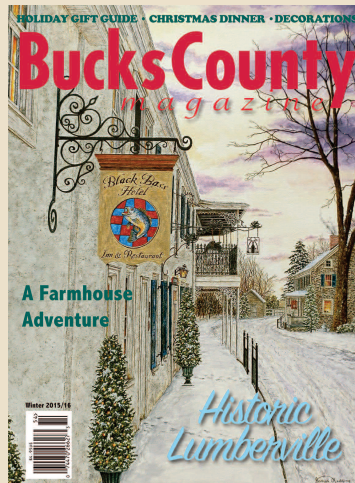
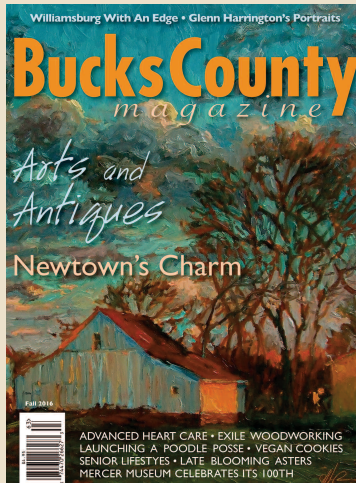
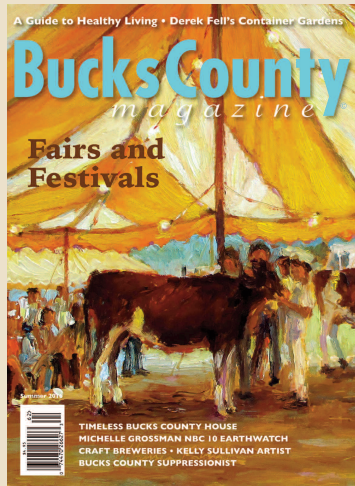


2017 Media Kit



Because of its editorial excellence, unparalleled content and exceptional quality, Bucks County Magazine has become the magazine of choice among the top decision makers and key leaders within the business community and the cultural, art and social sectors of the county. It reaches an upscale audience who enjoy the finer things in life. Be sure you include Bucks County Magazine in your media plan when you want to reach this very attractive region.

Bucks County magazine

The only magazine found on Bucks County Coffee Tables

BCM Media Company, Inc.
309 W. Armstrong Drive • Fountainville, PA 18923
215.766.2694 • www.BucksCountyMag.com

INTERESTS

59% Attend Live Concerts
44% Shop for Antiques
52% Enjoy and do Gardening
64% Go to Museums
72% Take Weekend and Day Trips
35% Shop and Collect Art
23% Own a Second Home

DISTRIBUTION

Bucks County Magazine is sold on major newsstands and to paid subscribers through the mail. A portion is also mailed to business and professional offices for their waiting rooms. The magazine also sponsors local events and markets copies through these events.

CIRCULATION

17,000 Average copies per issue

FREQUENCY

Published Quarterly

READERSHIP

Averages over 3.5 readers per copy and over 60,000 readers per issue

AVERAGE AGE

Average age 57

FAMILY INCOME

Average Household Income
\$158,500

NET WORTH

Average Net Worth
\$992,675

THE MAGAZINE

Bucks County Magazine is all you could ever know or imagine about Bucks County. You will see the small historic towns and villages, stone farmhouses, bed n' breakfasts, covered bridges, wineries, antiques, art, fine dining and the Delaware River. What isn't special about this county? Known for its arts and rich history, Bucks County is a prime week-end getaway for romantic travelers.

Published quarterly, our experienced writers will take you into the lives of Bucks Countians where you get a glimpse of a lifestyle that many of us who live in Bucks County now enjoy. Between the covers you will read about people, art, gardening, homes, dining, fine woodworking, history, antiques, leisure and entertainment in Bucks County.

Our team will continue to feature some of the finest homes and gardens in the region. We have guides to health, education, weddings, food, gifts and tourism. Each issue is carefully planned out with both the reader and advertiser in mind. Your message will reach an attractive audience in this high demographic region. And, at BucksCountyMag.com we put up extra content for our readers, new readers and all of our first time Website visitors.



Interior Decor



Gardens



Dining Out



Art



People



Entertainment



Stone Farmhouses



Your Health

EDITORIAL CALENDAR

Bucks County Magazine is a seasonal quarterly publication. It features departments that highlight Bucks County people who are artists, connoisseurs, craftsmen and collectors. We also focus on gardening, home decor, interesting shops and fine restaurants. Our Sampler department is an easy-to-read quick reference on items of interest that pertain to the area's history, culture, books, crafts, antiques, food, recipes, decorating, collectibles, furniture and other unique finds throughout Bucks County. Our County Calendar offers a listing of events throughout Bucks County that include entertainment, the arts, theatre, crafts, recreation, festivals and family fun. Each issue is designed to create reference and shelf life to our readers who often refer back to them.

SPRING 2017 • Ad Deadline: February 16, 2017 • Publish March 7, 2017

A romantic garden tour, a Hilltown farmhouse, Bucks Fever—A Celebration of the Arts, Annual Wedding Guide, spring events, restaurants with taste, a local artisan, shopping our towns

SUMMER 2017 • Ad Deadline: May 18, 2017 • Publish June 8, 2017

Award winning home in Titusville, outdoor kitchens, Bucks County Annual Guide to Healthy Living, buiding Bucks County dreams, recipes from area chefs for summer cooking, summer fairs and festivals

FALL 2017 • Ad Deadline: August 18, 2017 • Publish September 8, 2017

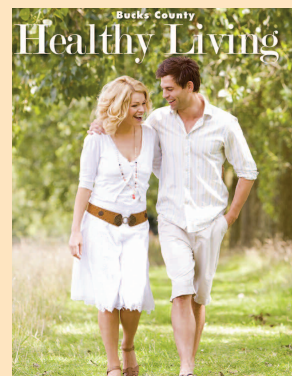
Bountiful Bucks County farm, a major player in the Bucks County art world, refurbishing a family's home, interesting getaways, autumn harvest festivals, Bucks County Foliage, Arts and Antiques Guide

WINTER 2017 • Ad Deadline: October 31, 2017 • Publish November 17, 2017

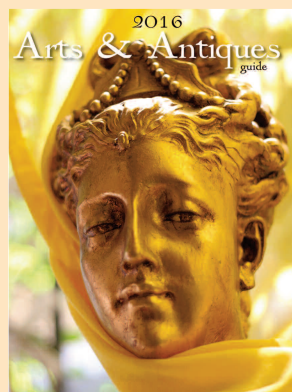
A Bucks County home decorated for the holidays, Annual Guide to Holiday foods, tree lighting ceremonies, holiday entertaining, getting garden ready for spring, Annual Legal Guide



Spring Bridal Guide



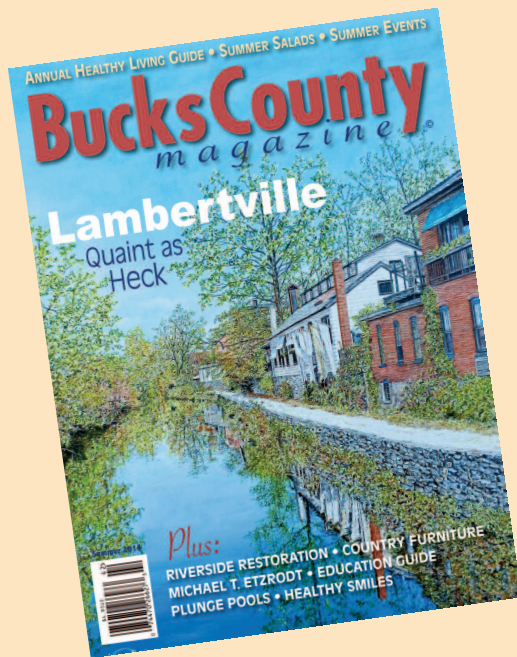
Summer Healthy Living



Fall Arts & Antiques



Holiday Gift Guide



GROWING AUDIENCE

Magazine readers are growing – and young adults are prolific readers. The number of magazine readers has grown more than 10% in the past year when you include digital editions. In fact, 91% of adults overall and 94% under 35, as well as 96% under 25 read magazines. And magazine e-readers are projected to grow rapidly – and consumers want to see more magazine content on them. That's why Bucks County Magazine is now selling both print and digital editions and combinations of both.

COVERAGE MAP

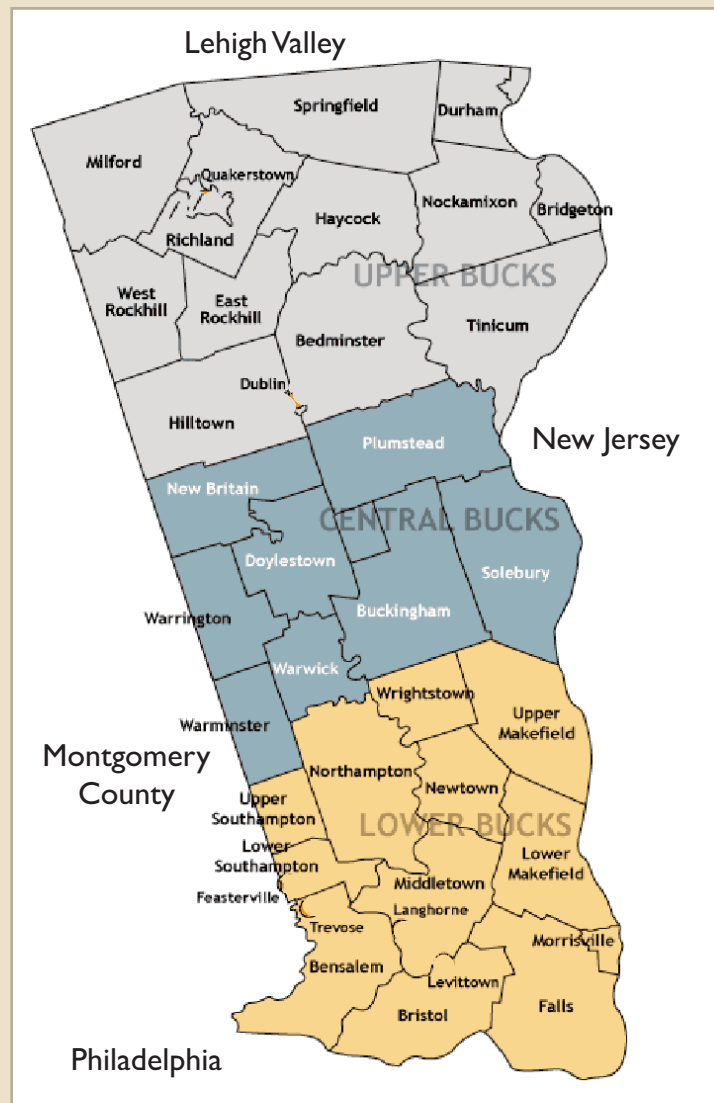
AVAILABLE AT MAJOR NEWSSTANDS AND BOOKSTORES

Bucks County Magazine is delivered throughout Bucks County. It can be found in Lower Bucks, Central Bucks, and Upper Bucks County. Also, coverage stretches across the bridge to Lambertville, Hopewell, Princeton, Flemington and surrounding communities in New Jersey. It reaches portions of the Lehigh Valley and Montgomery County.

Within Bucks County our main emphasis of concentration is within the upscale communities of Yardley, Langhorne, Newtown, Northampton, Richboro, Upper Makefield, Washington Crossing, New Hope, Solebury, Buckingham, Holicon, Lahaska, Doylestown, Warrington, New Britain, Bedminster, Perkasi, Sellersville, Plumsteadville, Hilltown, Springtown, Tinicum, Durham, Milford, and Quakertown.

Bucks County Magazine is sold by subscription, on the newsstands and sent to a select list of high income readers. The magazine also sponsors events like The Annual Bucks Fever and the Arts, Traditional Artisan Show, Doylestown Art Festival, Historic Fallsington, Tyler Tasting, and more.

BOTH MAIL AND DIGITAL SUBSCRIPTIONS AVAILABLE



ADVERTISING RATES

Black and White Insertions

	1x	2x	4x
Full Page	2195	1995	1795
2/3	1695	1495	1295
1/2	1325	1175	1025
1/3	995	895	795
1/4	725	650	595
1/6	475	400	350
1/12	275	255	235

4 - color Process

Full Page	2895	2725	2550
2/3	2095	1995	1895
1/2	1895	1795	1695
1/3	1595	1425	1350
1/4	1150	1075	995
1/6	795	725	675

Cover - 4 - Color process

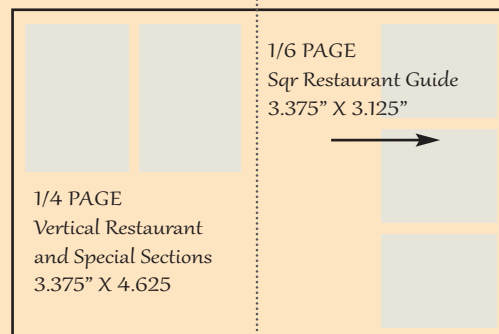
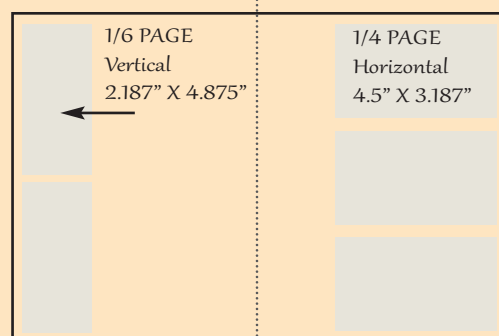
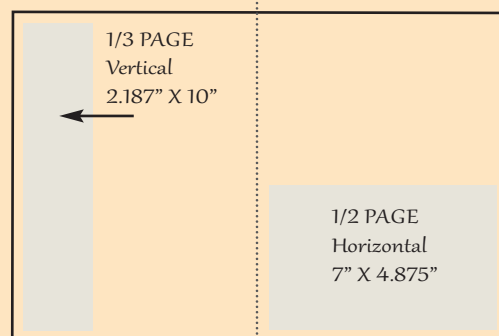
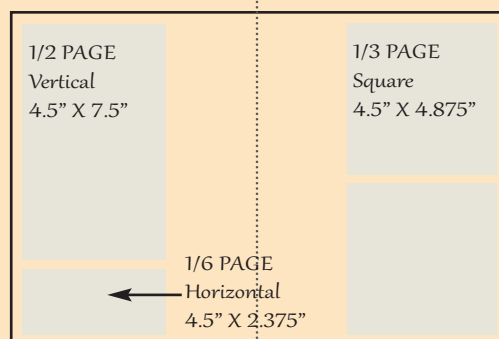
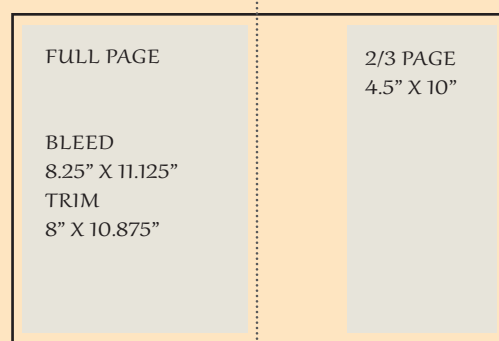
2nd	3395	3250	2995
3rd	3225	3065	2895
4th	3650	3465	3295

MECHANICAL REQUIREMENTS:

Materials accepted: We accept the following forms of media for file submission: CD-Rom, E-mailed files under 3 mb or FTP site.

Formats Accepted: Acceptable files should be Macintosh OSX platform only: QuarkXpress, Adobe Photoshop, Adobe Illustrator; High Resolution PDF files, TIFF files, or EPS files. All files must be CMYK and 300 dpi.

PDF files should be created in Acrobat Distiller 8.1.0 or higher. They should be saved as High Resolution/press optimized. All fonts must be embedded in the PDF and be Type 1 (NO TRUETYPE).



Special Advertising Section sizes will vary in size.

BucksCountyMag.com

ONLINE ADVERTISING RATES

BucksCountyMag.com is a digital expansion of Bucks County Magazine. It offers our magazine readers a place to visit 24 hours a day. It provides our magazine audience and online readers a chance to look at Bucks County, Pennsylvania with our high quality digital content, both original and from the magazine. It also gives our Internet visitors a chance to get a glimpse of our current issue. We engage readers with blogs, videos, flip book guides, area restaurants, weekend and day trip destinations, home and garden, and updated calendar of events. It also offers a place for our print advertisers to advertise and extend their reach.

Web Advertising Rates

RATE/Monthly

Width x Height in Pixels

LREC Top Right

\$60

300 x 250



Banner Top

\$75

728 x 90

Banner Bottom

\$50

728 x 90

	<p>2010 & 2011 American Society of Landscape Architects AWARD WINNER LANDSCAPE DESIGN GROUP DOYLESTOWN, PA</p>	
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