

Our  
Reach

Our  
Audience

What Clients  
Are Saying

# Out & About

GREATER WILMINGTON

# 2025 MEDIA KIT

TO GET YOUR MESSAGE OUT & ABOUT, CALL **302-655-6483**  
OR VISIT **[OutAndAboutNow.com](http://OutAndAboutNow.com)**

## From The Publisher

In March of 1988, *Out & About Magazine* made its debut. Our homegrown approach has been so well received that this marks our 37th year. No complimentary magazine in Delaware can claim such longevity.

We're prideful of the place we call home. We're optimistic but not hyperbolic. *Out & About* is local content created by award-winning local talent. And we never run out of stories to tell.

Though it began as a print magazine, today *Out & About* is a multi-platform voice that engages its audience of 73,000+ through print, digital, social media and special events.

We invite you to engage with our audience. Let us help get your message *out and about*.

— Jerry duPhily

Members of West End Neighborhood House's Bright Spots GROW Program. Photo by Joe del Tufo





## TESTIMONIALS

## WEST END NEIGHBORHOOD HOUSE

photo by Justin Heyes

### QUALITY

"**Out & About** is fun, full of heart, and intelligent! The media in our society generally serves up only part of this mixture. So often it is sold using soulless titillation, sleaze, and even hate. O&A takes its leadership role seriously without being boring or preachy. Thanks for being a part of Delaware's culture we can all be proud of."

Ed Dwornik, Owner, Aztec Copies

### AUDIENCE

"**Out & About** connects with people who place a high value on their free time. It's an audience that likes to see a live show, dine out with friends, and be entertained. Their readers aren't so interested in generic options, but instead make the effort to seek out the local and more authentic alternatives."

Betsy LeRoy, Owner, Pizza by Elizabeths

### POPULARITY

"**Out & About Magazine** has always been and continues to be a primary preference for advertising. The **Out & About** audience is always looking for a nuanced selection of entertainment and dining options. And we've found it to be the perfect vehicle to get across any specific, intended messaging to the community."

Dean Vilone, Co-Founder,  
El Diablo Burritos

### PARTNERSHIP

"There is no publication that captures the essence of the City of Wilmington quite like **Out & About Magazine**. In the early beginnings of the Riverfront, we knew there was no better way to tell our story than to partner with Jerry and his team. They have been right there beside us for all of these years, supporting our efforts and cheering us on every step of the way."

Megan McGlinchey, Executive Director,  
Riverfront Development Corporation of Delaware

### VALUE

"Working with **Out & About Magazine** is more than the traditional advertising relationship promoting specials, sales and events. For our company, it's a valuable community partnership and one that has helped align our company with hundreds of important community campaigns over the last decade. It has proven to be one of the most significant relationships across all of our marketing and advertising initiatives."

Ryan Kennedy, Vice President of Marketing,  
Harvey, Hanna & Associates

"Out & About is fun,  
full of heart,  
and intelligent!"

Ed Dwornik, Owner, Aztec Copies



# Out & About

GREATER WILMINGTON

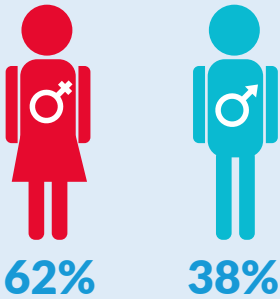
## ABOUT OUR AUDIENCE

## CLIFFORD BROWN JAZZ FESTIVAL

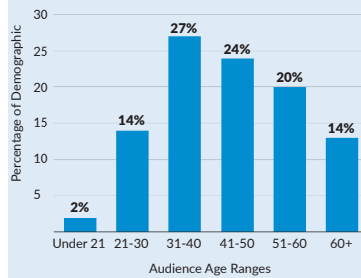
photo by Tim Hawk

For more than three decades, *Out & About* has served as a trusted source of information about upcoming events, interesting people and places in our community, and engaging arts and entertainment options. In that time, we have cultivated a loyal audience that seeks out the magazine monthly in print and online.

### Gender Of Audience



### Age Of Audience



### Diversity Matters

**78%** of our Audience feels *Out & About* presents diverse voices from our community.

# 78%

...of our Audience has been reading *Out & About* for four years or more.

**45%** has been reading for 10 years or more.



# 84%

...of our Audience reads *Out & About* for our Food & Drink & Special Events content.

**40%** dines out at least once a week and **10%** dines out three or more times a week.

**30%** order take out twice per week.

### Top 10 Activities of Our Audience

- 1) Traveling.....**79%**
- 2) Listening to Music.....**77%**
- 3) Reading Books/Magazines.....**75%**
- 4) Attending Cultural Events.....**61%**
- 5) Attending Live Music.....**53%**
- 6) Home & Garden.....**48%**
- 7) Cooking.....**46%**
- 8) Playing Sports/Exercise.....**44%**
- 9) Beer/Wine Tasting.....**42%**
- 10) Watching Live Sports.....**39%**



### Our Readers' Favorite Topics in O&A

- 1) Food & Drink.....**84%**
- 2) Special Events.....**83%**
- 3) Arts & Culture.....**70%**
- 4) Music.....**54%**
- 5) Nightlife.....**38%**
- 6) Community Focus.....**36%**
- 7) Business Profiles.....**34%**
- 8) Family Events.....**33%**
- 9) Movies.....**29%**
- 10) Health & Fitness.....**27%**



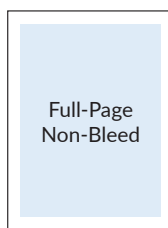
## PRINT RATES

## WILMINGTON GRAND PRIX

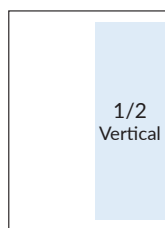
photo by Butch Comegys

## DIMENSIONS

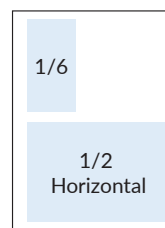
PAGE FRACTION	WIDTH	DEPTH
Full (Bleed)	8.5"	11"
Full (Non-Bleed)	7"	9.5"
2/3	4.5"	9.5"
1/2 Horizontal	7"	4.625"
1/2 Vertical	3.375"	9.5"
1/3 Horizontal	4.5"	4.625"
1/3 Vertical	2.125"	9.5"
1/4	3.4"	4.625"
1/6 Page	2.25"	4.625"



Full-Page  
Non-Bleed

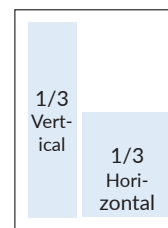


1/2  
Vertical



1/6

1/2  
Horizontal



1/3  
Vertical

1/3  
Horizontal

Magazine  
page size:  
8" x 10.5"

Design  
requirements:  
300 dpi, PDF or PSD format

All ads are  
reproduced  
at 100%

\*Out & About magazine is printed on all glossy paper. Its interior pages are printed on a 40 lb. enamel stock; its cover is are printed on 70 lb. enamel stock.

## STANDARD RATES

Thank you for your interest in  
advertising in *Out & About Magazine!*

For, rates and our latest advertising specials, send an email  
with the subject line "Advertising" to [contact@tsnpub.com](mailto:contact@tsnpub.com).

## Cover & Prime Rates\*

POSITION	COST
Inside Front Cover	Contact Us
Page One	for prime
Page Three	position costs
Inside Back Cover	& availability
Back Cover	

## DEADLINES:

Space Reservation: 10th of each preceding month of the requested insertion date, or next available business day.

Materials for advertisers requesting design assistance must be submitted no later than the 15th of the preceding month of the requested insertion date, or next available business day.

Press-ready ads must be submitted by the 18th of the preceding month of the requested insertion date, or next available business day.

**MORE THAN 70% OF OUR AUDIENCE PREFER READING THE MAGAZINE IN PRINT FORM.**



JOIN US ONLINE  
To reach a broader audience!

# Out & About

GREATER WILMINGTON

DIGITAL & SOCIAL MEDIA

JUNIOR LEAGUE KITCHEN TOUR

photo by Joe del Tufo

## WEB ADS

- 150,000 page views annually with consistent year-over-year increase.
- 50% new site visitors each month. Reach new people every month you advertise!
- NOW OFFERING: Web-only features & articles

## DIMENSIONS

WEB	WIDTH	DEPTH	RESOLUTION
Leaderboard	970 pixels	90 pixels	72 ppi
Sidebar	300 pixels	600 pixels	72 ppi
Mid-Page	950 pixels	270 pixels	72 ppi

## LEADERBOARD RATES

FREQUENCY

1 Month (per)

## SIDEBAR & MID-PAGE RATES

FREQUENCY

Thank you for your interest in advertising in *Out & About Magazine!*

For rates and our latest advertising specials, send an email with subject line: "Advertising" to [contact@TSNPub.com](mailto:contact@TSNPub.com)

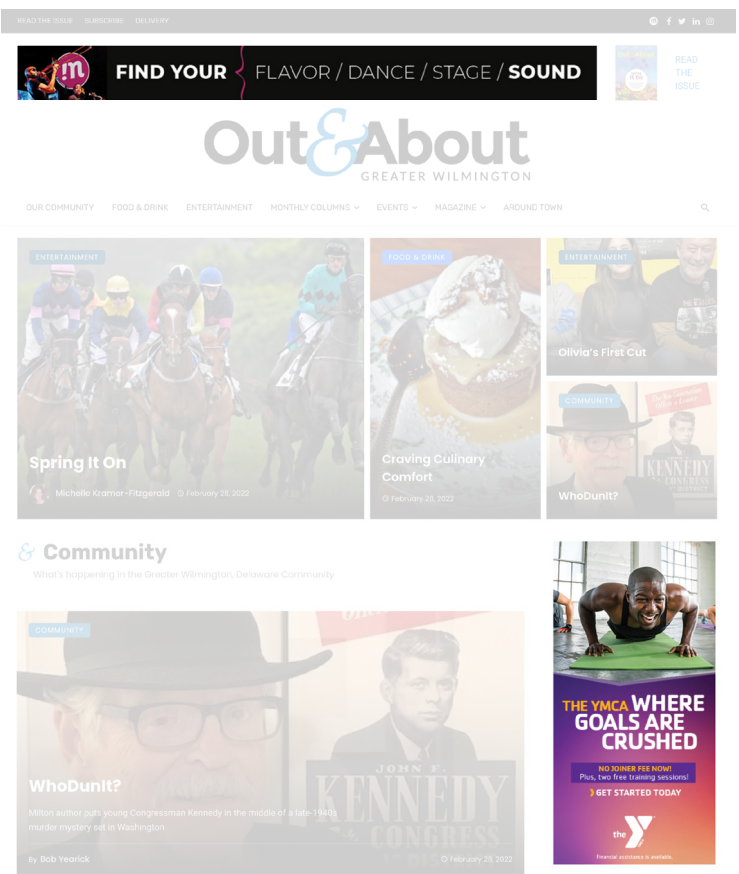
- Limited quantity! Only three sponsored posts per month
- 27,000 engaged followers across networks with an average 5% click-thru rate
- Contact us to obtain base cost. Flat fee to boost on Facebook & Instagram
- Advertiser to provide messaging guidelines, applicable links, desired post timeline and image if relevant.

Website URL:

[OutAndAboutNow.com](http://OutAndAboutNow.com)

Design Requirements:

72 ppi, jpg or png formats



FULL-RANGE OF DIGITAL PRODUCTS AVAILABLE: GeoFencing, Retargeting Campaigns, Video & More!

# EVENTS ARE US!

In addition to sponsoring more than 48 events per year, we annually produce the ones listed below. Find out how your business can partner with us.



FIRST FRIDAY  
Art Loop Wilmington



MONTHLY  
Movies On Tap



FEB 24-MARCH 2, 2025  
Greater Wilmington Beer Week



SATURDAY, MARCH 8, 2025  
St Patrick's Day Parade & Loop



MARCH 31-APRIL 5, 2025  
20th City Restaurant Week



SATURDAY, APRIL 5, 2025  
Party Animal Luau



FRIDAY-SUNDAY, MAY 16-18, 2025  
17th Wilmington Grand Prix



JUNE 2-7, 2025  
Greater Wilmington Pizza Week



FRIDAY & SATURDAY, JUNE 6-7, 2025  
Separation Day Celebration



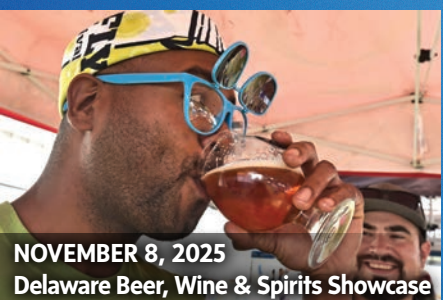
SATURDAY, JULY 26, 2025  
21st Newark Food & Brew Festival



SEPTEMBER 15-20, 2025  
Brandywine Valley Restaurant Week



SATURDAY, OCTOBER 11, 2025  
12th River Towns Ride



NOVEMBER 8, 2025  
Delaware Beer, Wine & Spirits Showcase



SATURDAY, DECEMBER 13, 2025  
Ugly Sweater Santa Crawl

**Out & About**  
GREATER WILMINGTON

**E** EVENT  
ALLIES

# More Than Just A Magazine.



Since 2004, , our sister company, Catalyst Visuals, has made it a goal to provide quality website design, branding, digital design, photography, video production and Search Engine Optimization (SEO) to small, local businesses at a price that fits any budget.

## Internet Marketing

- Responsive Website Development
- Organic SEO Campaigns
- Retargeting Banner Ad Campaigns
- Social Media Management

## Photo / Video

- Promotional Service/Product Showcase
- Staff & Individual Portraits
- Architectural/Landscape
- Fleet/Vehicle Photography
- Food Photography
- Editorial/Event Photography
- Commercial/Ads
- Training/Testimonials
- Logo Animations/Motion Graphics

## Digital Design & Print Services

- Brand/Logo Development
- Business Cards
- Letterhead/Envelopes
- Brochures
- Billboards
- Presentation Folders
- Banners
- Posters
- Booklets
- Targeted Direct Mailers
- Vehicle Graphics

302-655-9926 • [contact@catalystvisuals.com](mailto:contact@catalystvisuals.com)

**CatalystVisuals.com**



“Catalyst Visuals has a hard-working and dedicated team that meets deadlines and are helpful, knowledgeable and friendly. They really understand what I want and need and have a great creative staff that delivers the perfect message to our clients every time.”

— Borsello Landscaping

# Your Brand. Our Business.