AT A GLANCE

WHO WE ARE...

Peoria Magazines is Greater Peoria’s foremost resource for business, society and the arts. Founded in 1989, the company has served the region for more than 30 years—building community, developing partnerships and educating the public. In print, online, in person, and always above the fold.

WHAT WE DO...

MAGAZINES

E-NEWSLETTER

weekly via email

BLOG

Supplemental material, special features and web extras

SPECIAL PROGRAMS & EVENTS

• 40 Leaders Alumni Social
• 40 Leaders Under Forty
• Best of Peoria
• Community Impact
• Local Legends
• Women of Influence

CONTRACT PUBLISHING

Print publications, custom marketing and other special projects

Table of CONTENTS

2. At A Glance
3. Why Magazines?
4. Peoria Magazine
5. Ad Specifications
6. Ad Specifications
7. Electronic Advertising
8. Peoria Magazines Events
9. 40 Leaders Under Forty
10. Local Legends
11. Women of Influence
12. 40 Leaders Alumni Social
13. Digital Reach
14. Sponsored Content

SOCIAL MEDIA

BUILDING COMMUNITY

DEVELOPING PARTNERSHIPS

EDUCATING THE PUBLIC

CUSTOM PACKAGES

We would be happy to customize a promotional package to meet your specific needs. Call (309) 683-3060 to get started.

LAST MODIFIED: 11/2020
WHY MAGAZINES?

No other media tells your story like a magazine.

Magazines are the most trusted of all media. Unlike TV or radio, they are not viewed as an intrusion, and because of their physical makeup, they are not quickly discarded. Magazines offer a strong reinforcement of your company’s promotional campaign, tying it into a larger brand personality. According to Nielsen, magazines show the highest return on advertising spend—the ultimate performance indicator.

Why advertise with PEORIA MAGAZINES?

- More than 95 percent of our readers are college-educated professionals, and more than half are business owners or decision makers in their organizations—an ideal demographic for prospective clients.
- Local publications mean local readers—your target market.
- 14 print issues per year allow ample advertising space and convenient timing.
Peoria Magazine launched in April 2019, bringing you the best of Greater Peoria’s business, arts, community and culture in one new city/regional publication. Combining your favorite features of our previous publications, iBi and Art & Society, Peoria Magazine showcases the region’s thriving business community and active arts and culture scene, along with additional community-oriented features.

Published the first week of each month. Minimum 96 gloss pages, web offset, perfect bound. Ads due on 10th of the month prior to publication (e.g. January 10th for February issue).

AD RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>12x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>$1850</td>
<td>$2420</td>
<td>$2700</td>
<td>$3340</td>
</tr>
<tr>
<td>Inside front/back</td>
<td>$1150</td>
<td>$1750</td>
<td>$1870</td>
<td>$2300</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>$1150</td>
<td>$1750</td>
<td>$1870</td>
<td>$2300</td>
</tr>
<tr>
<td>Full page</td>
<td>$600</td>
<td>$750</td>
<td>$900</td>
<td>$930</td>
</tr>
<tr>
<td>1/2 page spread</td>
<td>$600</td>
<td>$750</td>
<td>$900</td>
<td>$930</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>$475</td>
<td>$555</td>
<td>$600</td>
<td>$630</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>$475</td>
<td>$555</td>
<td>$600</td>
<td>$630</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>$300</td>
<td>$360</td>
<td>$450</td>
<td>$530</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>$300</td>
<td>$360</td>
<td>$450</td>
<td>$530</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>$150</td>
<td>$200</td>
<td>$240</td>
<td>$320</td>
</tr>
</tbody>
</table>

See page 5 for ad sizes and placement information. All rates are net rates and subject to change, except for current contracts.

COMMERCIAL REAL ESTATE

Peoria Magazine offers classified listings for commercial real estate (4 lines @$50; $20 each extra line). Realtors with 12-month advertising contracts receive free classified listings (full page, 10 listings; 1/2 page, 6 listings).

SPECIAL ISSUES

Peoria Magazine recognizes the issues that stand front and center to our clients, readers and fellow residents of Greater Peoria. Special sections align with our focus topics, providing opportunities to target your advertising to particular months.

2021 SPECIAL SECTIONS

May: Community Impact Guide
A guide to nonprofits making a difference in the region.

July: Local Legends
Showcasing community leaders who have made a lifetime of impact.

November: 40 Leaders Under Forty
Highlighting the leaders of tomorrow in Greater Peoria.

December: Women of Influence
Highlighting the region’s influential women who create local change.

2021 Editorial FOCUS

JANUARY: Health & Wellness
FEBRUARY: Government
MARCH: Workplace
APRIL: Agriculture
MAY: Nonprofits
JUNE: History
JULY: Local Legends
AUGUST: Education
SEPTEMBER: Small Business
OCTOBER: Food/Culinary Arts
NOVEMBER: Leadership
DECEMBER: Women of Influence
AD SPECIFICATIONS

Ads should be emailed to advertising@peoriamagazines.com in TIFF, PDF or JPG format (300 dpi). All components, including photos and logos, must be 4-color process separation (CMYK), and fonts must be embedded. Please indicate trim and bleed marks; no spot colors accepted. All ads submitted should be suitable to print as-is. Peoria Magazines is not responsible for any errors in content.

### AD TYPE

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>Dimensions</th>
<th>AD TYPE</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>7.375”w x 7.75”h</td>
<td>1/2 page spread</td>
<td>15.75”w x 4.75”h</td>
</tr>
<tr>
<td>Back cover w/bleed</td>
<td>8.875”w x 8.875”h</td>
<td>1/2 page spread w/bleed</td>
<td>17.25”w x 5.875”h</td>
</tr>
<tr>
<td>Inside front/back</td>
<td>7.375”w x 9.75”h</td>
<td>1/2 page horizontal</td>
<td>7.375”w x 4.75”h</td>
</tr>
<tr>
<td>Inside front/back w/bleed</td>
<td>8.375”w x 10.75”h</td>
<td>1/2 page vertical</td>
<td>3.567”w x 9.625”h</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>15.75”w x 9.75”h</td>
<td>1/3 page vertical*</td>
<td>2.298”w x 9.75”h</td>
</tr>
<tr>
<td>Two-page spread w/bleed</td>
<td>17.25”w x 11.25”h</td>
<td>1/4 page horizontal</td>
<td>7.375”w x 2.25”h</td>
</tr>
<tr>
<td>Full page</td>
<td>7.375”w x 9.75”h</td>
<td>1/4 page vertical</td>
<td>3.567”w x 4.75”h</td>
</tr>
<tr>
<td>Full page w/bleed***</td>
<td>8.875”w x 11.25”h</td>
<td>1/8 page horizontal***</td>
<td>3.567”w x 2.25”h</td>
</tr>
</tbody>
</table>

*Peoria Progress only  ** Peoria Magazine only.  *** Turn to page 6 for details about full page ads with bleed.

### MAGAZINE TRIM SIZE:

8.375”w x 10.75”h

On ads with full bleeds, 0.25” will be used for trim on each side of listed dimensions.

For two-page spreads, allow 0.5” inside gutter for readability due to perfect binding (Peoria Magazine only).

### DESIGN

Peoria Magazines has a complete art department that will design ads for customers for $150/ad. This rate applies only to ads placed in print magazines. Ad revisions are limited to two per issue.

### PLACEMENT

Ad placement will be random, except for special paid positions. Add 20% for ad placement preference.
FULL PAGE AD WITH BLEED

For a full page ad that bleeds off the page, it is best to design the ad with final dimensions of 8.875” x 11.25”. For a full page ad that does not extend to the edges of the page, the dimensions should be 7.375” x 9.75”. This will give your ad a solid white border on all sides when printing.

BLEED
Image or background color should extend to here in order to prevent any white space from appearing during the final trimming process. If artwork doesn’t extend to or beyond this line, there is the possibility of an unwanted white border showing up.

TRIM SIZE
This is the size of the actual magazine page. This is where the page will be trimmed.

SAFE AREA
All critical text should fall within this border to ensure it prints properly.
In addition to our print magazines, you can deliver your message to our powerful and focused audience online—24 hours a day, seven days a week. Whether you need to reach business leaders, arts patrons or upscale consumers, our website is utilized by thousands of residents in your target audience.

**TOP BANNER AD**

**LEADERBOARD** - 728 x 90px
- Equal rotation throughout all pages of site
- No more than 4 ads in rotation at a time
- $450/month ($350 with 12x print ad)

**RIGHT SIDEBAR**

**MEDIUM RECTANGLE** - 300 x 250px
- Equal rotation throughout all pages of site
- No more than 4 ads in rotation at a time
- $250/month ($200 with 12x print ad)

**HALF PAGE SKYSCRAPER** - 300 x 600px
- Equal rotation throughout all pages of site
- No more than 4 ads in rotation at a time
- $325/month ($225 with 12x print ad)

**PAGE SPONSORSHIPS**

**HORIZONTAL BANNER** - 468 x 60px
- For Peoria Magazine, 40 Leaders Under Forty, PM Weekly homepages
- No more than 4 ads in rotation at a time
- $250/month ($200 with 12x print ad)

**PM WEEKLY**

*PM Weekly* is the area’s premier weekly e-newsletter, delivering local news and event information to approximately 6,000 people every Wednesday.

- **Horizontal Banner** - 468 x 60px
  - Placement in weekly newsletter
  - $200/one-time; $450/monthly

- **Medium Rectangle** - 300 x 250px
  - Inline positioning with text
  - $200/one-time; $450/monthly

**AD GUIDELINES**

Electronic ads should be submitted as 72 dpi, RGB color space JPG or GIF files no later than five business days prior to the starting date. Send ads to info@peoriamagazines.com.
Event sponsorship is a marketing strategy that works. It can differentiate your brand from the competition and increase revenue through additional exposure. Business growth thrives on networking within professional organizations... and we are in the business of supplying that atmosphere for you.

Our events are attended by a diverse group of influential executives, professionals and decision-makers in Greater Peoria’s business community. They are designed to introduce business leaders and potential customers to one another through face-to-face interaction. Sponsoring one of our events shows you understand the power of creating a memorable impression long before you sign the first business deal. Learn more at peoriamagazines.com/events.

40 LEADERS UNDER FORTY
For 25 years, this event has celebrated the rising stars of central Illinois. Through nominations submitted by the community, 40 of the region’s top business and community leaders are honored at a prestigious awards ceremony in November.

LOCAL LEGENDS
Each July, Peoria Magazines hosts an exclusive reception to honor “local legends”—those individuals who have had a lifetime of impact on the Greater Peoria area.

WOMEN OF INFLUENCE
In December, Peoria Magazines highlights influential women who are making a difference in the region with a half-day forum, breakout sessions and panel discussion focused on a range of timely business topics.

40 LEADERS ALUMNI SOCIAL
This fun, summertime event provides a networking opportunity for 40 Leaders Under Forty alumni and unveils the 40 Leaders Alumnus of the Year award to a previous 40 Leader who has continued to make an impact on the community.
Greater Peoria is a hotbed of leadership, full of active young professionals, entrepreneurs and community volunteers who hold the keys to its future. Each year, Peoria Magazines honors these rising stars—those who are making difference in Greater Peoria and beyond in fields ranging from finance and healthcare to not-for-profits and technology… and everything in between. In November, we induct a new class of 40 Leaders Under Forty at a prestigious awards ceremony.

CORPORATE PARTNER
Investment: $16,500
- Two full-page color ads in Peoria Magazine’s special 40 Leaders Under Forty issue
- Participation in the judging of nominees and awards ceremony
- Logo and listing in all print publicity, advertising, website and awards ceremony
- Company name on the award itself and winners’ gift package
- Company table identification and banner visibility at awards ceremony
- 40 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Banner ad on peoriamagazines.com and Peoria Magazine’s home page in November
- Two weekly ads in PM Weekly e-newsletter

EXECUTIVE SPONSORSHIP
Investment: $5,000
- Full-page color ad in Peoria Magazine’s special 40 Leaders Under Forty issue
- Participation in the judging of nominees
- Logo and listing in all print publicity, advertising, website and awards ceremony
- Company name on the award itself
- Company table identification and banner visibility at awards ceremony
- 10 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Banner ad on peoriamagazines.com in November
- One weekly ad in PM Weekly e-newsletter

ASSOCIATE SPONSORSHIP
Investment: $2,500
- Half-page color ad in Peoria Magazine’s special 40 Leaders Under Forty issue
- Logo and listing at awards ceremony and on website
- Company table identification and banner visibility at awards ceremony
- 10 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Banner ad on peoriamagazines.com in November
- One weekly ad in PM Weekly e-newsletter
Each July, Peoria Magazines hosts an exclusive reception to honor “local legends”— those individuals who have had a lifetime of impact on the Peoria-area community.

EXECUTIVE SPONSORSHIP

Investment: $5,000

• Opportunity to address the audience at event
• Logo and listing in all print publicity, advertising and on website
• Logo on awards presented to honorees
• Opportunity to distribute promotional materials
• 20 tickets to the event

ASSOCIATE SPONSORSHIP

Investment: $2,500

• Logo and listing in all print publicity, advertising and on website
• Opportunity to distribute promotional materials
• 10 tickets to the event
Each December, Peoria Magazines highlights area women who are making a difference in central Illinois. From government and healthcare to business and nonprofits, they are leading in times of great change. This event features a half-day forum, breakout sessions and panel discussion focused on a range of timely business topics. Due to the COVID-19 pandemic, this year’s event will take place virtually.

CORPORATE SPONSORSHIP
Investment: $6,500
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Back cover or center spread in Peoria Magazine’s December issue
- 20 forum passes

EXECUTIVE SPONSORSHIP
Investment: $3,000
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Half-page ad in Peoria Magazine’s December issue
- 15 forum passes

ASSOCIATE SPONSORSHIP
Investment: $2,500
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Quarter-page ad in Peoria Magazine’s December issue
- 10 forum passes
Peoria Magazines hosts a networking opportunity in late July/early August for previous 40 Leaders Under Forty award winners. In addition, the 40 Leaders Alumnus of the Year award is presented to a previous 40 Leader who has continued to make an impact on the community.

**EXECUTIVE SPONSORSHIP**

*Investment: $7,500*

- Opportunity to address the audience at event
- Logo and listing in all print publicity, advertising and on website
- Logo on awards presented to honorees
- Opportunity to distribute promotional materials
- 20 tickets to the event

**ASSOCIATE SPONSORSHIP**

*Investment: $5,000*

- Logo and listing in all print publicity, advertising and on website
- Opportunity to distribute promotional materials
- 10 tickets to the event
In addition to print, Peoria Magazines is investing in growing its digital presence. Including website traffic on peoriamagazines.com, our weekly e-newsletter and social media platforms (Twitter, Facebook, Instagram and LinkedIn), Peoria Magazines offers a broad digital reach with a hyper-local audience concentrated in the Greater Peoria area.

**KEY AUDIENCE**

**AGES 25 - 44**  
Gen X / Millennial  
46.1%

**AUDIENCE INTERESTS**

Business, Travel, Tech, Finance, Arts, Food/Dining, Real Estate, Shopping and Education, Employment, Benefits

**HYPER-LOCAL**

Our audience is highly concentrated in the Greater Peoria area.

**150,000 IMPRESSIONS PER MONTH**

**TOTAL DIGITAL REACH**

**WEBSITE PAGE VIEWS** 59,000/MONTH

**E-NEWSLETTER**

6,000+ subscribers  
Weekly open rate 19.5%  
Industry average 15.4%

**SOCIAL MEDIA**

- We reached out to 180,000 local residents through social media in a 90-day period.
- From October 2018 to June 2019, our digital reach grew by nearly 9.3%.
- We invest in paid and targeted promotions to increase our reach locally.

*Data averaged over four-month period (March 2019 – June 2019)
Sponsored content, or native advertising, is a well-recognized way to reach new and potential clients and customers. According to national research, readers respond favorably to “article-like” ads which mirror the editorial format by highlighting industry-specific, educational topics in the author’s area of expertise. Sponsored content is a proven way to:

- Establish industry credibility;
- Launch a new product or service;
- Reinforce brand awareness; and
- Demonstrate thought leadership and expertise.

Peoria Magazines offers a number of opportunities for sharing sponsored content with our readership, in print and online. One of the best examples is our Virtual Roundtable discussions.

**VIRTUAL ROUNDTABLES**

These customized content sections focus on thoughtfully curated topics that relate to our audience. Written and produced by Peoria Magazines, up to four expert panelists are featured in a Q&A format, sharing their industry knowledge and offering their best advice on the topic at hand.

**Investment:** $2,000

Sponsorship benefits include:

- Inclusion on a panel of experts providing responses to questions posed by Peoria Magazines;
- Appears in print and online, including a direct link to your website;
- Panelist identified with name, title, photo, contact information, company logo and short bio;
- Full-color quarter-page company ad within section; and
- PDF copy for external distribution.