

**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**

152 W. Washington St., Ste. 100, Hagerstown, MD 21740  
240.313.3940 | [www.Hagerstownmagazine.com](http://www.Hagerstownmagazine.com)

# EDITORIAL THEMES

## January/February Issue

Business Outlook

## Mar/Apr Issue

Celebrating Our Roots!  
Annual Home & Garden  
Country Living

## May/June Issue

Spring Bridal Preview  
Arts & Entertainment  
Downtown — Shop, Eat, Play!  
Vote for HotList favorites!

### Hagerstown magazine departments Include:

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

## July/August Issue

Health & Wellness  
People to Watch

## September/October Issue

HM HotList Results!  
Family & Education

## November/December Issue

Holiday Gift Guide  
Thanks & Giving/Charity Register

## 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

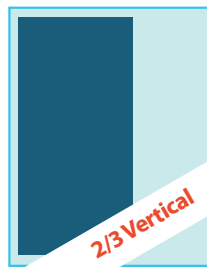
Advertising rates for Hagerstown magazine:

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

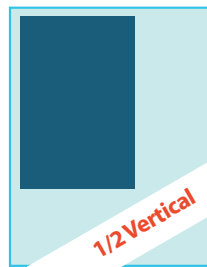
# AD SIZE & FORMATS



(8.25" x 10.875")\*



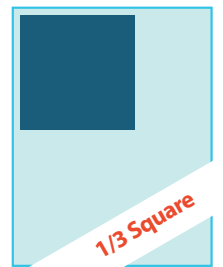
(4.833" x 9.875")



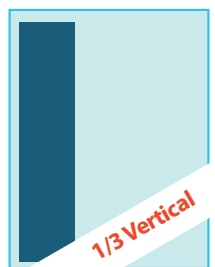
(4.833" x 7.333")



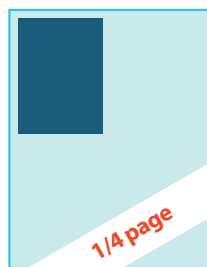
(7.333" x 4.833")



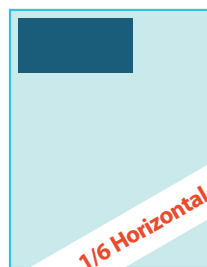
(4.833" x 4.833")



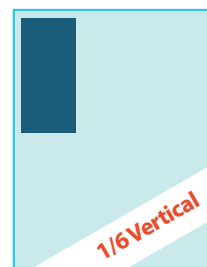
(2.333" x 9.875")



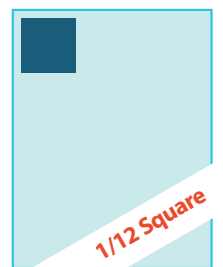
(3.583" x 4.833")



(4.833" x 2.333")



(2.333" x 4.833")



(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  
Gifts Inn Boonsboro  
Josie's on Main  
Olde Homestead  
Turn the Page Book Store Café  
Weis Market Chase Six Blvd.

## **CHAMBERSBURG, PA.**

Franklin County Visitors Bureau  
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.**

ELM Shoes  
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  
Greens n Grains Market Cafe  
Gordon's Grocery  
Hagerstown Magazine Office  
Hagerstown Community  
College Bookstore  
Halfway Liquors  
Jonathan Hager House & Museum  
Longmeadow Wine and Liquors  
Martin's Farm Market  
Martin's Wesel Blvd.; N. Pointe Dr.;  
Dual Highway  
Maryland Theatre  
Meritus Medical Center Gift Shop  
The Meadows Original Frozen Custard  
The Plum  
Rooster Moon Coffeehouse  
Safron Bakery  
Sharpsburg Pike AC&T  
Ten Thousand Villages  
University System of Maryland at Hagerstown  
Washington County Arts Council Gallery  
Weis Market Eastern Blvd. and Shank  
Farm Way

## **HANCOCK**

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

## **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.**

Café del Sol  
Martin's E. Main St.  
Savage Family Pharmacy  
Waynesboro Exxon, Buchanan Trail

## **WILLIAMSPORT**

Scoop-A-Licious  
Williamsport AC&T, Virginia Avenue

## **WOODSBORO**

Trout Market