

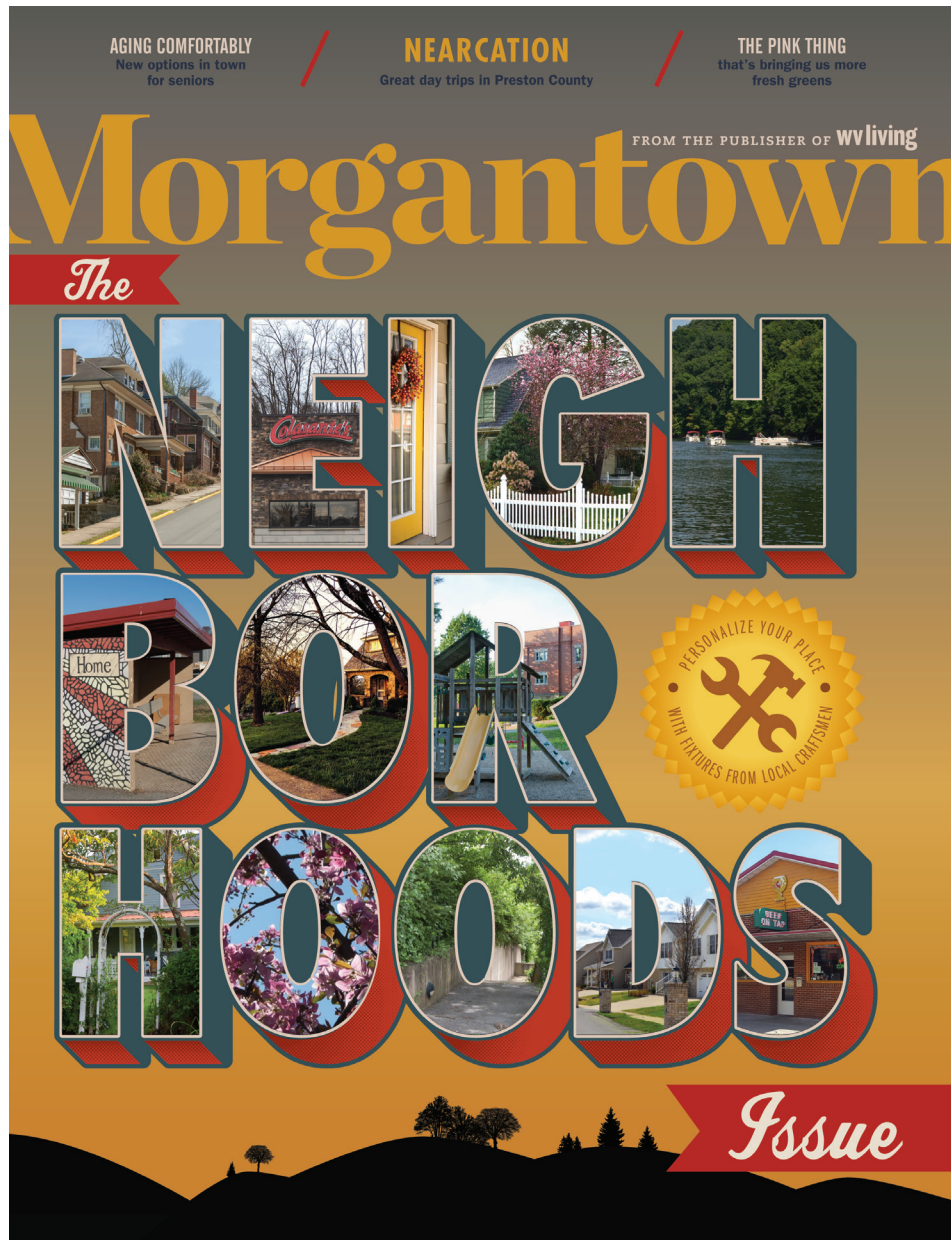


Morgantown

magazine

2020
MEDIA KIT

CONTENT OVERVIEW



MORGANTOWN

Insiders' guide to the greater Morgantown area.

average print count per issue

8,000

x average pass-along rate of 3 *

24,000

average readership per issue

*INDUSTRY STANDARD CALCULATION OF PASS-ALONG RATE



READERSHIP/FOLLOWERS GENDER



SOCIAL MEDIA HABITS



5,930
Facebook likes



4,580
Twitter followers



2,450
Instagram followers

MORGANTOWN READER STATS

morgantownmag.com had

295,049

user views from Oct. 2018 through Sept. 2019

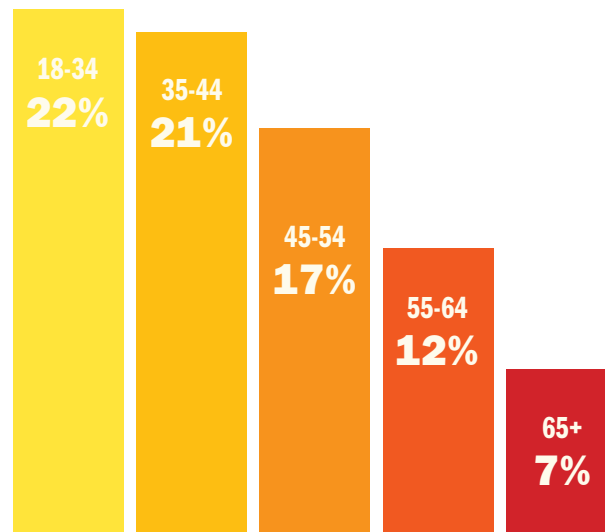
**Morgantown is sold
on newsstands in**

6 states

1,506 copies are in Morgantown hotels and resorts with a readership of

90,360 per issue

READERSHIP/FOLLOWERS AGE RANGE



DIGITAL EDITIONS

530,488 IMPRESSIONS
historical, as of 11.01.19

E-BLASTS

12,500 SUBSCRIBERS

MORGANTOWN IS CURRENTLY IN

736

BANKS AND WAITING ROOMS ACROSS THE STATE

MORGANTOWN 2020 EDITORIAL CALENDAR PREVIEW



BEST OF MORGANTOWN

JAN/FEB/MAR
2020

Ads due Jan. 7, 2020
Issue on sale Feb. 4, 2020



NEIGHBORHOODS ISSUE/SPRING

APR/MAY
2020

Ads due Mar. 10, 2020
Issue on sale Apr. 7, 2020



PROGRESS ISSUE/ SUMMER

JUNE/JULY
2020

Ads due May 26, 2020
Issue on sale June 23, 2020



UNIVERSITY ISSUE/ FALL

AUG/SEPT
2020

Ads due July 21, 2020
Issue on sale Aug. 18, 2020



HOLIDAYS/ WINTER

OCT/NOV/DEC
2020

Ads due Sept. 29, 2020
Issue on sale Oct. 27, 2020

CONTENT

- BOM winner profiles
 - Shopping
 - Personalities
 - Services
 - Downtime
 - Food + Drink
 - Health + Wellness

- How Morgantown are you?
- What Blue Zones means for Morgantown
- Black Bear Village: new luxury apartment complex and meeting space in town
- Cheat Fest will have exciting new components this year, including an international canoe race
- Profiles of neighborhoods around town
- Walzzy's in Cheat Lake
- Mon General art gallery features West Virginia artists

- Morgantown Municipal Airport runway expansion plans
- Coombs Farm master plan status
- What's happening at West Ridge?
- Pockets of progress around the city
- What's possible for the High Street shopping district
- Availability of Class A office space in Morgantown
- Co-working space in Granville Square
- Photo feature: great hikes around town
- Profile of Andrew White Guitars

- Back to School: How not to tick the townies off
- Marvin Wotring's son carries on the family musket-making tradition
- Addressing traffic around campus
- Down to Business: the future of the WVU College of Business and Economics
- IstoVisio and how WVU supports startups
- What budget cuts mean for higher education
- How new NCAA rules governing image and likeness control will impact college athletes

- Annual gift guide
- Where to have your holiday party this year
- Best of Morgantown nominations
- Know this: Quick Lube in Sabraton supports Chestnut Mountain Ranch
- WVU Press's guide to good reads
- The evolution of Spencer & Kuehn Fine Jewelry Studio
- Support This: the Mon General Foundation trees campaign
- Across County Lines: Tucker Country travel

MORGANTOWN AD SIZES AVAILABLE

- ★ Cover Wrap
- ★ Back Cover (full page)
- ★ Inside Front Cover (full page)

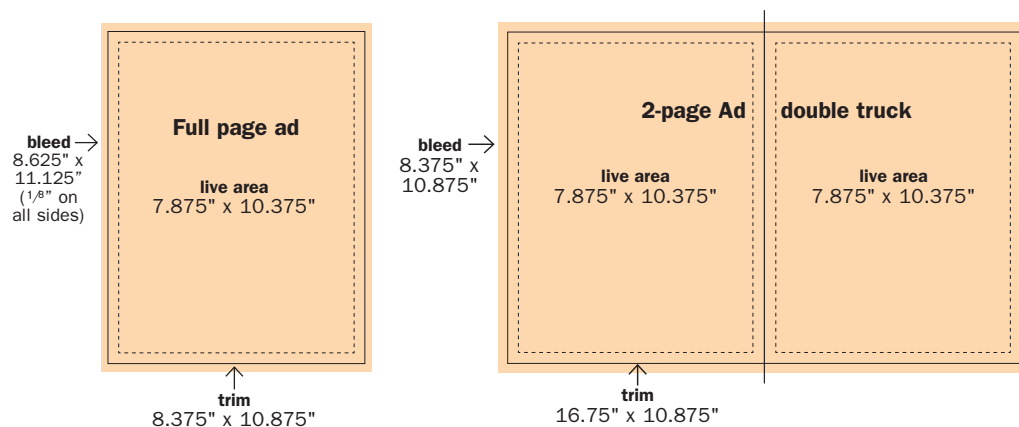
- ★ Inside Back Cover (full page)
- ★ Page 1 (full page)
- ★ Page 2 (full page)

- ★ Page 3 (full page)
- Full Page
- 2-page spread (double truck)

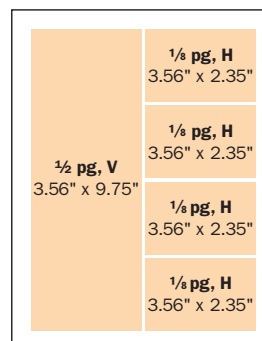
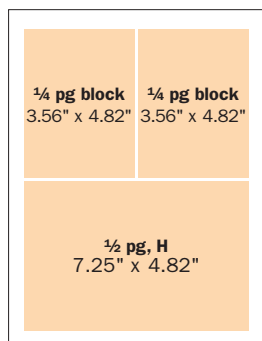
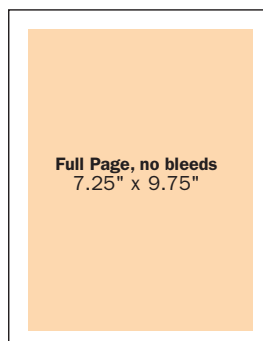
- ½ page, vertical or horizontal
- ¼ page, block
- ⅛ page, horizontal

★ indicates premium position

AD SIZE SPECIFICATIONS



* Images can be full bleed, but all text must stay within the "Live Area" margins in order not to fall into the gutter or accidentally get trimmed off at the edges when the final magazine is bound.

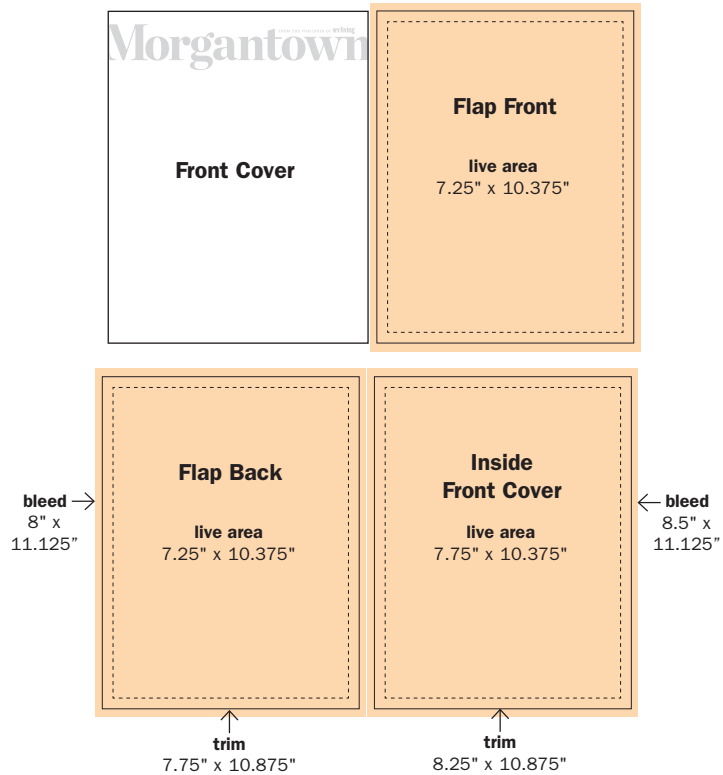


IMPORTANT NOTES

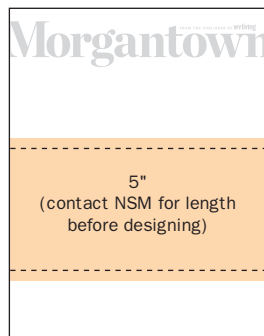
- Title ad file with the advertiser and the issue as follows: "Company_MtownSpring20_ad."
- All ads must be submitted as high-res (300 dpi) tiffs or PDFs.
- All fonts must be outlined/flattened. We will not accept ads with live or embedded fonts.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Advertisers will receive two opportunities to edit their ads before final placement, after which an excessive proof fee of \$75 will be applied.

SPECIALTY FEATURE ADD-ON SIZES

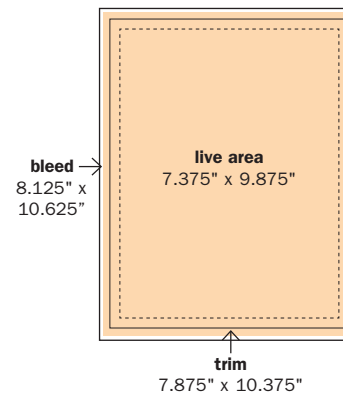
Single Gatefold Cover



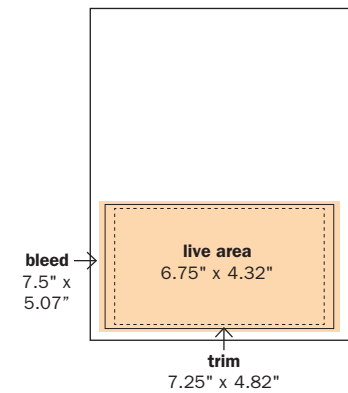
Cover Wrap / Belly Band



Tipping Full Size



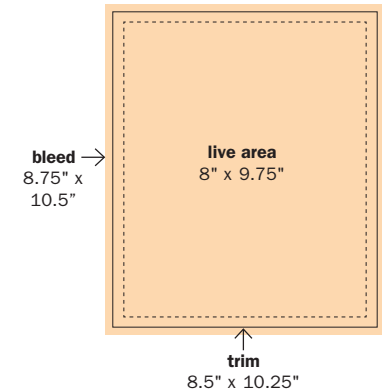
Tipping Less Than Full Size



2-Page Cover Tip

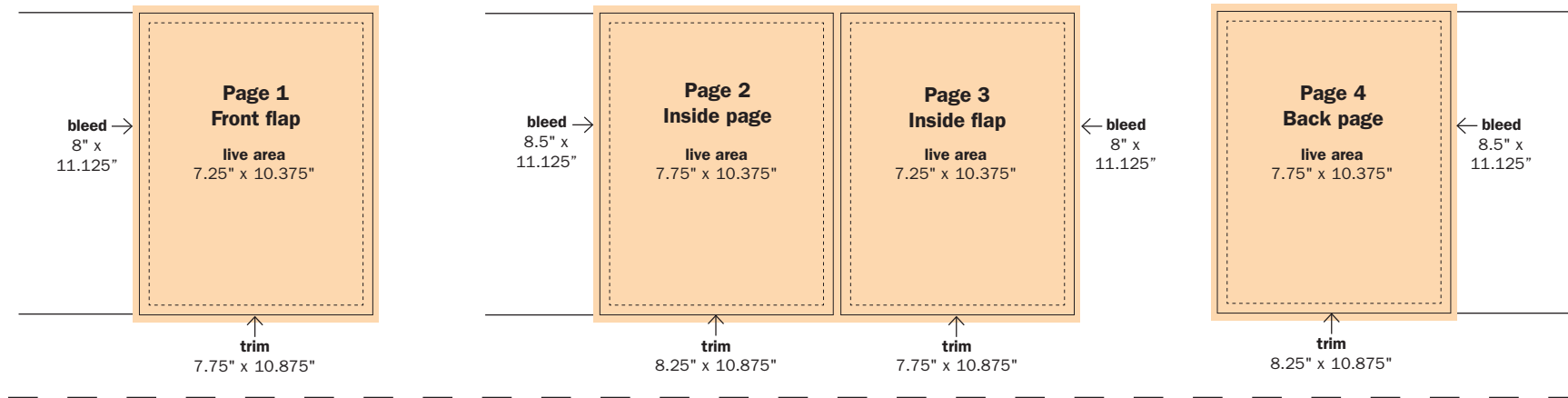


2-Page Insert Tip

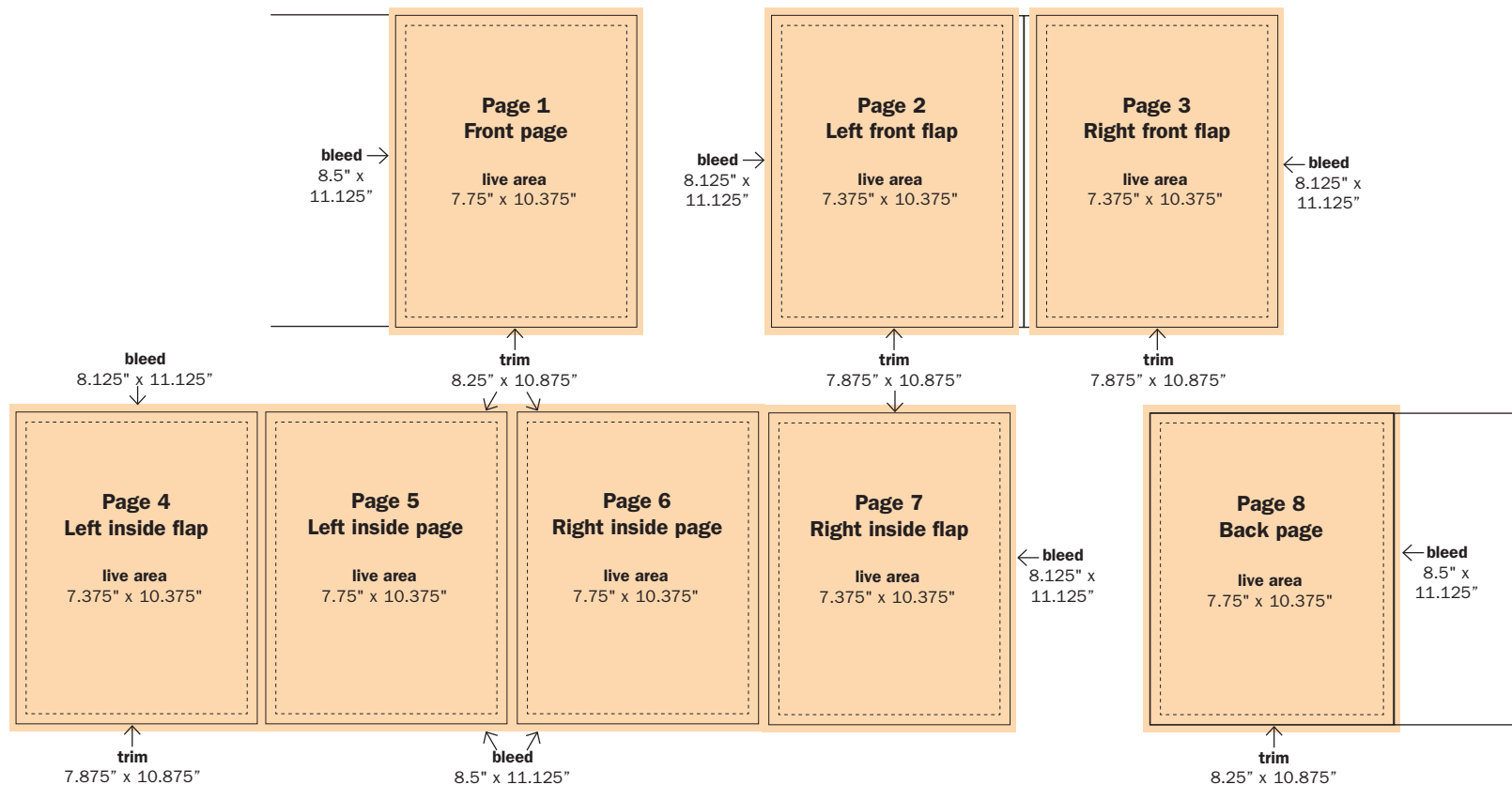


SPECIALTY FEATURE ADD-ON SIZES

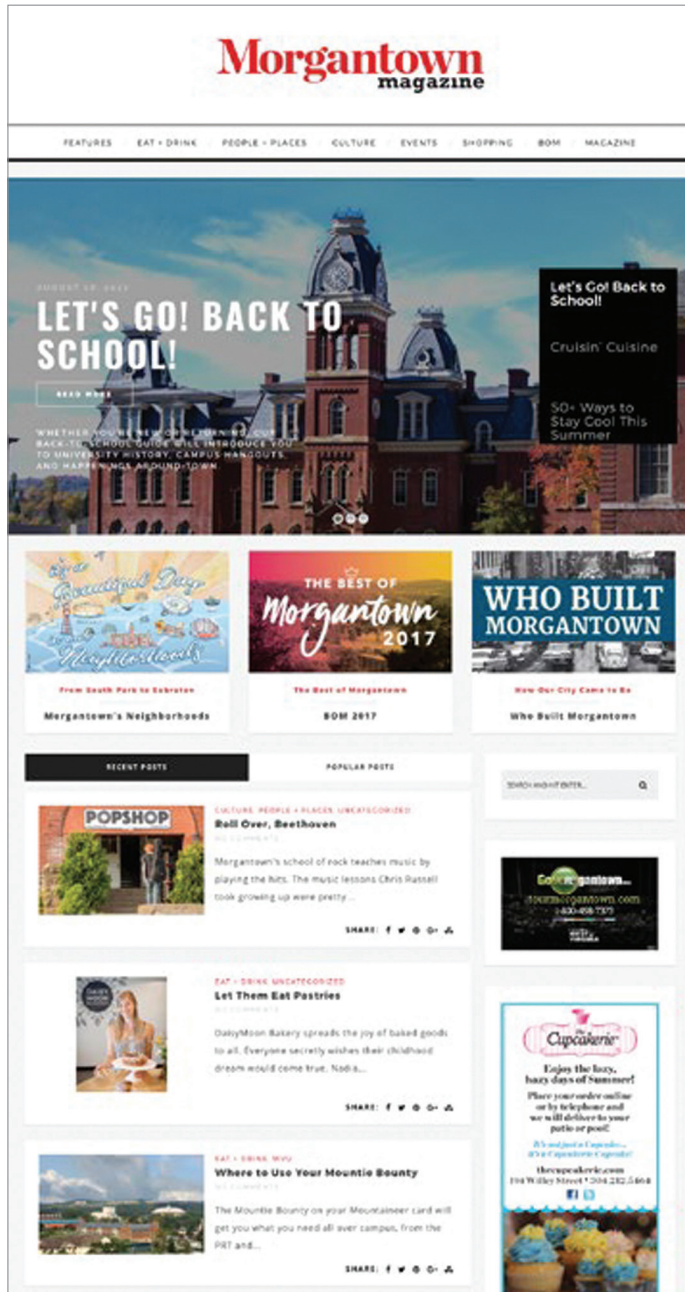
Four-Page Gatefold Insert



Double Gatefold Insert (8 total pages)



ADVERTISING ON MORGANTOWNMAG.COM



Block Ad

300w x 250h pixels

\$150/month

\$800/6 months

\$1500/year

Video Ad

\$185/month

\$985/6 months

\$1850/year

Skyscraper Ad

300w x 600h pixels

\$150/month

\$800/6 months

\$1500/year

Ad Specifications

Block Ads & Skyscraper Ads

Block and Skyscraper ads can be accepted in the following file formats: .jpg, .gif, animated .gif, and Flash. All files must be sized to the exact listed dimensions at 72dpi. Advertisers must provide the URL to which the ad will link.

Video Ads

Video ads must be provided as a third-party tag. This means that the video must be hosted on a third-party site such as YouTube or Vimeo.

Social Media Integration

Sharing buttons for Facebook, Twitter, and Pinterest allow our content to easily be shared by our readers across multiple platforms.

The Facebook comment plug-in allows readers to share their thoughts on wvliving.com and Facebook simultaneously.

These features promote sharing and bring thousands of page views.

E-NEWSLETTERS

Reach an unparalleled audience of vested readers with our **weekly** and **monthly newsletters**.

16,000

**Weekly
Subscribers**

Banner Ad

394w x 123h pixels

\$20/month

**Available
as companion
to print
advertising
only.**

Block Ad

250w x 300h pixels

\$30/month

8,400

**Monthly
Subscribers**

Banner Ad

394w x 123h pixels

\$20/month

Block Ad

250w x 300h pixels

\$30/month

