

Family life

MAGAZINES
CANTON • WOODSTOCK

Media Guide

Add **life** to Your Business!

The Largest Monthly
Circulation of Direct-Mailed
Community Magazines



Family life PUBLICATIONS

CANTON • WOODSTOCK

THE LARGEST MONTHLY CIRCULATION of direct-mailed community magazines

Consumers spend an average 44 minutes reading a single magazine issue.
Conversely, TV and web ads have mere seconds to reach consumers.

Magazine Advertising...

Is Less Interruptive

Targets the Demographics of Your Desired Audience

Builds Brand Recognition

Is Long Lasting and Tangible

Creates Company Credibility



**Over
60,000
Printed
Each
Month**



**Over
56,200
Direct
Mailed
Each
Month**

**Over
4,000
Direct
Emailed
Each Month**



**Digital
magazines have
direct links to
advertisers'
websites**

Family Life Publications Cost Per Copy

1/4 Page Printed



1/4 Page Mailed



1/2 Page Printed



1/2 Page Mailed



Other Print Media	1/4 Page Printed	1/4 Page Mailed	1/2 Page Printed	1/2 Page Mailed
Other Full-Color Magazines	1 cent	2-3 cents	3 cents	3-5 cents
Postcard	10.5 cents	38.5 cents	14.25 cents	42.25 cents
Newspaper	2 cents	2 cents	3 cents	3 cents

WHY *FAMILY LIFE*?

You deserve the best in **CUSTOMER SERVICE**

- We provide personal advertising campaign management. Advertisers are contacted at least three times each month for ad change information.
- We have a photographer on staff who keeps our magazines and advertisers' ads fresh and inviting.
- We waive ad design fees through the third proof each month for all advertisers.
- All ads in the online editions have direct links to advertisers' websites.
- Over 4,000 free digital subscriptions are emailed each month.
- We provide added value for your campaign via social media marketing. We provide additional marketing through our sponsorship of local and nonprofit events each month.
- We create special advertising sections for custom campaigns throughout the year.

PROFESSIONALISM and **QUALITY** are important

- We have over 60 years of combined publishing experience.
- We publish timely, entertaining, and educational content.
- We use quality local images and cutting edge graphic design elements and techniques.
- We announce ribbon cuttings each month, providing exposure for new local businesses.

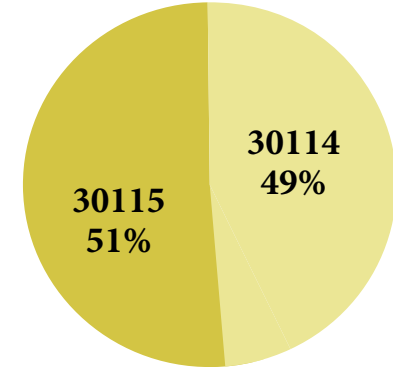
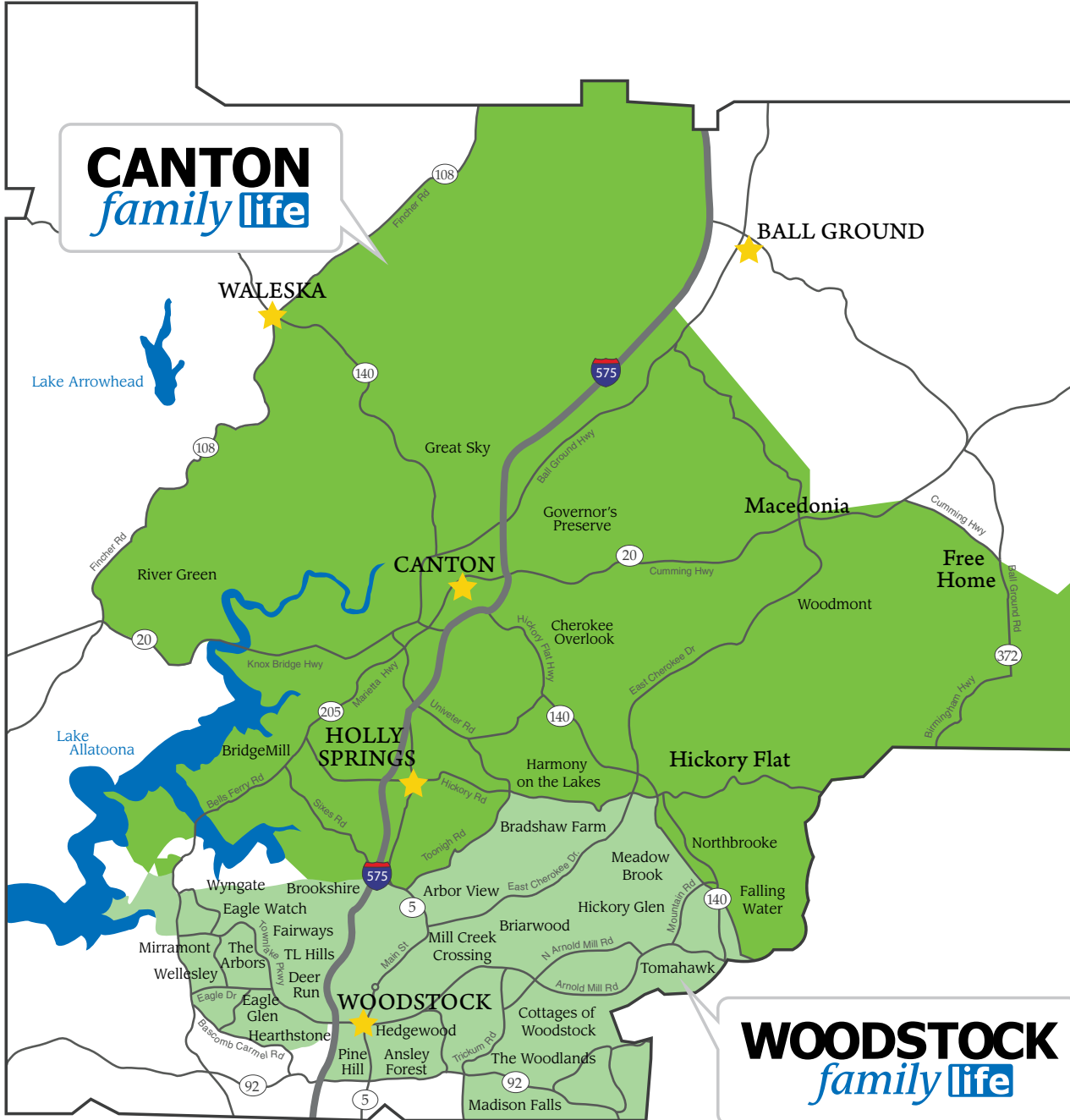


Family Life produces the only local magazines that reach 30,000 Cherokee County homes and businesses per title — every issue, each month. We reach more people, so you can reach more customers. We make it easy to grow your business.



Our readers
LOVE our
comprehensive
**COMMUNITY
CALENDARS!**

DISTRIBUTION AND DEMOGRAPHICS

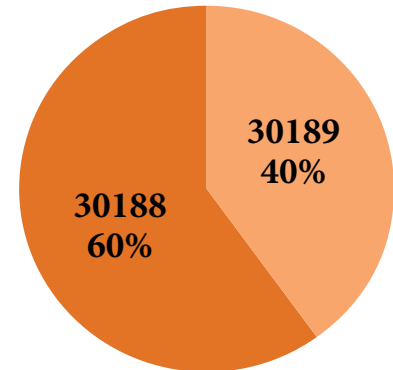


Canton Family Life

Over 30,000 direct-mailed and distributed throughout the Canton community.

Average Household Income: \$84,785

Average Home Value: \$307,849



Woodstock Family Life

Over 30,000 direct-mailed and distributed throughout the Woodstock community.

Average Household Income: \$86,174

Average Home Value: \$296,847

OUR CUSTOMERS



95% OF OUR MAGAZINES ARE DIRECT-MAILED.

Reach your target audience with a larger community focus.

- We have the largest monthly circulation of direct-mailed community magazines.
- Our direct-mailed magazines reach the most desirable home and business demographics in Canton and Woodstock.
- We have multiple zip code coverage.

Get more for your advertising dollars.

- We boast a 95% retention rate among our monthly advertisers as well as in our special sections throughout the year.
- We have the lowest per-copy cost.

Advertise in a magazine with a staff that cares about the community.

- We give back through community volunteerism and sponsorships.
- We care about the environment, so we use sustainable paper to protect our waterways and forests.

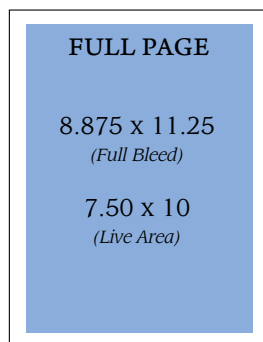
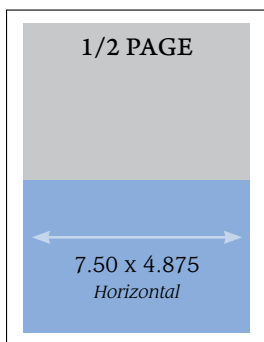
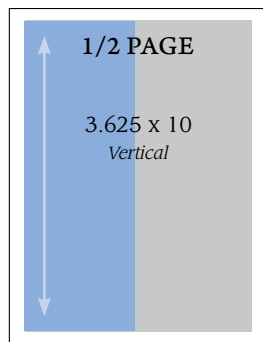
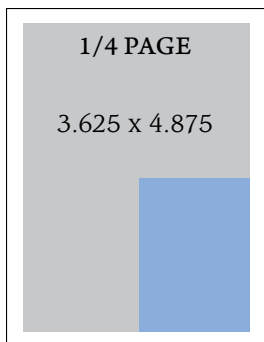
Population by age: 5-17 – 22% • 18-24 – 8% • 25-34 – 18%
35-44 – 22% • 45-54 – 16% • 55-64 – 8% • 65-74 – 3% • Over 75 – 3%

Print complimented by digital marketing provides more visibility and brand recognition.

- Each ad in our online editions has a direct link to the advertiser's website.
- Our advertisers are featured on our website with a link to their website or Facebook page.
- We e-mail over 4,000 digital magazines to online subscribers each month.
- We give half- and full-page advertisers a complimentary digital ad on our website.
- We share advertiser posts on our social media outlets, with one advertiser spotlighted each week.
- We compliment your digital marketing campaign by making your business a household name through a home-delivered, print marketing campaign — no computer research required!



RATE SHEET AND AD SIZES



Ad sizes are measured in inches.



Multi-magazine discount available (standard pages only).

Prices shown are NET rates per month for ONE magazine and run-of-book placement only.

Design fee is waived through the 3rd proof with a 4-month or longer commitment.

STANDARD PAGE			
Contract Length	1/4 Page	1/2 Page	Full Page
1 Month	\$430	\$795	\$1,210
4 Months	\$375	\$690	\$1,045
8 Months	\$355	\$655	\$1,015
12 Months	\$330	\$625	\$950

Design Fee* Does not include logo design or touch-up. Advertiser must provide high resolution logo. Design fee increases after the 12th of the month.			
Sizes	1/4 Page - \$100	1/2 Page - \$150	Full Page - \$200

PREMIUM OPTIONS	
1 Month Rate	
Front Cover w/2-page feature	\$4,150
Front Cover w/3-page feature	\$4,750
Back Cover w/2-page feature	\$3,650
Inside 2-page feature	\$2,250

We conduct an interview, write the story, and provide professional photography.

Other premium pages are available. Call 770-213-7095.

Prices subject to change.

Family life

PUBLICATIONS

Canton Family Life

Print Count: Over 30,000

Direct-Mailed Count: Over 28,000

Woodstock Family Life

Print Count: Over 30,000

Direct-Mailed Count: Over 28,000

Over 4,000 digital subscriptions. | Digital magazines have direct links to advertisers' websites.

770-213-7095 • FamilyLifePublications.com

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FRONT/BACK COVER

Final Page Trim — 8.375" w x 10.75" h

Bleed Size — 0.25" bleed, all sides

Margins — 0.375" all sides

Live Area — 7.5" w x 10" h

Front Cover Live Area — 7.5" w x 10" h

Masthead Area — 7.5" w x 2.125" h

Back Cover Mailing Indicia —

0.875" square, 0.25" from top, right side

2-PAGE SPREAD

Doc. Size With Bleed — 17.25" w x 11.25" h

Final Page Trim — 16.75" x 10.75"

Bleed Size — 0.25" bleed, all sides

Margins — 0.375" all sides

Live Area — 15.75" w x 10" h

FULL PAGE

Doc. Size With Bleed — 8.875" w x 11.25" h

Final Page Trim — 8.375" w x 10.75" h

Bleed Size — 0.25" bleed, all sides

Margins — 0.375" all sides

Live Area — 7.5" w x 10" h

1/2 PAGE

Horizontal — 7.5" w x 4.875" h

Vertical — 3.625" w x 10" h

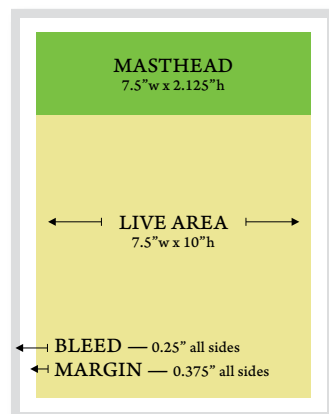
1/4 PAGE

3.625" w x 4.875" h

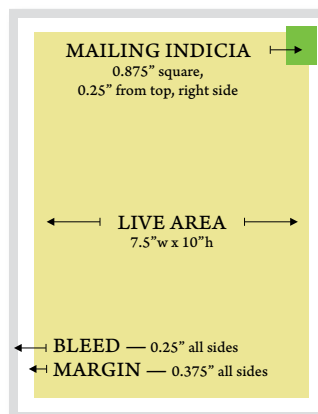
Ad sizes are measured in inches.

**Live area of ad must be contained within the specified dimensions.*

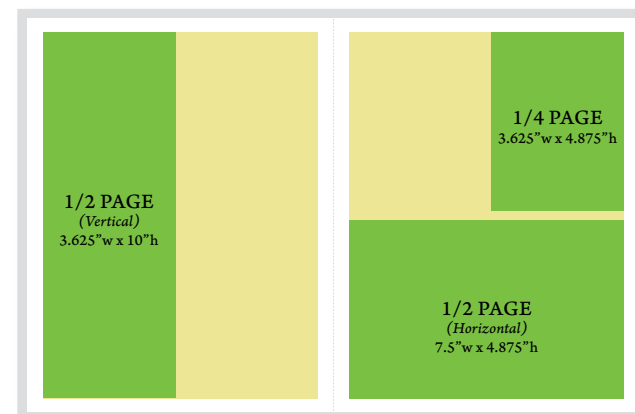
FRONT COVER



BACK COVER



2-PAGE SPREAD & AD OPTIONS



SUBMITTED ADS ARE CAMERA READY WITH THE FOLLOWING:

- **Exact Contracted Size** — See above for details.
- **Color Mode** — CMYK
- **Minimum Resolution of 300 dpi**
- **Acceptable File Types** — PDF files are recommended. Native Adobe CS5 (or earlier) files with supporting fonts and images are also accepted. Those include PSD, AI, EPS, and INDD files. JPG and TIF files are also accepted with a minimum of 300 dpi.
- **Unacceptable File Types** — GIF and files created in Microsoft Office Suite (Word, Publisher, and Power Point)

INFORMATION ON SENDING ARTWORK FOR DESIGN

- **Logos** — Vector-based logo files are recommended. These include EPS, AI, and PDF files. Please outline all text to avoid any font issues.
- **Photos** — All submitted photos must have a minimum resolution of 300 dpi. They may be provided in JPG, TIF, or RAW camera file formats. Images and logos CANNOT be pulled from the advertiser's website.
- **Copyrights** — The advertiser must have permission to reprint all logos, photos, text, and design concepts provided to us. If you would like us to use an ad from another publication, please request consent to use the artwork if designed.

SUBMISSION — All artwork may be emailed to AdManager@FamilyLifePublications.com. If the files are too large for email, please call 770-213-7095 for Dropbox or WeTransfer information.