

# Political Advertising

Why *Rhode Island Monthly* is a SMART Choice:

Our 175,000 readers are...

- 28% are **business owners**
- 85% are **professionals**
- 2x as likely to be **homeowners**
- Much more likely to be **VOTERS**
  - 92% aged 35+
  - Average age: 56
- 71% are **college graduates**

*Rhode Island Monthly* digital by the numbers:

24,000+ email newsletter subscribers  
140,000+ monthly website views  
158,000+ social media followers

Your advertising is working for you **all month long**

Your **ad will stand out** in a medium not cluttered by political ads

We are offering discounted rates for high impact, print and digital political advertising.

## PRINT – *Rhode Island Monthly* magazine

	Four-Color	Black & White
Full page	\$3,870	\$3,195
Half page	\$2,980	\$2,080
1/3 page	\$2,240	\$1,565

## DIGITAL – RIMonthly.com, custom e-blasts & e-newsletter ads

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|--|--------------|
| • Adhesion “Sticky” ad unit on RIMonthly.com     | \$950 / week |
| • Lightbox on RIMonthly.com                      | \$825 / week |
| • Custom e-blast to our e-newsletter subscribers | \$950        |
| • Display ad in our 401 daily e-newsletter       | \$500        |

Many other print & digital options are available. For more information:  
Contact Kieran Keating at [kkeating@RIMonthly.com](mailto:kkeating@RIMonthly.com) or (401) 649-4888