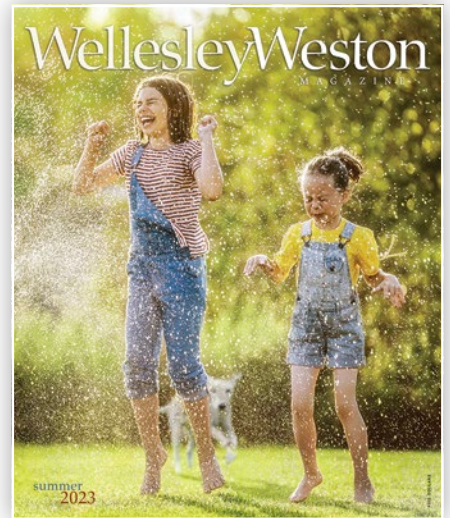


Media Kit

WellesleyWeston MAGAZINE 2024-2025



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 *WellesleyWeston Magazine*, a quarterly lifestyle magazine that is tailored specifically to the residents of Wellesley and Weston. The magazine explores and interprets the lifestyles, customs, and cultures of all residents, and is edited to enrich the experience of living in two of the most desirable communities in Massachusetts.

Each issue combines 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* is 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 of 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 are mailed to every family household and business within the respective towns, free of charge. This represents a unique and influential advertising showcase for upscale products and services that cannot be duplicated by any other medium.



WellesleyWeston Magazine

Readers

	Average Household Income	Median Age
Wellesley	\$190,000	39
Weston	\$280,000	41

Circulation

Magazine Distribution	Number of Businesses	Population
16,000	2,000	26,615
16,000	2,000	11,472

Advertising Calendar

2024-2025



Issue	Ad Space Reservation	Pub-Set Materials Due	Final Ad Materials Due	Distribution
Spring 2024	Dec 7	Dec 15	Jan 9	Feb – Apr
Summer 2024	Mar 11	Mar 19	Apr 9	May – Jul
Fall 2024	Jun 7	Jun 17	Jul 9	Aug – Oct
Winter 2024/2025	Sep 9	Sep 17	Oct 8	Nov – Jan
Spring 2025	Dec 9	Dec 17	Jan 9	Feb – Apr
Summer 2025	Mar 12	Mar 20	Apr 10	May – Jul
Fall 2025	Jun 10	Jun 18	Jul 10	Aug – Oct
Winter 2025/2026	Sep 10	Sep 18	Oct 9	Nov – Jan

Beth Furman

Publisher

P.O. Box 812305
Wellesley, MA 02482

(p) 781.424.2118

(e) beth@wellesleywestonmagazine.com
or beth@elmbankmedia.com

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

Jill Nilsen

Editor

(p) 617.694.8337

(e) Jill@WellesleyWestonMagazine.com



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

Our blog, wwmblog.com, and Facebook page, 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.

Advertising Rates

2024-2025

Effective: October 2022

Elm Bank Media
Advertising Staff

Beth Furman
Publisher

(p) 781.424.2118

beth@wellesleywestonmagazine.com

beth@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

For more information
about advertising in
WellesleyWeston Magazine
please call Beth at
781.424.2118
or email
beth@elmbankmedia.com

4-color ● ● ● ●	1x	2x	3x	4x
Full Page	\$2,500	\$2,400	\$2,250	\$2,100
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	3,800	3,600	3,400	3,200

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	4,375	4,250	4,100	3,995

- 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 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.

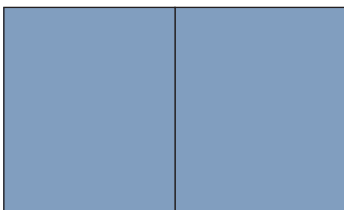
Safety: Allow 1/2" safety on all sides for live matter not intended to bleed. Allow 1" gutter safety for spread (1/2" on each side of gutter).

- 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"

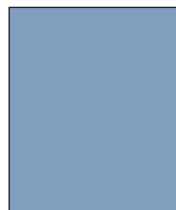
No bleed on fractional ads

- **Special Inserts:** Rates, specifications and availability upon request.

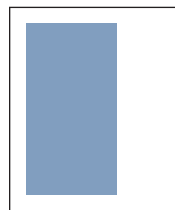
Spread



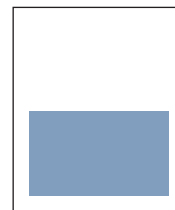
Full Page



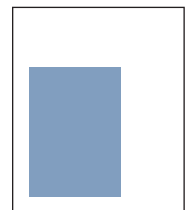
2/3 Page



1/2 Page (H)



1/2 Page (V)



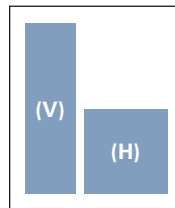
Publisher-Set Services

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.**

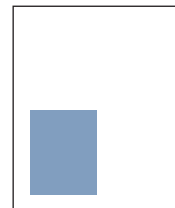
- **Art Submission Guidelines:** All artwork supplied for design must be at a resolution of 300 dpi. Art downloaded from the web cannot be used.

- **Acceptable File Formats:** TIFF, EPS or JPEG format.

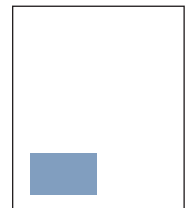
1/3 Page



1/4 Page



1/8 Page



Advertising Material Specifications

Electronic Files

- High resolution PDF files (300 dpi or greater).
- CMYK color mode.
- All fonts and resources (hi-res linked EPS and TIFF images) must be embedded.
- Save PDF file WITHOUT crop and registration marks. Include bleed area for full page and spread ads only. No bleed for fractional ads. Do not use JPEG encoding or LZW compression.
- RGB or Pantone colors will be converted to CMYK.

Please name ad files by advertiser name and issue date.

File Submissions

Email

Ad files sent as an email attachment cannot exceed 40MB gross file size. Email files to:
wwmag.ads@echobrandgroup.com

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:
wwmag.ads@echobrandgroup.com

Original ad files are held for a period of 12 months.

Questions?

Contact Sharon Peck, Production Director, at 203.770.0907 or by email at sharon@echobrandgroup.com.

