

MEDIA KIT

Hagerstown magazine



ABOUT HAGERSTOWN MAGAZINE

Our flagship publication, *HM* provides the local community with a relevant, fresh perspective on what it's like to live, play, and do business in our area. You'll find that we're the authority on where to go and what to do — and our readers trust us and our advertisers to bring them quality options for shopping, dining, recreation, and even charity — each and every issue.

**HAGERSTOWN
PUBLISHING**

P.O. Box 2415, Hagerstown, MD 21741
301.662.8171 | www.HagerstownMagazine.com

EDITORIAL THEMES

January/February Issue

Business Outlook

Mar/Apr Issue

Celebrating Our Roots!

Home & Garden

Country Living

May/June Issue

Spring Bridal Preview

Arts & Entertainment

Downtown — Shop, Eat, Play!

Vote for Hot List favorites!

July/August Issue

Health & Wellness

People to Watch

September/October Issue

HM Hot List Results!

Family & Education

November/December Issue

Thanks & Giving

Holiday Traditions

Hagerstown magazine departments include:

- Arts & Entertainment
- Calendar of Events
- Dining
- Franklin County
- Healthy Living
- In Short: local news briefs
- People
- Senior Living
- Shop Local

HM PROFILES { Get Personal with a Full Page Advertiser Profile!

Boost your company's profile and sales with a Profile!

Readers love these in-depth advertorials. Receive a discounted rate when you place a display ad in the same issue.

- Full-page, insightful Editorial Profile, written just for your business by our magazine's experienced writers and editors
- One full-color photograph to illustrate the Profile, taken by one of our professional photographers (you may provide additional secondary images)
- Include your profile in a special section or anywhere in the magazine – it's your choice!
- Minimum 2-month shelf life

Rates for Hagerstown magazine:

- With display ad*: \$1295
- Without display ad: \$1625 (*must run in the same issue for discount)

Photographs used are included in the price, but all images remain property of the individual photographer, or Hagerstown Publishing. Usage rights are granted for editorial purposes in our magazine only. Upon request, some advertisers may wish to use their photo(s) or editorial for other purposes. Usage rights can be granted for an additional fee. Unless contracted, prices are subject to change.



AD RATES

Advertising rates for Hagerstown magazine:

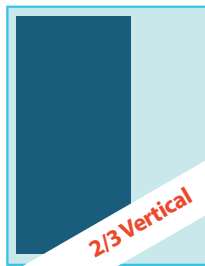
Size	1x	3x	6x
Full page	1974	1779	1595
2/3 page	1615	1461	1305
1/2 page	1260	1143	1017
1/3 page	958	857	771
1/4 page	775	692	598
1/6 page	629	563	497
1/12 page	355	305	260
Back Cover	2817	2134	1914
Inside Cover	2699	2045	1835

AD SIZE & FORMATS



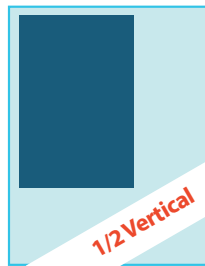
Full page

(8.25" x 10.875")*



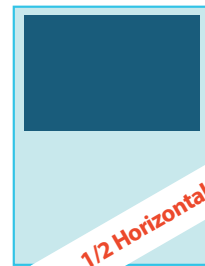
2/3 Vertical

(4.833" x 9.875")



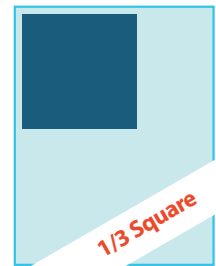
1/2 Vertical

(4.833" x 7.333")



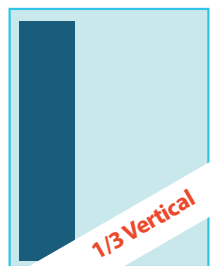
1/2 Horizontal

(7.333" x 4.833")



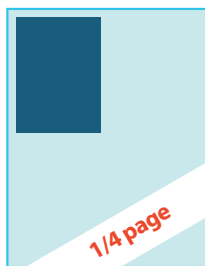
1/3 Square

(4.833" x 4.833")



1/3 Vertical

(2.333" x 9.875")



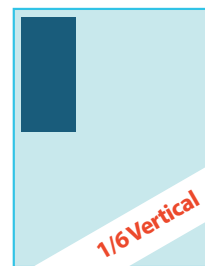
1/4 page

(3.583" x 4.833")



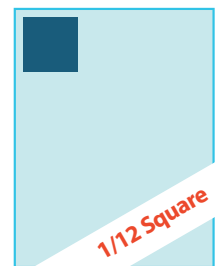
1/6 Horizontal

(4.833" x 2.333")



1/6 Vertical

(2.333" x 4.833")



1/12 Square

(2.333" x 2.333")

***FULL PAGE ADS** must extend, or "bleed", at least .125" (1/8") past **trim line** (ad dimensions including **bleed line** should be at least 8.5" x 11.125"). To ensure that important text and/or images are not unintentionally cropped off during printing process please stay within the **safe area**, which is .5" inside **trim line** on all sides.

DISTRIBUTION LOCATIONS



BOONSBORO

AC&T Mart, Boonsboro Exxon,
North Main Street
Boonsboro Pharmacy
Josie's on Main
Turn the Page Book Store Café
Weis Market, Chase Six Blvd.

CHAMBERSBURG, PA.

Giant, Norland Avenue and
Wayne Avenue
Sunnyway Food Store, Warm
Spring Road
Weis Market, Wayne Avenue

CLEAR SPRING

Wilson's Store

ELDERSBURG

Martin's Londontown Blvd.

FREDERICK, MD.

Barnes & Noble
Wegmans, Worman's Mill Rd.

GREENCASTLE, PA.

Sunnyway Food Store, North
Antrim Way

HAGERSTOWN

AC&T Exxon, Dual Highway
The Big Dipper
Brothers Pizza Express
Byers Stop-N-Go
Café Del Sol
Downtown Hagerstown
Visitor Welcome Center

GG's Restaurant
The Greens at Hamilton Run
Gordon's Grocery
Hagerstown Community
College Bookstore
Halfway Liquors
Heather Creative Foods
Longmeadow Wine and Liquors
Martin's Farm Market
Martin's Wesel Blvd.; N. Pointe Dr.;
Dual Highway
Meritus Medical Center Gift Shop
The Meadows Original Frozen Custard
The Plum
Rooster Moon Coffeehouse
Safron Bakery
Sharpsburg Pike AC&T
Washington County Arts Council Gallery
Weis Market Eastern Blvd. and Shank
Farm Way

HANCOCK

AC&T National Mini Mart,
East Main Street
Blue Goose Fruit Market
Park-N-Dine Restaurant

HANOVER, PA.

Hanover News

KEEDYSVILLE

Keedysville Country Store
Bonnie's at the Red Byrd

LEITERSBURG

7-Eleven, Leitersburg Pike
McConnellsburg, Pa.
Giant, S. 2nd St.

SAINT JAMES

AC&T Lappans Crossroads
Shawley's Old Country Store

SHARPSBURG

Battleview Market
Sharpsburg Pharmacy

SHEPHERDSTOWN, W.VA.

Betty's Restaurant
Four Seasons Books

SMITHSBURG

Phil & Jerry's Market
Smithsburg Exxon, Jefferson Boulevard
Smithsburg Market

THURMONT

Weis Market, Thurmont Blvd.

WAYNESBORO, PA.

AC&T, Buchanan Trail
Café del Sol
Martin's, East Main Street
Savage Family Pharmacy

WILLIAMSPORT

AC&T, Virginia Avenue
Scoop-A-Licious

WOODSBORO

Trout Market