

# Sponsored Content

Leverage content about your business or organization on RIMonthly.com alongside *Rhode Island Monthly's* own editorial content. Your sponsored article will also promoted via the magazine's social platforms and The 401 e-newsletter

## AUDIENCE SNAPSHOT

Average Monthly  
Users  
150,000+

Average Monthly  
Pageviews  
283,000+

Total Social Media  
Following  
165,650+

## Digital Demos.

Website Top Demographic- Gen X (41-58)  
Instagram Top Demographic- Millennials (27-40)  
Facebook Top Demographic- Gen X (41-58)

Averages based on January 2023 - December 2023

*"It's been shown repeatedly in studies that **marketing that uses a journalistic format is very effective. The approach confers credibility, accessibility, and trust. It's perfect for research or thought leadership.** It's focused not on what the marketer has to sell, but information of value to the reader."*

*Tony Silber "Content Marketing Conundrum," MediaPost, 2022*

## Option 1

- A sponsored article\* about your business or organization will be placed for one month on a primary landing page on RIMonthly.com.
- Article to be included in one edition of The 401 e-newsletter with link to article.
- Link to article to also be posted to *Rhode Island Monthly's* various social media platforms (Facebook, Twitter and IG Story)

**INVESTMENT: \$1,250**

## Option 2 *Everything in Option 1 plus:*

- The dedicated sponsored Facebook post will be boosted to receive at least 10,000 impressions over a two-week time frame
- A custom e-blast promoting just your article will be sent to 19,000+ email subscribers
- 50,000 ad impressions on RIMonthly.com promoting your business or organization OR leading traffic to the sponsored content article.

**INVESTMENT: \$3,250**

## Option 3 *Everything in Option 2 plus:*

- A special giveaway to our 38.7k Instagram followers set for one week with special criteria such as they must follow your business's page and tag a friend to result in additional exposure.
- The opportunity to sponsor a two-week giveaway on RIMonthly.com to gather email leads and first party data from opt-in entries. Additional digital promotion (email, social media) will be used to generate giveaway engagement (a \$1,500 value)

**INVESTMENT: \$4,750**

**Ask about frequency discounts for multiple months.**

*\*Articles will be copy-edited by Rhode Island Monthly staff for approval before posting. Writing assistance may also be provided for an additional fee.*

**For more information, contact your *Rhode Island Monthly* marketing consultant or Kieran Keating, associate publisher/sales, at 401-649-4888 or [kkeating@rimonthly.com](mailto:kkeating@rimonthly.com)**