Morgantown
magazine
2019
MEDIA KIT

CONTENT OVERVIEW

MORGANTOWN

Insiders' guide to the greater Morgantown area.

average print count per issue

8,000

x average pass-along rate of 3*

24,000

average readership per issue

*INDUSTRY STANDARD CALCULATION OF PASS-ALONG RATE

MORGANTOWN READER STATS

morgantownmag.com had

121,828

user views from Oct. 2017 through Sept. 2018

***Morgantown* is sold on newsstands in 5 states**

1,431 copies are in Morgantown hotels and resorts with a readership of

85,860 per issue

READERSHIP GENDER

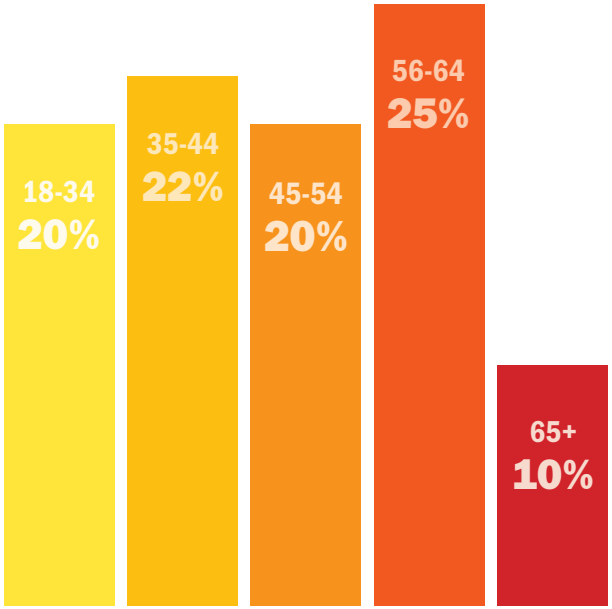
SOCIAL MEDIA HABITS

4,800 Facebook likes

4,480 Twitter followers

2,139 Instagram followers

READERSHIP AGE RANGE



DIGITAL EDITIONS

487,753 IMPRESSIONS

historical, as of 10.30.18

E-BLASTS

11,500 SUBSCRIBERS

MORGANTOWN IS CURRENTLY IN

1,300+

BANKS AND WAITING ROOMS ACROSS THE STATE

MORGANTOWN 2019 EDITORIAL CALENDAR PREVIEW

BEST OF MORGANTOWN AND PROGRESS ISSUE

JAN/FEB/MAR 2019

Ads due Jan. 16, 2019
Issue on sale Feb. 8, 2019

NEIGHBORHOODS ISSUE

APR/MAY 2019

Ads due Mar. 15, 2019
Issue on sale Apr. 8, 2019

SUMMER TRAVEL ISSUE

JUNE/JULY 2019

Ads due May 17, 2019
Issue on sale June 10, 2019

BACK TO SCHOOL ISSUE

AUG/SEPT 2019

Ads due July 19, 2019
Issue on sale Aug. 9, 2019

BOM NOMINATION AND HOLIDAY PREVIEW ISSUE

OCT/NOV/DEC 2019

Ads due Sept. 13, 2019
Issue on sale Oct. 7, 2019

CONTENT

- BOM winner profiles
- Progress stories
- Best places to work in Morgantown
- Best developments / changes over the past year: interviews with city / county leaders, woman-on-the-street sidebar
- Blue Zones proposal and status

- First-time homeowner's class
- Sidewalks as property value. What is the city's plan for advancing sidewalk paving and maintenance
- Furnishing and decorating using only Morgantown and WV-made items
- Murals downtown
- Who chooses, plants, and maintains the urban treescape? Morgantown's Tree Board
- Profiles of families that moved to Morgantown: why they moved here, why they chose the neighborhoods they did.

- Profiles of WV Black Bears team members
- Why we don't have food trucks downtown
- Backyard BBQ tips from favorite BBQ artists in town
- Things to do this summer if you're a thrillseeker, arts lover, family
- Was Arthurdale a success, or a failure?

- Photo feature: Behind the scenes at the stadium, getting the stadium ready
- Good things that have come out of WVU LaunchLab entrepreneurship center
- 3D art in Morgantown: sculpture and ceramics programs at WVU, other 3D art, and need for public art in town

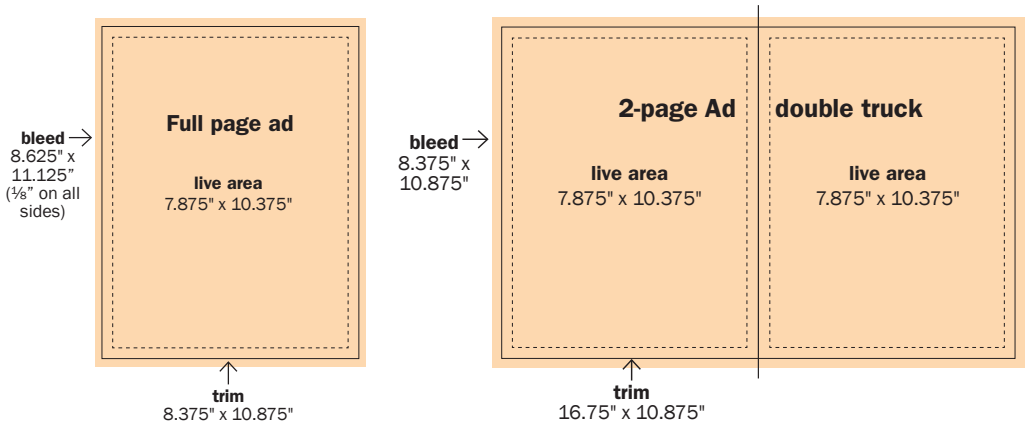
- Gift guide
- BOM nomination form
- A beard-growing guide for the Mountaineer Week beard-growing contest
- What are the best places around for leaf peeping?
- Aquatic and Track Center at Mylan Park should be opening. An overview of development at Mylan Park
- The financial impact of sports

MORGANTOWN AD SIZES AVAILABLE

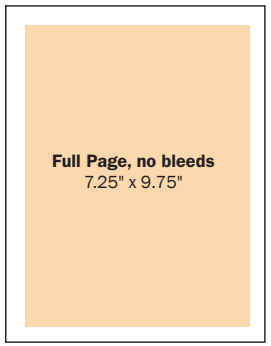
- ★ Cover Wrap
- ★ Back Cover (full page)
- ★ Inside Front Cover (full page)
- ★ Inside Back Cover (full page)
- ★ Page 1 (full page)
- ★ Page 2 (full page)
- ★ Page 3 (full page)
- Full Page
- 2-page spread (double truck)
- ½ page, vertical or horizontal
- ¼ page, block
- ⅛ page, horizontal

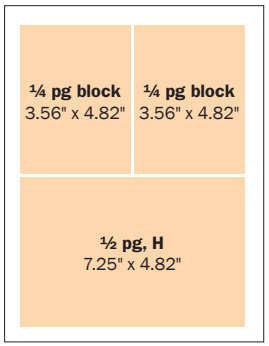
★ *indicates premium position*

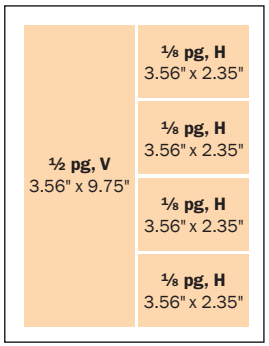
AD SIZE SPECIFICATIONS



* *Images can be full bleed, but all text must stay within the "Live Area" margins in order not to fall into the gutter or accidentally get trimmed off at the edges when the final magazine is bound.*





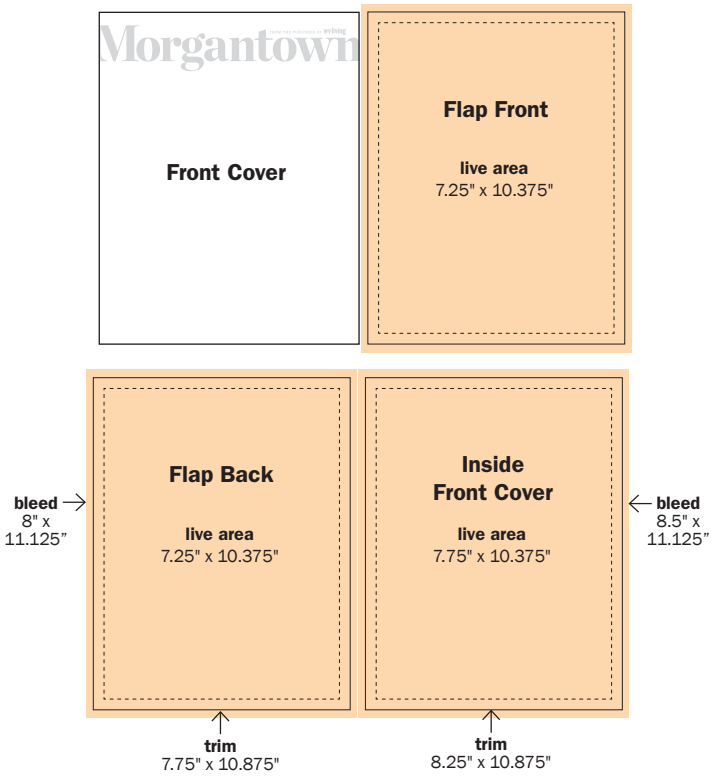


IMPORTANT NOTES

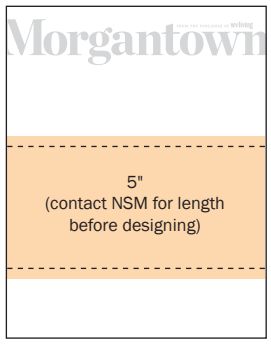
- Title ad file with the advertiser and the issue as follows: "Company_MtownSpring18_ad."
- All ads must be submitted as high-res (300 dpi) tiffs or PDFs.
- All fonts must be outlined/flattened. We will not accept ads with live or embedded fonts.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Advertisers will receive two opportunities to edit their ads before final placement, after which an excessive proof fee of $75 will be applied.

SPECIALTY FEATURE ADD-ON SIZES

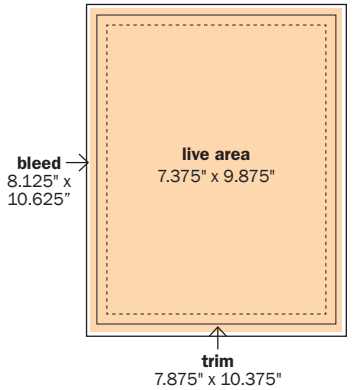
Single Gatefold Cover



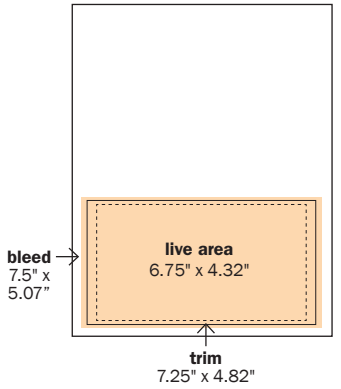
Cover Wrap / Belly Band



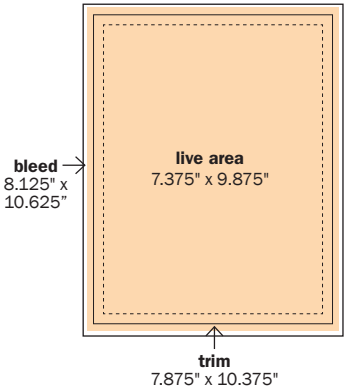
Tipping Full Size



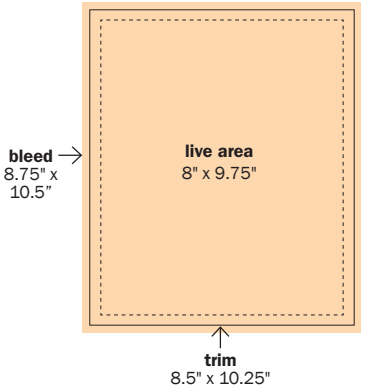
Tipping Less Than Full Size



2-Page Cover Tip

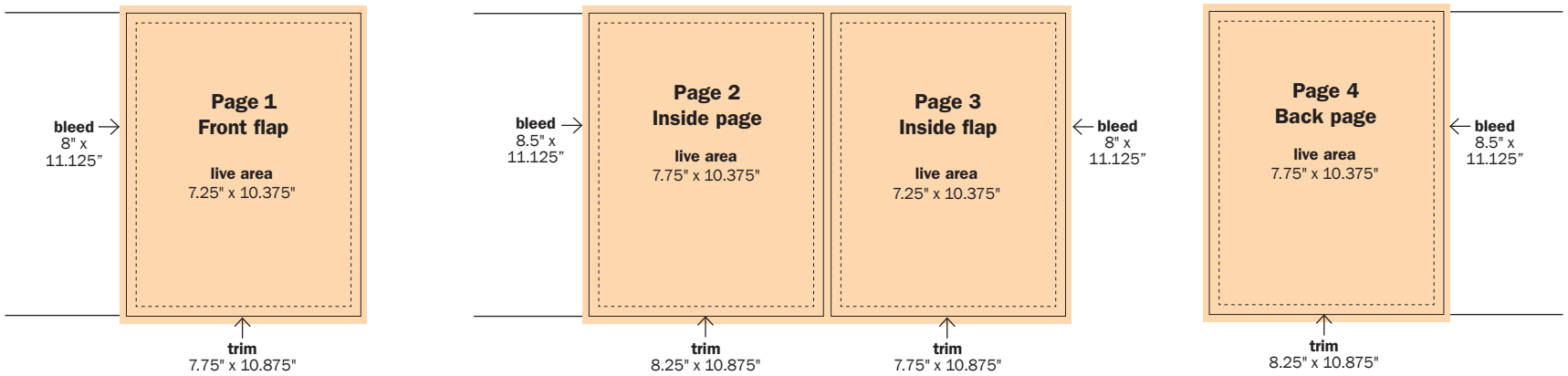


2-Page Insert Tip

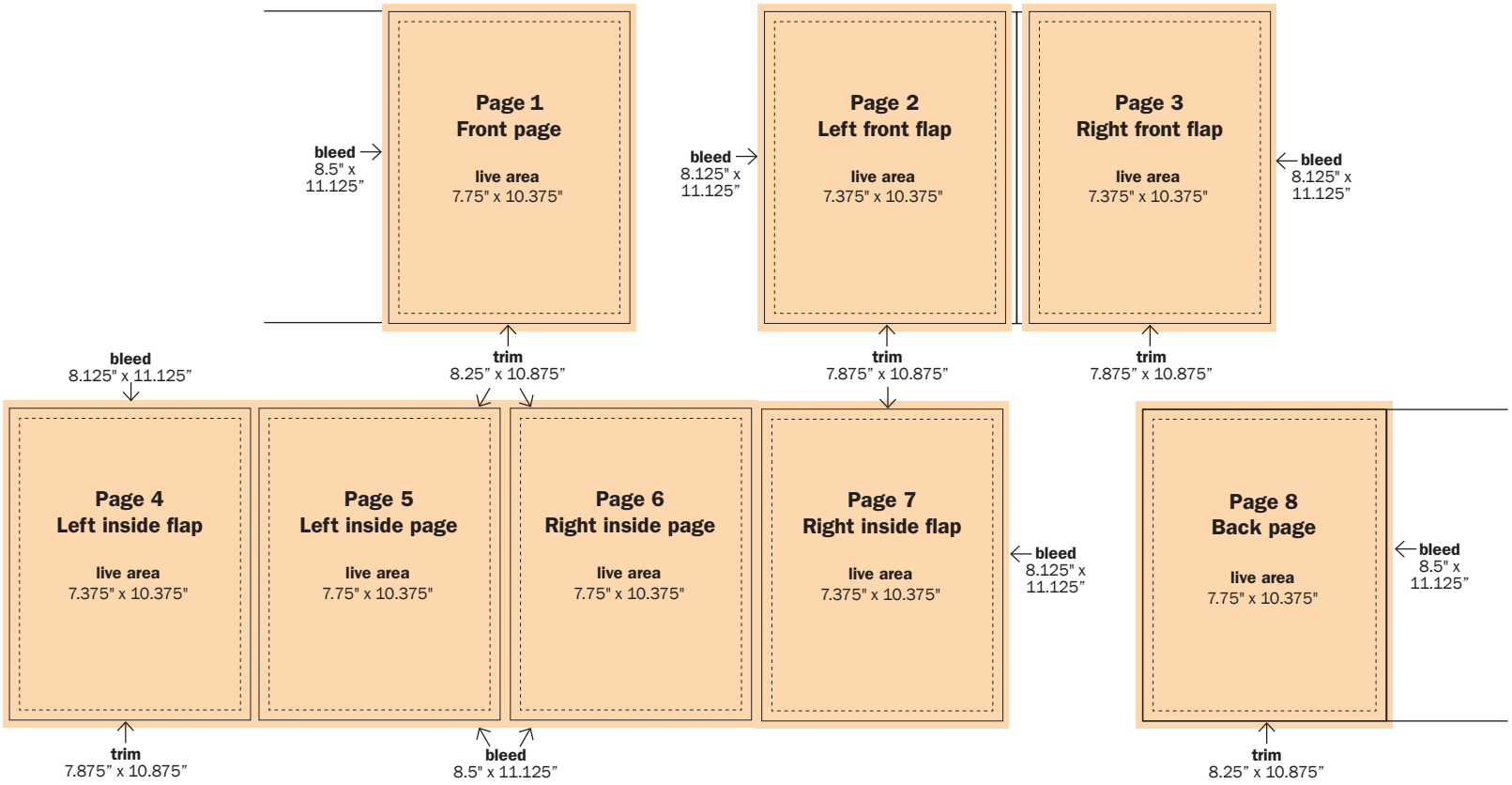


SPECIALTY FEATURE ADD-ON SIZES

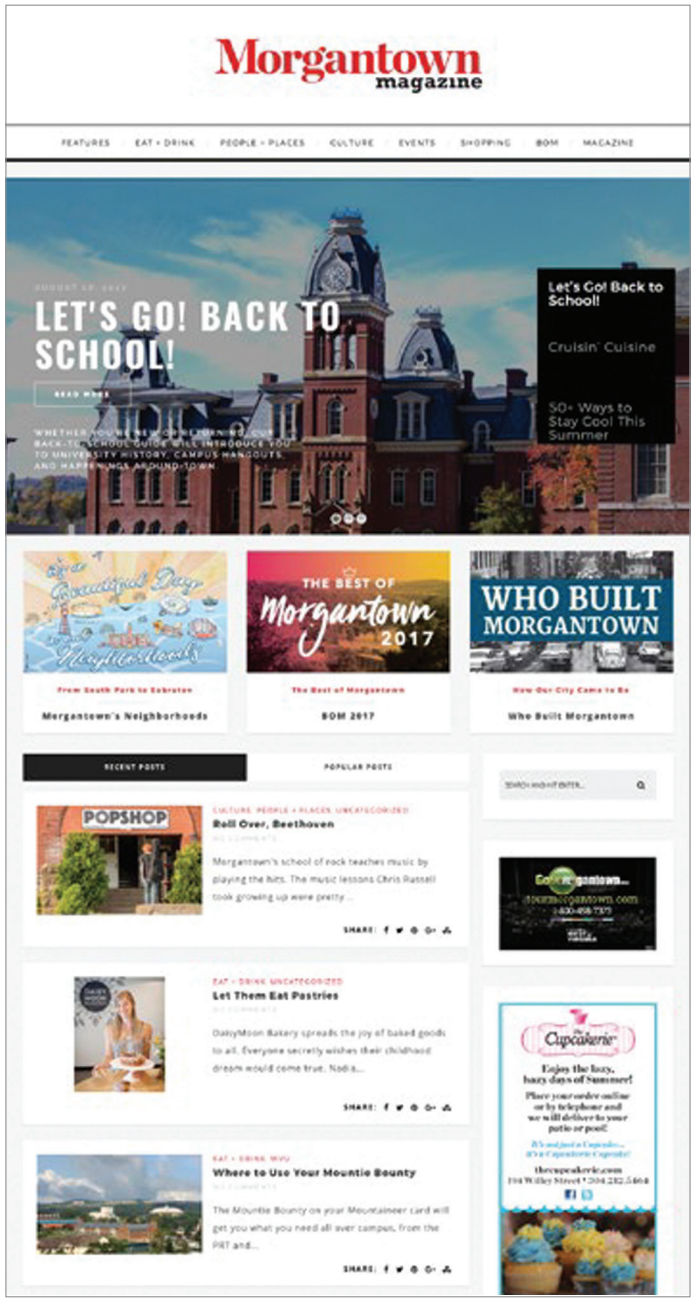
Four-Page Gatefold Insert



Double Gatefold Insert (8 total pages)



ADVERTISING ON MORGANTOWNMAG.COM



Block Ad
300w x 250h pixels

$150/month
$800/6 months
$1500/year

Video Ad

$185/month
$985/6 months
$1850/year

Skyscraper Ad
300w x 600h pixels

$150/month
$800/6 months
$1500/year

Ad Specifications

Block Ads & Skyscraper Ads
Block and Skyscraper ads can be accepted in the following file formats: .jpg, .gif, animated .gif, and Flash. All files must be sized to the exact listed dimensions at 72dpi. Advertisers must provide the URL to which the ad will link.

Video Ads
Video ads must be provided as a third-party tag. This means that the video must be hosted on a third-party site such as YouTube or Vimeo.

Social Media Integration

Sharing buttons for Facebook, Twitter, and Pinterest allow our content to easily be shared by our readers across multiple platforms.

The Facebook comment plug-in allows readers to share their thoughts on wvliving.com and Facebook simultaneously.

These features promote sharing and bring thousands of page views.

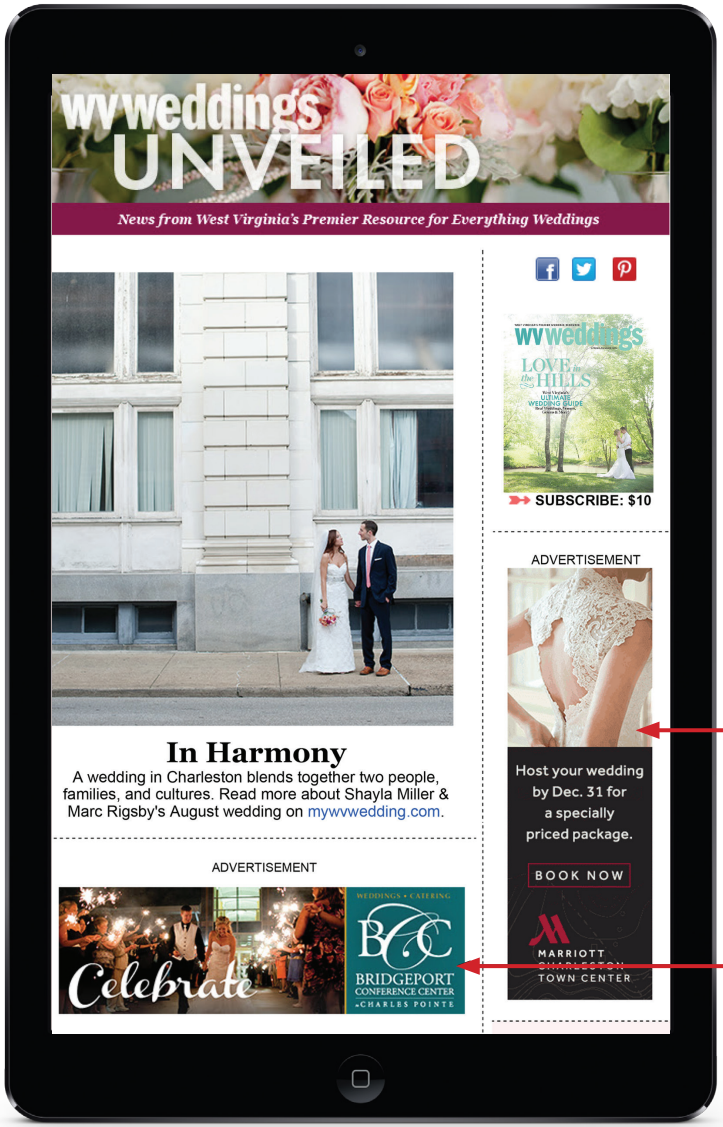
E-BLASTS

Reach an unparalleled audience of vested readers with our **weekly** and **monthly newsletters.**

11,500
Weekly Subscribers

Tower Ad
140w x 417h pixels
$30/month
$350/year (prepaid)

Banner Ad
394w x 123h pixels
$20/month
$230/year (prepaid)



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