

DIGITAL PRODUCT OPTIONS

Rhode Island Monthly's digital team is ready to help you promote your business! From email marketing and custom promotions to targeted displays, we can serve your unique marketing message to our own affluent, engaged audience.

Email Marketing

E-Newsletter Ads

Include your advertising message with a display ad in one of our popular email newsletters from our editors or be a presenting sponsor.

The 401 - The latest on all things Rhode Island delivered Monday-Friday. (25,000+ subscribers)

The Dish - The scoop on the local food and dining scene twice a month. (7,000+ subscribers)

On Tap - Our newest creation, with a growing list of over 1,000 subscribers.

Custom E-blasts

Reach our loyal subscribers with your targeted message promoting an upcoming offer, sale or event.

Online Display

Expand your reach with display advertising in various ways on our website.

Display Ads - Sold by number of impressions, these ads are placed strategically throughout the site to optimize viewership and direct readers to your page.

Adhesion Unit - This "sticky ad" appears at the bottom of each webpage and follows the user from page to page as they explore the site.

Reveal Banner - This large premium banner ad appears at the top of each webpage, but hides when the viewer scrolls through content. The banner reappears when the user goes to a new page.

Online Lightbox

Get your message in front of visitors to RIMonthly.com with this exclusive one-week promotion. Your marketing message will be the first thing that visitors to any page of our website will see. Includes the opportunity to incorporate an opt-in email capture.

Sponsored Content

Leverage content about your business or organization on RIMonthly.com alongside Rhode Island Monthly's own editorial content. The content is also leveraged by promotion via our social media and email newsletters. Assistance with creating content and copy editing is also available if needed.

"It's been shown repeatedly in studies that marketing that uses a journalistic format is very effective. The approach confers credibility, accessibility, and trust."

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

Promotions

We have the ability to create unique and interactive experiences with special contesting that includes our audience and helps you grow your email database. Promotions are also able to generate leads by collecting valuable first-party data about entrants' interests and needs.

Seasonal Contests

Expand your leads list while engaging our readers and viewers. You'll receive opt-in leads generated from the contents (Valentine's Day, 10 days of Summer and 10 days of Holidays)

Audience Snapshot

Average Monthly Users - **141,000+**
Average Monthly Page Views - **253,000**
Total Social Media Following - **170,000+**

Digital Demographics

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

Averages based on Jan. 1 - Dec 31, 2024

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