

Rocky Zion Missionary Baptist • Asheville Centennial
Business Park Ribbon Cutting • The St. Clair & The Tavern

DISCOVER

The essence of St. Clair

April & May 2023

Moody
Growing

Nothing but
good economic
news for city

OUTDOORS SPECIAL

NATURE ON DISPLAY

On the water, on the trails

2024 MEDIA KIT

St. Clair's #1 Advertising Source

DISCOVER

The essence of St. Clair



about our magazine

Discover, The Essence of St. Clair, heads into its 13th year, underscoring its staying power as a tradition in St. Clair County. It's more than a magazine. *Discover* is a true, multimedia experience for readers and advertisers alike.

In addition to this high-quality publication you'll be proud to display on your coffee table, award-winning writers bring you the stories you'll savor for a long time to come.

Beautiful photography, stunning video, digital advertising, digital page turner, web extras, social media promotion and electronic newsletters capture the essence of this place we call home as no other can.

That's *DISCOVER Magazine!*

delivers ...by the numbers

Discover is published **6 times per year**, giving your advertising at least a **2-month shelf life**.

Statistics confirm magazine readership grows long after publication date.

94% of advertisers in 2023

Discover ran ads in **2 or more issues** per year, demonstrating a high advertiser satisfaction

return rate and return on investment.

Discover distributes over **6,000** high quality, full color magazines each issue in high traffic areas throughout

St. Clair County, Trussville and Leeds, parts of Lincoln, Talladega and Birmingham as well as

through the mail to **paid subscribers**.

Our online site's **digital edition** of the magazine **and website** generate an additional average of

7,000 views per issue. *Discover's*

Facebook following is **2,600+** with per issue post **reach average** of **14,729**.

DiscoverStClair.com



Gadsden

Rainbow

Steele

BLOUNT

59

Ashville

Springville

Ragland

ST. CLAIR

Argo

Margaret

Odenville

Trussville

ON
am

Moody

20

Riverside

Lincoln

Leeds

Pell City

Cropwell

St. Clair Cty
Airport

Talladega

TALLADEGA

SHELBY

Sylacauga

DISCOVER

The essence of St. Clair

Premium Ads* (With 6-issue Contract)

BACK COVER	\$1,611
INSIDE COVER	\$1,355
INSIDE BACK COVER	\$1,355
PAGE 3	\$1,355
ACROSS FROM INDEX	\$1,355
TWO-PAGE SPREAD	\$1,995*

Bleed ads available

All prices include design plus digital ads on the landing page of DiscoverStClair.com, and linkable ads in digital publication.

Run of Magazine

Discounts apply for multiple runs

2 Runs: 5 Percent 3 Runs: 10 Percent 4 Runs: 15 Percent 5-6 Runs: 20 Percent

	1 Issue	2 Issues	3 Issues	4 Issues	5-6 Issues
FULL	\$1,458	\$1,385	\$1,312	\$1,240	\$1,165
HALF (Horizontal or vertical)	\$840	\$798	\$756	\$715	\$672
THIRD	\$616	\$585	\$554	\$523	\$492
QUARTER	\$490	\$465	\$441	\$417	\$392
EIGHTH	\$371	\$352	\$333	\$315	\$297
BUSINESS CARD	\$ 75 per issue				

All prices include design plus digital ads throughout DiscoverStClair.com. Prices also include linkable ads from the print version that appear in the digital edition. You may link to website or social media pages.

Discover St. Clair Magazine + LakeLife 24/7 Combination Rates

EXPAND YOUR REACH WITH BOTH
OF OUR MAGAZINES AND SAVE!

Run your ad in both publications and you get:

- An additional 5% off our already discounted pricing
- 12,000 print distribution throughout St. Clair County, Trussville and Leeds; Talladega County, Lincoln, Alpine, Sylacauga and Childersburg; Etowah, including Gadsden, Rainbow City and Southside; and Calhoun County, including Oxford, Anniston and Ohatchee.
- Digital advertising on LakeLife247Magazine.com and DiscoverStClair.com digital edition plus individual digital ads throughout the sites, adding an additional 5,000 views per issue.

Electronic Newsletter Advertising

Digital advertising is available on our electronic newsletters for both magazines, which distribute to 5,000 e-news subscribers regularly.

Pricing includes design and e-distribution at \$100 per issue.

Credit Cards
Accepted:



Carol Pappas
cpappas@partnersmultimedia.com
Cell 205-335-0281
1911 Cogswell Avenue
Pell City, AL 35125

Dale Halpin
dhalpin@partnersmultimedia.com
Cell 256-493-0210
1911 Cogswell Avenue
Pell City, AL 35125

2024 Ad Rates & Sizes:

Full Page: \$1,416, 8 in x 9.75 in
Half Page Vertical: \$816, 3.916 in x 9.75 in
Half Page Horizontal: \$816, 8 in x 4.775 in
Third Page Vertical: \$598, 2.55 in x 9.75 in
Quarter Page: \$476, 3.916 in x 4.775 in
Eighth Page: \$360, 3.916 in x 2.295 in
Business Card Directory Package,
print/online, \$100 per issue*

2023 Deadlines

PUBLISHED 6 TIMES A YEAR

Distribution	Content Deadline
February 1	January 2
April 4	March 1
June 6	May 1
August 1	June 1
October 3	September 1
December 5	November 1

A PRODUCT OF

PBD | Partners by
DESIGN

A MULTIMEDIA MARKETING FIRM

- Magazines • Advertising • Graphic Design
- Websites • Communications

1911 Cogswell Avenue Pell City, AL 35125
(205) 335-0281
PartnersMultimedia.com