

# Rhode Trips

## A zoned advertising opportunity in Rhode Island Monthly.

**Rhode Trips** will focus on hyper-local content and will highlight people, places, small businesses and things to do in every issue of *Rhode Island Monthly*. In each issue, the editors will feature examples from the three regions of the state – north, south and the East Bay. We will be placing zoned advertising in this section of the magazine.



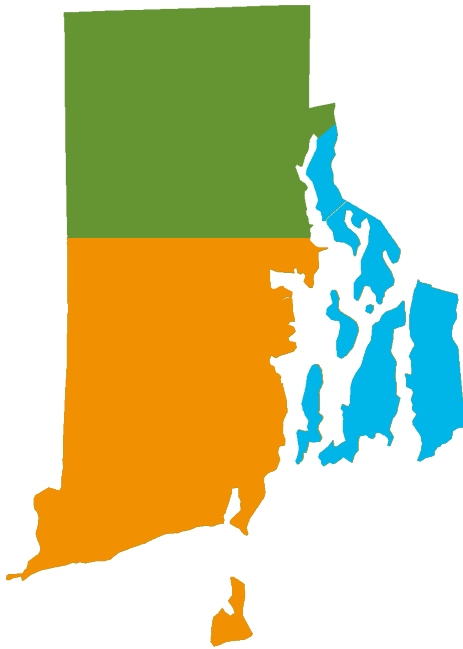
### Benefits of advertising in Rhode Island Monthly versus free rack publications:

- Magazines are delivered directly to our subscribers versus being dropped at random distribution points with several other free publications.
- Targeted, educated, affluent recipients versus a broad cross section of the public
  - ▲ Average household income is \$210,000
  - ▲ 71% of readers have a college degree or higher
  - ▲ 62% are female
  - ▲ 89% are homeowners
- Audited readership - 100% verified by an independent third party auditor
- Paid readership - means they want to read and engage with the magazine
- Only copies that are purchased/delivered are included in our circulation numbers
- Higher production values (e.g., color, glossy, etc.)
- Quality design and writing

**Lower advertising rates** are being offered to smaller regional businesses who wish to target our affluent readers in the region of the state where their business is located. They will also benefit from **bonus readership** in select issues when their ads appear in additional zones, on newsstand copies statewide or in copies distributed out-of-state.

■ ZONE North – Providence & Northern Rhode Island ■ ZONE South – Southern Rhode Island ■ ZONE East – East Bay

For information, contact Kieran Keating, associate publisher/sales, at 401-649-4888, kkeating@rimonthly.com or your Rhode Island Monthly marketing consultant.



**Zone North Edition** – Providence/Northern RI/Nearby Mass.

**63,000\*+ Readers**

**Zone South Edition** – Southern RI/Nearby Ct./West Bay

**49,000\*+ Readers**

**Zone East Edition** – East Bay/Nearby Mass.

**36,000\*+ Readers**

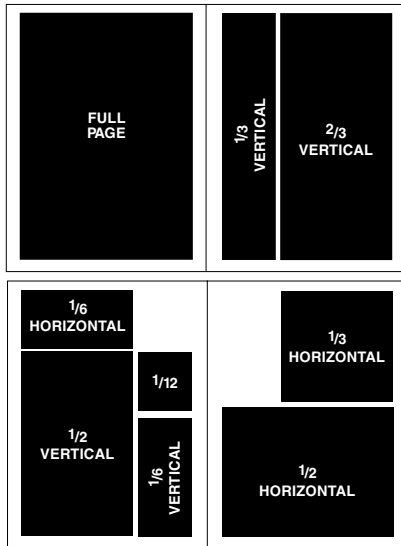
**PLUS Bonus readership**, at no additional cost:

Your zoned ads will occasionally appear in more than one zone;  
Your zoned ads will frequently appear in newsstand copies statewide, and in copies distributed out-of-state;  
Currently we have about 5,000 print subscribers who also receive a digital edition of their magazine every month.

Circulation by zone varies slightly from month to month based on new subscriptions and subscription renewal cycles, etc.

\*Based on 4.75 readers per edition. CVC Readership Audit July 2021.

## Rates



Black and White		1 X	3 X	6 X	12 X
1/12	Zone N	295	270	245	215
	Zone S	270	250	220	195
	Zone E	235	215	195	170
1/6	Zone N	505	465	420	370
	Zone S	460	430	390	340
	Zone E	400	370	330	295
1/3	Zone N	900	825	745	655
	Zone S	820	750	680	595
	Zone E	715	660	590	520
1/2	Zone N	1,200	1,105	995	875
	Zone S	1,090	990	890	795
	Zone E	950	875	790	695
2/3	Zone N	1,475	1,360	1,225	1,075
	Zone S	1,340	1,230	1,120	980
	Zone E	1,165	1,075	965	850
Full Page	Zone N	1,970	1,810	1,635	1,435
	Zone S	1,790	1,640	1,490	1,295
	Zone E	1,560	1,435	1,295	1,140

Spot color: +\$50

Four color: +\$200 for 1/6  
+\$300 for 1/3 plus  
Not available for 1/12

