning travelers • **Face to Face:** In-depth interviews with local personalities • **Family Matters:** Parenting, relationships, and life lessons • **Fitness & Health:** Workouts, diets, nutrition, and suggestions for a healthy lifestyle • **Food & Wine:** Entertaining recipes and wine suggestions • **Forum:** Readers speak out on issues of importance to them • **Good Works:** Profiles of individuals and organizations who make a difference by giving back • **Green Scene:** Gardening guidelines and horticultural happenings • **Inbox:** News briefs covering local people, places, and businesses • **Last But Not Least:** Readers express themselves creatively

Editorial Offices

WellesleyWeston:

Jill Nilsen, Editor; (p) 617.694.8337 or (e) Jill@WellesleyWestonMagazine.com

North Bridge:

Keri Lyman, Editor; (p) 978.369.7675 or (e) keri@elmbankmedia.com

Helaine K. Block, Editor; (p) 978.460.1217 or (e) helaine@elmbankmedia.com

Advertising Rates 2017-2018

Effective: January 2017

Elm Bank Media
Advertising Staff

Beth Furman
Publisher

(p) 781.235.6980
(c) 781.424.2118

beth@wellesleywestonmagazine.com
beth@elmbankmedia.com

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(f) 866.617.3867

carol@elmbankmedia.com

Diane Brannigan
Account Manager

(p) 781.608.5717

diane@wellesleywestonmagazine.com

Stuart Dale

Account Manager

(p) 508.655.6902

(c) 508.740.6128

stuart@elmbankmedia.com

4-color ●●●●	1x	2x	3x	4x
Full Page	\$2,400	\$2,250	\$2,100	\$1,950
2/3 Page	1,900	1,785	1,670	1,550
1/2 Page Vertical	1,700	1,585	1,470	1,350
1/2 Page Horizontal	1,600	1,485	1,370	1,250
1/3 Page	1,125	1,025	975	895
1/4 Page	775	730	685	640
1/8 Page	425	400	375	350
Spread	3,600	3,400	3,200	2,995

Covers

Inside front cover	\$3,600	\$3,385	\$3,175	\$2,960
Inside back cover	3,100	2,950	2,800	2,595
Back cover	3,775	3,650	3,300	3,125

- All rates are Net.
- Bleed Charge: None
- Other special positions: Add 10% to earned rate for position guarantee.
- Specialty Inks: (Metallic, Neon, etc.) priced upon request.

General Conditions

Advertiser is responsible for supplying appropriate artwork by the Materials Due date. All advertising is subject to the publisher's approval. Advertiser and advertising agency assume liability for all content of advertisements printed.

Frequency rates are based on the total number of insertions within the contract year. Credits will be applied to current accounts for advertisers who increase frequency during the contract period. All cancellations must be received in writing prior to the Space Reservation date. All invoices due upon receipt of printed issue.

Please see insertion order for all advertising terms and conditions.

Advertising Design Services

In search of creative services for the design of your ad? See the Publisher-Set Services box on the Mechanical Requirements page.

Advertising Rates

2017-2018

Effective: January 2017

**Elm Bank Media
Advertising Staff**

Beth Furman
Publisher

(p) 781.235.6980
(c) 781.424.2118

beth@wellesleywestonmagazine.com
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Account Manager

(p) 508.655.6902
(c) 508.740.6128

stuart@elmbankmedia.com

4-color ●●●●	1x	2x	3x	4x
Full Page	\$2,500	\$2,400	\$2,200	\$1,995
2/3 Page	1,975	1,875	1,750	1,650
1/2 Page Vertical	1,800	1,700	1,575	1,475
1/2 Page Horizontal	1,675	1,575	1,475	1,350
1/3 Page	1,175	1,075	1,025	995
1/4 Page	825	775	725	695
1/8 Page	525	500	475	450
Spread	3,800	3,600	3,400	3,200
Covers				
Inside front cover	\$3,700	\$3,500	\$3,250	\$3,050
Inside back cover	3,400	3,200	3,000	2,800
Back cover	3,800	3,600	3,500	3,300

- All rates are Net.
- Bleed Charge: None
- Other special positions: Add 10% to earned rate for position guarantee.
- Specialty Inks: (Metallic, Neon, etc.) priced upon request.

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Advertising Design Services

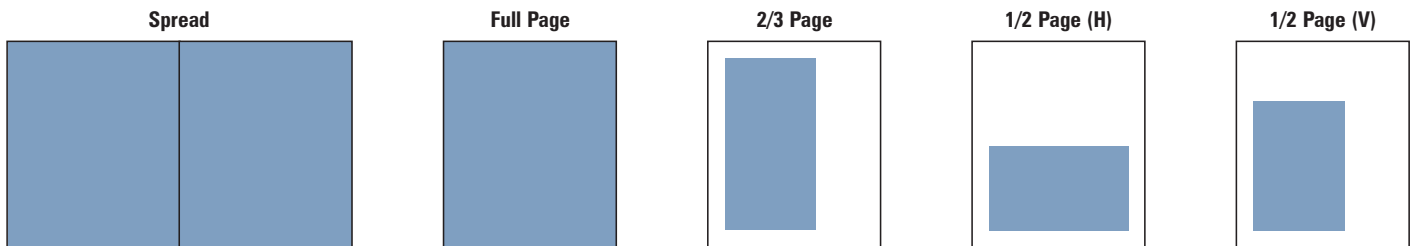
In search of creative services for the design of your ad? See the Publisher-Set Services box on the Mechanical Requirements page.

Advertising Mechanical Requirements



Mechanical Requirements

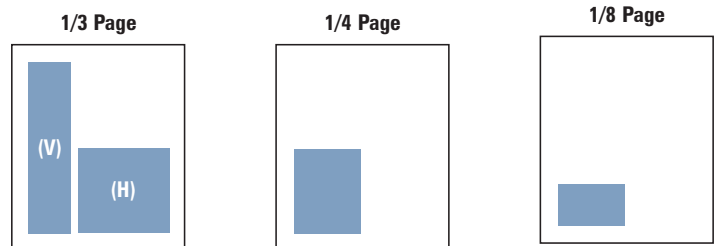
- **Production:** SWOP standard, Web offset, perfect bound
- **Publication Trim Size:** 9" x 10.75"
- **Ad Sizes:** (width x height)
 - Spread 18" x 10.75"
 - Full Page 9" x 10.75"
 - Bleed:** Extend 1/8" on all sides beyond the trim size.
 - Safety:** Allow 1/2" safety on all sides for live matter not intended to bleed. Allow 1/2" gutter safety for spread.
- 2/3 Page Vertical 4.75" x 9"
- 1/2 Page Horizontal 7.25" x 4.4"
- 1/2 Page Vertical 4.75" x 6.7"
- 1/3 Page Horizontal 4.75" x 4.4"
- 1/3 Page Vertical 2.25" x 9"
- 1/4 Page Vertical 3.5" x 4.4"
- 1/8 Page Horizontal 3.5" x 2.125"
- No Bleed on fractional ads**
- **Special Inserts:** Rates, specifications and availability upon request.



Publisher-Set Services

If advertising materials are not supplied, in-house design and production services are available. Copy and artwork for Publisher designed ads must be supplied at least one week prior to space closing. **Speak to your account manager for ad design fees.**

- **Art Submission Guidelines:** All artwork supplied for design must be at a resolution of 300 dpi. Art downloaded from the web cannot be used.
- **Acceptable File Formats:** TIFF, EPS or JPEG format.



Advertising Material Specifications

Electronic Files

- High resolution (300 dpi or greater) PDF files are preferred. All fonts, component files and resources (linked EPS and TIFF images at or greater than 300 dpi) must be embedded. Save PDF with crop and registration marks turned OFF. Include bleed for full page and spread ads only. No bleed for fractional ads. Do not use JPEG encoding or LZW compression.
- Macintosh format, QuarkXPress, InDesign, Photoshop, or Illustrator files are accepted. Include all fonts (screen and printer) and graphics used in the ad. Graphics must be supplied as EPS or TIFF files and must be in CMYK mode with all fonts properly embedded. All graphics must have an effective resolution greater than or equal to 300 dpi.
- Ads submitted in other programs may be subject to additional conversion and production charges.

Email

Ad files sent as an email attachment cannot exceed 40MB gross file size. Email files to:

WellesleyWeston: wwmag.ads@imagemark.net

North Bridge: nbmag.ads@imagemark.net

File Uploads

Ad files may be uploaded via a file transfer or file sharing site (such as Dropbox) with the link to the file emailed to:

WellesleyWeston: wwmag.ads@imagemark.net

North Bridge: nbmag.ads@imagemark.net

Disc

Files may be supplied on CD or DVD.

Mailing Instructions

Submit Advertising Material (including proofs) to:

Imagemark

Production Department

12 Godfrey Place, Lower Level

Wilton, CT 06897

203.761.0025, ext. 111; (f) 203.761.8624

sharon@imagemark.net

Please identify all material by name of advertiser, magazine and issue date.

Ad materials are held for a period of 12 months.

