Our Reach

Our Audience

What Clients Are Saying

Out & About

GREATER WILMINGTON

2026 MEDIA KIT

TO GET YOUR MESSAGE OUT & ABOUT, CALL **302-655-6483**
OR VISIT **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 38th 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 75,000+ 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

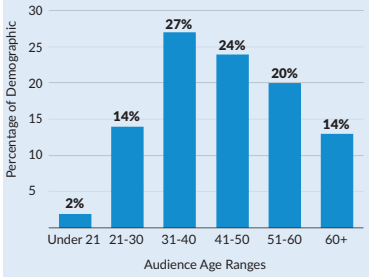
photo by Tim Hawk

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

62% **38%**

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%**



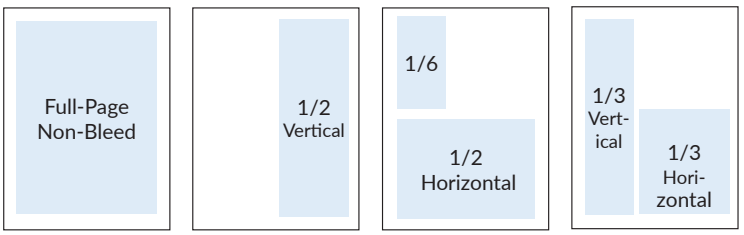
PRINT RATES

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”



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.

Cover & Prime Rates*

Position	Cost
Inside Front Cover	Contact Us for prime position costs & availability
Page One	
Page Three	
Inside Back Cover	
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.



DIGITAL & SOCIAL MEDIA

JUNIOR LEAGUE KITCHEN TOUR

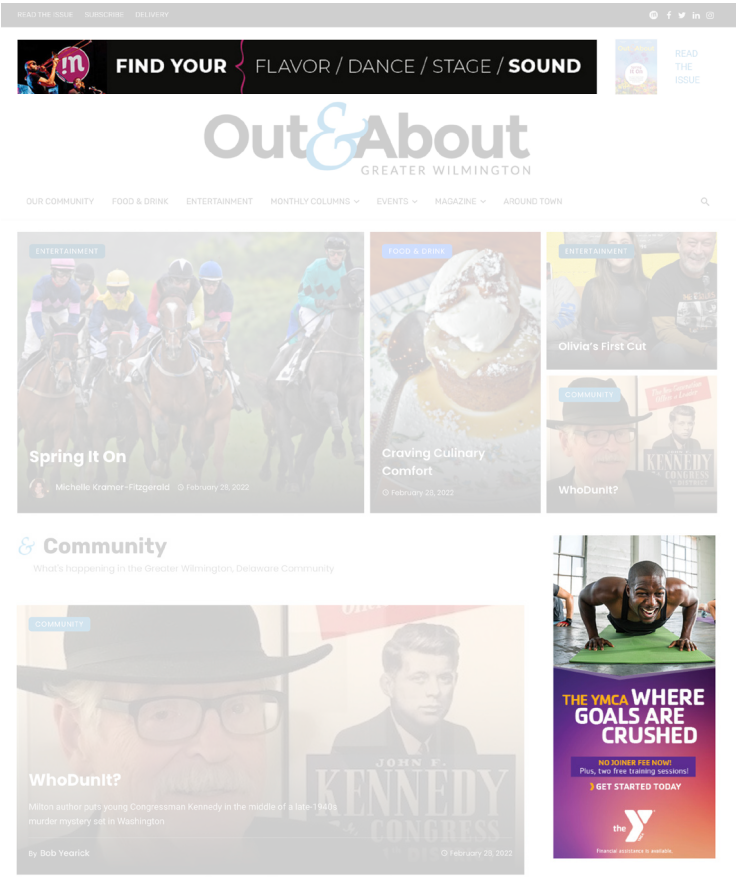
photo by Joe del Tufo

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

Website URL:
OutAndAboutNow.com

Design Requirements:
72 ppi, jpg or png formats



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

- 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.

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



EDITORIAL OUTLINE

DELAWARE GRAN FONDO
photo by Les Kipp

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

A look at our upcoming issues for 2026:

Monthly departments include: COMMUNITY • LISTEN • WATCH • PLAY • EAT • DRINK • START

JANUARY: WINTER ARTS ROUNDUP
PLUS: Worth Trying Suggestions
AND: Gerald Chavis Profile
AND: Nerding Out at Wilm Brew Works
AND: THC-Infused Drinks

FEBRUARY: WILMINGTON 250
PLUS: Preview of City's 250 Festivities
AND: Profile Delaware Theatre Co.
AND: Walnut St YMCA Turns 85
AND: Greater Wilmington Beer Week

MARCH: THE QUEEN TURNS 15
PLUS: Spring Events Calendar
AND: Shine A Light Preview
AND: Trolley Square's Irish Charm
AND: Newark Restaurant Week

APRIL: THE DINING EDITION
PLUS: Area Dining Trends
AND: City Restaurant Week
AND: Black Urban Farming
AND: De Center for Horticulture Profile

MAY: ANNUAL BEACH PREVIEW
PLUS: Wilmington Grand Prix Weekend
AND: What's Driving Bike Delaware?
AND: State Parks Turn 75
AND: City Festival Season

JUNE: SUMMER ON THE RIVERFRONT
PLUS: Delaware 250 Preview
AND: What is Separation Day?
AND: Fight Club: City's Boxing Scene
AND: Outdoor Music Roundup

JULY: THE OYSTER PROJECT
PLUS: Delaware Bay Oyster Restoration Project
AND: The Story Behind the Name: Unique Places
AND: 22nd Newark Food & Brew Festival
AND: Sippin' Into Summer

AUGUST: MODERN FARMING
PLUS: The State of Delaware's Farming Scene
AND: The Reimagining of Fort DuPont
AND: Beach Events
AND: TBD

SEPTEMBER: PERFORMING ARTS PREVIEW
PLUS: Fall Activities Calendar
AND: Brandywine Valley Restaurant Week
AND: Why The Grand Matters
AND: Art Loop Wilmington

OCTOBER: LIVE IS LIVING
PLUS: Area's Live Music Scene
AND: These Places Are Haunted
AND: Wilmington International Film Fest
AND: Green Beret Project

NOVEMBER: GIVING BACK
PLUS: Organizations That Inspire Us
AND: How Well Do We Recycle?
AND: Teen Warehouse Profile
AND: Thanksgiving With A Twist

DECEMBER: HOLIDAY HAPPENINGS
PLUS: Area Roundup of Winter Wonders
AND: Local Gifts Worth Giving
AND: Ugly Sweater Santa Crawl
AND: Spirited Suggestions From the Experts

Catalyst Visuals

Your Brand. Our Business.

Comprehensive
Marketing Solutions

Your Brand. Our Business.

SEO & Local Search

We integrate fundamental SEO best practices into every website we build to help your site rank higher in search engine results. Google Business Profile optimization can also supplement your SEO campaign, providing immediate online visibility while your SEO efforts gain momentum.

IF THEY CAN'T FIND YOU, THEY CAN'T CALL YOU!



Website Design & Development:

We specialize in creating, developing, and maintaining responsive and user-friendly websites. Our process includes consultation, planning, design mock-ups, development, content integration, testing, and launch. We also offer website redesigns to modernize existing sites and improve functionality.

What Else?

- Logo Design
- Print Marketing
- Direct Mail
- E-newsletters
- Social Media
- Photography
- Consulting









302.660.3679 • CatalystVisuals.com

EVENTS ARE US!

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



FIRST FRIDAY
Art Loop Wilmington



FEBRUARY 16-22, 2026
Greater Wilmington Beer Week



MARCH 7, 2026
Delaware Beer, Wine & Spirits Showcase



SATURDAY, MARCH 14, 2026
St Patrick's Day Parade & Loop



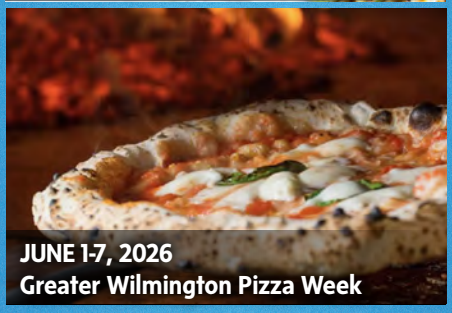
MAR. 19-25, 2026: Newark Restaurant Week
APRIL 13-19, 2026: City Restaurant Week



SATURDAY, APRIL 11, 2026
Red, White & Brew Loop



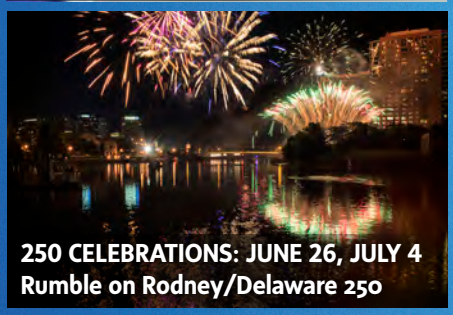
FRIDAY-SUNDAY, MAY 15-17, 2026
18th Wilmington Grand Prix



JUNE 1-7, 2026
Greater Wilmington Pizza Week



FRIDAY & SATURDAY, JUNE 12-13, 2026
Separation Day/America 250 Celebration



250 CELEBRATIONS: JUNE 26, JULY 4
Rumble on Rodney/Delaware 250



SATURDAY, JULY 25, 2026
22nd Newark Food & Brew Festival



SEPTEMBER 14-20, 2026
11th Brandywine Valley Restaurant Week



SATURDAY, OCTOBER 10
13th River Towns Ride



OCTOBER 17, 2026
Taste of Trolley Square



SATURDAY, DECEMBER 12, 2026
Ugly Sweater Santa Crawl

EVENT ALLIES

Out & About
GREATER WILMINGTON