

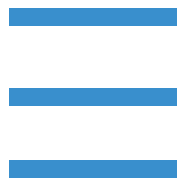


In This Media Kit

Our Reach

Our Audience

What Clients Are Saying



# **OUT & ABOUT** **MAGAZINE** 2016 MEDIA KIT

PLEASE CALL  
302-655-6483  
FOR INQUIRIES



# &

# OUT & ABOUT MAGAZINE

EDITORIAL OUTLINE

EVENING WITH THE MASTERS

photo by Tim Hawk

WE HAVE  
ISSUES.  
12 per year,  
to be exact!

## A look at our upcoming issues for 2016:

### January

**O&A:** Worth Trying Edition  
**PLUS:** *Indoor Adventures*  
**AND:** *Authors Who Made It Big*

### February

**O&A:** Self-Improvement: Reducing Footprint  
**PLUS:** *Status of the Bookstore Business*

### March

**O&A:** Wilmington Film Festival & Other Spring Events  
**PLUS:** *Wilmington's Tech Movement*  
**AND:** *Our Town Series: Newark*  
**AND:** *Tea Rooms*

### April

**O&A:** The Dining Edition  
**PLUS:** *Weddings With Personality & Services Directory*  
**AND:** *City Restaurant Week, Farming in Delaware, Community Gardens, Learn to Grow*

### May

**O&A:** Brunch Edition  
**PLUS:** *Our Town Series: Middletown*  
**AND:** *Join The Clubs-Golf, Tennis, Swimming & More!*  
**AND:** *Wilmington Grand Prix #10 Preview*

### June

**O&A:** Music & Festival Edition  
**PLUS:** *Our Town Series: Smyrna*  
**AND:** *Seafood; Our Local Waters*

### July

**O&A:** Outdoor Entertaining  
**PLUS:** *Summer Beers/Food & Brew Fest*  
**AND:** *Wilmington's Riverfront*  
**AND:** *Spicing It Up—Area Foods with a Kick*

### August

**O&A:** Sports & Food  
**PLUS:** *Politics... A Look at the Candidates*  
**AND:** *Our Town Series: Hockessin*  
**AND:** *Delaware Burger Battle*

### September

**O&A:** Performing Arts Preview  
**PLUS:** *Our Town Series: New Castle*  
**AND:** *Farmer & the Chef*

### October

**O&A:** Fall Happenings  
**PLUS:** *Auto Issue*  
**AND:** *Alternative Education*

### November

**O&A:** Winter Beers  
**PLUS:** *Holiday Entertaining*  
**AND:** *Specialty Food Shops*

### December

**O&A:** Spas & Salons  
**PLUS:** *Holiday Events*  
**AND:** *Wine*

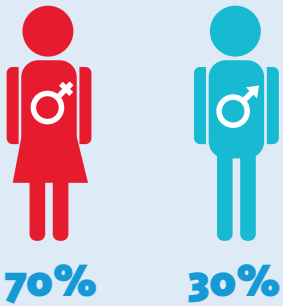


# ABOUT OUR AUDIENCE

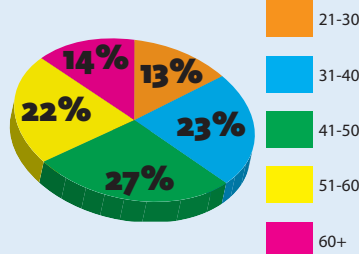


For more than 25 years, Out & About has been serving as a go-to source for information about upcoming events, interesting people and places, and area arts and entertainment options. In that time, we have cultivated an intensely loyal audience that seeks out the magazine monthly in print and online. Here is a look at the people who know us as Delaware's Proud Sponsors of Fun.

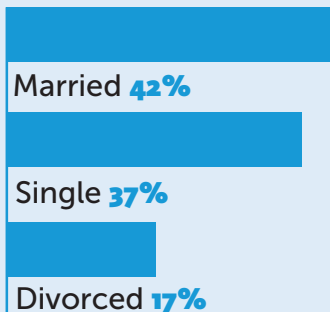
## Gender Of Audience



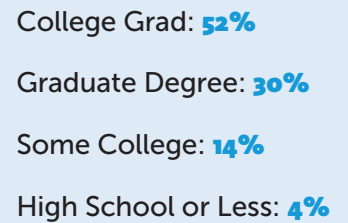
## Age Of Audience



## Marital Status



## Highest Level Of Education



# 92%

...Of our Audience reads Out & About for our Food & Drink content.

In addition, **76%** dine out at least once a week, and one out of every five dine out three or more times a week.\*

\*Not including fast food, take-out, or delivery.

## Top 10 Activities of Our Audience

- 1) Listening to Music..... **80%**
- 2) Traveling..... **69%**
- 3) Cooking..... **63%**
- 4) Playing Sports/Exercise..... **61%**
- 5) Reading Books..... **60%**
- 6) Theater & Museums..... **59%**
- 7) Shopping..... **55%**
- 8) Watching Sports..... **48%**
- 9) Volunteering..... **46%**
- 10) Home Improvement..... **39%**



# 80%

...Of our Audience has been reading Out & About for three years or more. One out of every three has been reading for 10 years or more.





PEOPLE  
LOVE US.  
And you  
will too!

# O & OUT & ABOUT MAGAZINE

## TESTIMONIALS

## WILMINGTON GRAND PRIX

photo by Les Kipp

### 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*

*beths*

### Popularity

"*Out & About* appeals to a energetic population that's plugged in and always looking for new things to do. The magazine is so much a part of the community that it really feels like I'm communicating with the reader rather than shouting into a megaphone in their general vicinity."

*Dan Butler, Restaurateur,  
Piccolinna Toscana, Deep Blue, Brandywine Prime*

### Partnership

"*Out & About Magazine* has always been a great way to reach our target audience. Not only do they put together a great magazine, but they are more than happy to be a partner putting on successful events. Now going into its twelfth year, our Food and Brew Fest was the brainchild of *Out and About* staff, and it continues to grow year after year into a true summer tradition that we can all be proud of. We couldn't have done it without *O&A* and we look forward to working with them in the future!"

*Ricky Nietubicz, Administrator,  
Downtown Newark Partnership*

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

*Ed Dwornik, Owner, Aztec Copies*





# OUT & ABOUT MAGAZINE

MEDIA GROUP

FIREFLY MUSIC FESTIVAL

photo by Joe del Tufo

## Our Multi-Platform Approach Engages an Enthusiastic Audience

1. Frequency: 12x per year

Binding & Issue Size: saddle-stitched, 8" x 10.5"

Reach: 55,000

2. OutAndAboutNow.com: Our online presence allows for reading the magazine in a convenient electronic format and includes events, contests, photo galleries, and other interactive features.

Reach: 26,000

3. Social Media: Our Facebook, Twitter, and Instagram posts keep followers engaged when they aren't reading the magazine.

Reach: 6,500+

4. O&A Weekly E-Newsletter: Our weekly electronic newsletter serves as a timely and convenient reminder for upcoming special events and promotions.

Frequency: weekly

Reach: 3,500



1



2



3



4



# OUT & ABOUT MAGAZINE

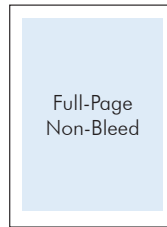
IN NEED  
OF AD  
DESIGN?  
*We can help!*

PRINT ADS

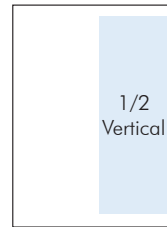
NEWARK FOOD & BREW FEST photo by Danielle Quigley

## DIMENSIONS

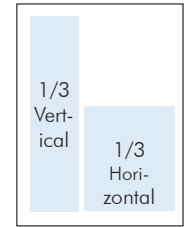
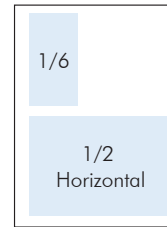
PAGE FRACTION	WIDTH	DEPTH
Full (Bleed)	8.5"	11"
Full (Non-Bleed)	7"	9.5"
2/3	4.5"	9.5"
1/2 Horizontal	7"	4.625"
1/2 Vertical	3.375"	9.5"
1/3 Horizontal	4.5"	4.625"
1/3 Vertical	2.125"	9.5"
1/4	3.4"	4.625"
1/6 Page	2.125"	4.625"



Magazine page size:  
8" x 10.5"



Design requirements:  
300dpi, 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 40lb enamel stock; its cover is are printed on 70lb enamel stock.

To request advertising rates, please email:  
[jmiller@tsnpub.com](mailto:jmiller@tsnpub.com) or call (302) 655-6483

## 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.

Camera-ready ads must be submitted by the 20th of the preceding month of the requested insertion date, or next available business day.





# OUT & ABOUT MAGAZINE

WEB ADS

ARDEN SHADY GROVE FESTIVAL

photo by Joe del Tufo

## DIMENSIONS

WEB	WIDTH	DEPTH	RESOLUTION
Website Ad	370 pixels	300 pixels	72 ppi

### WEB AD RATES

FREQUENCY	STANDARD	HOME PAGE
1 Month (per)	\$100	\$200
3 Months (per)	\$75	\$150
6 Months (per)	\$60	\$120
12 Months (per)	\$45	\$90

Website URL:  
OutAndAboutNow.com

Design requirements:  
72ppi, jpg, gif, tiff  
or png formats



### E-Newsletter Rates

FREQUENCY	STANDARD
1 Week	\$100
5 Weeks (per)	\$75
10+ Weeks (per)	\$60

### SOCIAL MEDIA POSTS

\$50/Platform (Facebook, Twitter, Instagram)

We will post on your behalf up to 300 characters, not including links. Advertiser provides content, date and approximate time to post, and an image if relevant.