

Anderson Magazine is here to tell our story – a story that focuses on what makes Anderson County special – From our strong industrial businesses to our favorite mom and pop shops...from our top-notch education system that starts with toddlers and takes you to higher learning...from the artisans to the farmers...the non-profits to notable people...everything that helps our country to grow, thrive and expand our success in our community and the surrounding areas.

Anderson Magazine shares information on business and industry, inspiring individuals, educational advances, organizations making a difference, healthcare, homes and so much more.

This business and lifestyle publication is simply the county's biggest cheerleader, champion and deliverer of our very best news.

OUR AUDIENCE

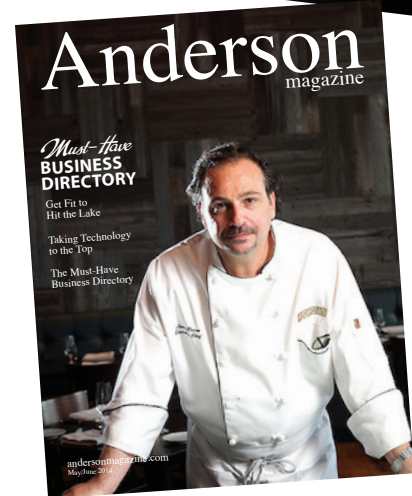
When you advertise in *Anderson Magazine*, you connect with the movers, shakers and decision makers – nearly 30,000 each issue.

CIRCULATION

Printed Copies	10,000 per issue
Total distribution, including pass-along readership	30,000
Digital Distribution	5,000

TARGET DISTRIBUTION

Anderson Area Chamber of Commerce
Visit Anderson, Convention & Visitor's Bureau
AnMed Waiting Areas
Anderson Area YMCA
Anderson County Public School Educators/Administration
13 Supermarkets Across County
Management at County's Large Employers
All Advertisers



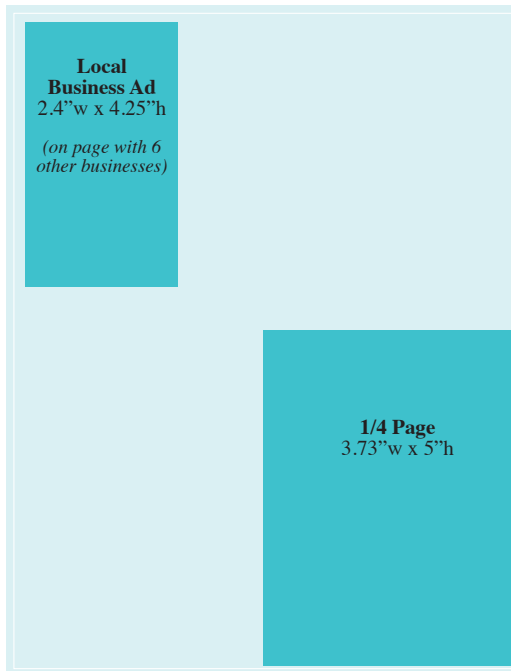
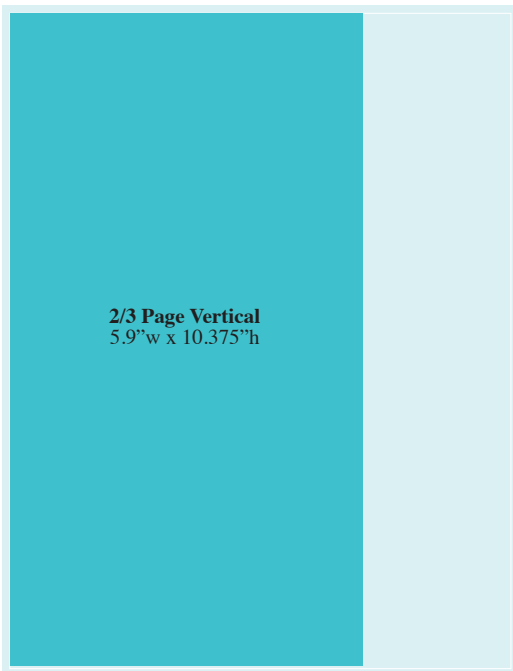
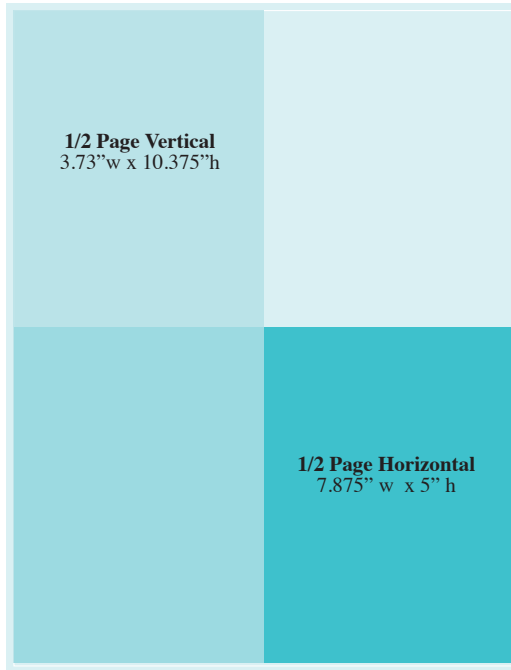
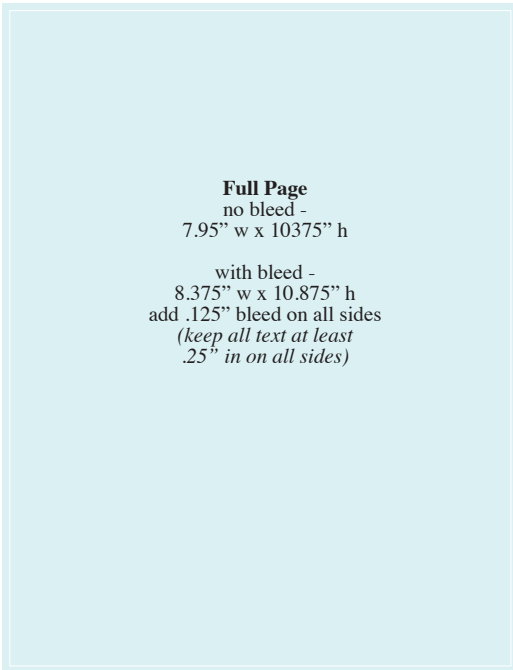
For advertising rates contact:
Hannah McCullough - Advertising Sales
hannah@andersonmagazine.com
864-314-4125

Anderson magazine

April Cameron - Publisher/Editor

andersonmagazine.com • april@andersonmagazine.com • 864.221.8445
PO Box 3848 • Anderson, SC 29622

Page Size Specs and Printer Information



Anderson Magazine is printed in full color on high quality, glossy coated stock. The trim and bleed size plus active area are as follows:

Trim size:
8.375" X 10.875"

Bleed Size:
bleed items extending at least .125" beyond the document's edge.

Live Area:
It is recommended all live matter be at least .25" away from trim.

All print ready submissions should be in four color (CMYK) and 300dpi.

File formats accepted: EPS, PDF, TIFF, JPG, PNG

Anderson Magazine will design your ads for an advertiser. Advertisers must submit all copy, photos, and logos according to deadline schedule. A maximum of 2 proofs will be provided to the advertiser.

Changes to supplied ads within the contract period is the sole responsibility of the advertiser. A new ad must be submitted by the issue deadline and approved by publisher. Changes to ads the *Anderson Magazine* designed must be submitted 2 weeks prior to deadline.

Email Print Ready Ads
and/or files to:
ads@andersonmagazine.com

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WEBSITE BANNERS

AndersonMagazine.com will feature an online directory that links back to our advertiser's website. A strategically placed banner ad is a very cost effective method of driving customers to your website.

AD SIZES & SPECS

Online ads must be received in 72dpi, RGB color mode, and in the proper dimensions. All adds are randomly rotated throughout the site.

Top Banner

728wx90h pixels

Side Square Ad:

300wx250h pixels

Directory Listing:

Includes logo of business, contact info and link to your website

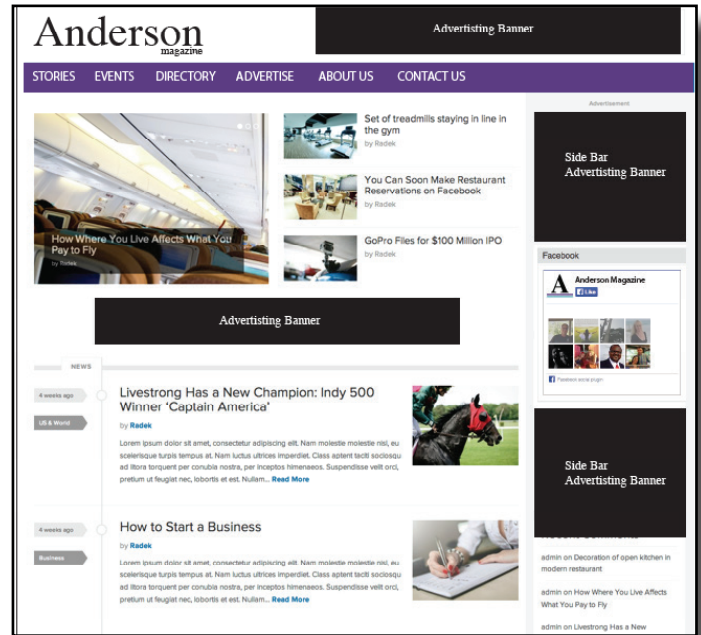
Email Web Ready Ads and/or files to:
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EDITORIAL & DEADLINE CALENDAR

NOVEMBER/DECEMBER

*Features: Shopping Guide/
Party Planning/Looking Ahead*

Articles:

- Budgeting for the Holidays
- Tour of Anderson Homes
- Career Planning/Changing
- Car Buying Guide
- Gotta Have Gadgets & Gizmos
- Holiday Recipes

DEADLINES:

All Advertising and articles due October 1
Print Date - October 20
Street Date - First week of November

MARCH/APRIL

Features: Healthcare/College/Non-profits

Articles:

- Lake life
- Tax time
- Summer camp sign up
- Office/Biz space feature
- Spas & salon showcase
- Private schools guide

DEADLINES:

All Advertising and articles due February 1
Print Date - February 20
Street Date - First week of March

JULY/AUGUST

Features: Education/City Showcase/Sports Section

Articles:

- Small Biz of Year (Chamber)
- Cosmetic Surgery & Dentistry
- Home Cookin' in Anderson
- Home Updates: From DIY to For Hire
- Day Trippin'
- Leadership in Anderson
- Wedding Planning

DEADLINES:

All Advertising and articles due June 1
Print Date - June 20
Street Date - First week of July

JANUARY/FEBRUARY

Features: Guide to Anderson & Newcomer's Guide

- Comprehensive annual guide that highlights the businesses making an impact in Anderson, the charities that are making a difference, the hotspots that are making the upstate fun and all the phone numbers and websites you need!

DEADLINES:

All Advertising and articles due December 1
Print Date - December 20
Street Date - First week of January

MAY/JUNE

Features: Banking/Technology/Legal & Accounting

Articles:

- Networking/Biz Organizations Directory
- Living Frugal
- Summer Education Options
- Concert Venues/Live Music
- House & Home Style
- Play Date Places
- Hit the Gym

DEADLINES:

All Advertising and articles due April 1
Print Date - April 20
Street Date - First week of May

SEPTEMBER/OCTOBER

Features:

Best of Anderson – Special Feature

DEADLINES:

All Advertising and articles due August 1
Print Date - August 20
Street Date - First week of September

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