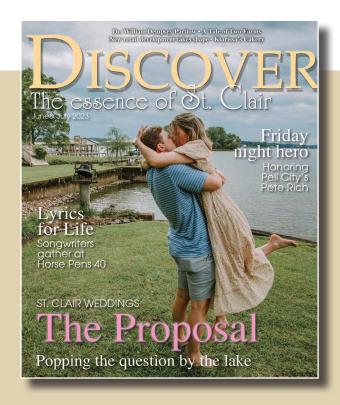


2024 MEDIA KIT

St. Clair's #1 Advertising Source

DISCOXER 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



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 (Horizontasl 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.	ner 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:









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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 February 1

Content Deadline January 2

April 4 June 6 August 1 March 1 May 1 June 1

October 3 December 5 September 1 November 1

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