

2017 MEDIA KIT

**TARGET A CAPTIVE ARTS & CULTURE
AUDIENCE AND MAXIMIZE YOUR ROI**



CultureOwl

EXPERIENCE CULTURE
Your Way!



A WHOLE NEW KIND OF ANIMAL IN ARTS & CULTURE

A MULTI-PLATFORM
BRAND THAT ENABLES ART
AFICIONADOS TO EXPERIENCE
THEIR FAVORITE CULTURAL
EVENTS ON THEIR
OWN TERMS...

...WHILE EMPOWERING ARTS
GROUPS AND BRAND PARTNERS
TO DIRECTLY CONNECT WITH THIS
TARGETED AUDIENCE FOR MAXIMUM
MARKETING IMPACT.

SEAMLESS ACCESS TO A
BETTER ARTS & CULTURE
EXPERIENCE ACROSS
PLATFORMS



A STATE-OF-THE-ART
PORTAL



A DEDICATED, COMMUNITY
CENTRIC APP



A TRUSTED & RECOGNIZED
MONTHLY MAGAZINE
(SELECT MARKETS)



EMAIL BLASTS
"E-SCOOPS"



A WORLD OF GRASSROOTS
& BRANDED PARTNERSHIPS
ON THE GROUND

CAPTURING A UNIQUE AUDIENCE OF ARTS & CULTURE AFICIONADOS

OUR CORE AUDIENCE IS A SOCIALIZING, CULTURE-DRIVEN, EPICUREAN BIRD...

CONNECTED & ENGAGED

6+ MN

SPEND PER SESSION

120K+

PAGE VIEWS PER YEAR

70%

SHARE / LIKE ON SOCIAL MEDIA

CULTURALLY CURIOUS & EPICUREAN

84%

SEARCH FOR CULTURAL EVENTS ONLINE

28%

ARE SEASON TICKET HOLDERS

SOCIALLY ACTIVE, GREGARIOUS & DIVERSE

55%

IS UNDER THE AGE OF 44

60%

ARE WOMEN

LOVER OF ARTS, MUSIC & UNIQUE EXPERIENCES

77%

ATTENDED + 6 CULTURAL EVENTS IN THE PAST YEAR



CultureOwl

A MONTHLY SNAPSHOT
OF OUR REACH



18K PAGE VIEWS

30K BANNER IMPRESSIONS

200+ CONTRIBUTORS



50% MOBILE TRAFFIC



35K READERS



100K SOCIAL MEDIA REACH



45K RECIPIENTS



ROBUST DIGITAL SOLUTIONS

SELF-PUBLISHING MEMBERSHIPS

EXTENSIVE EXPOSURE
OF PROGRAMMING AND
EVENTS

EVENT UPLOAD
EMAIL BLAST INCLUSION
BANNER ADS
EVENT FEATURES

3 TIERS OF PUBLISHING MEMBERSHIPS WITH ACCESS TO A MARKETING-DRIVEN, SELF-PUBLISHING PORTAL TO HELP YOU DISSEMINATE CONTENT ONLINE AND THROUGH EMAIL.



MARKETING PACKAGES

MAXIMUM REACH TO A
TARGETED AUDIENCE WITH
YOUR CORE MESSAGING

BRANDED CONTENT/EDITORIAL
AD BANNERS (PORTAL & APP)
EMAIL BLASTS
CROSS BRANDING
EVENTS/GRASSROOTS
SOCIAL MEDIA

4 TIERS OF MARKETING PACKAGES OFFERING BOTH CONTENT & REACH THROUGH A MENU OF DIGITAL & GRASSROOTS OPTIONS TO MAXIMIZE YOUR IMPACT & R.O.I.

SELF-PUBLISHING MEMBERSHIP PACKAGES BASED ON YOUR PROGRAMS & NEEDS:

CALENDAR MEMBERSHIP	PLUS MEMBERSHIP	PREMIER MEMBERSHIP
Unlimited Event Listings	Unlimited Event Listings	Unlimited Event Listings
×	2 e-scoop Features	4 e-scoop Features
×	2 Run of Site Banners	6 Run of Site Banners
×	Events Features on Home Page	Events Features on Home Page
×	Venue Listing Where Applicable	Venue Listing Where Applicable
×	×	Home Page Main Feature
INVESTMENT \$300	INVESTMENT \$600	INVESTMENT \$1,000
CALENDAR MEMBERSHIP WITH PRINT THE ABOVE PLUS:	PLUS MEMBERSHIP WITH PRINT ALL OF THE ABOVE PLUS:	PREMIER MEMBERSHIP WITH PRINT ALL OF THE ABOVE PLUS:
(1) 1/3 Page Ad (print)	(1) 1/3 Page Ad (print)	(2) 1/3 Page Ad (print)
TOTAL INVESTMENT \$600	TOTAL INVESTMENT \$1,000	TOTAL INVESTMENT \$1,500

ABILITY TO SCHEDULE YOUR OWN EMAIL BLAST OR BANNERS

INTUITIVE, MOST USER FRIENDLY BACK-END

THE MOST COMPREHENSIVE CALENDAR AGGREGATOR ACROSS CITY LINES

CultureOwl



MARKETING PACKAGES BASED ON YOUR OBJECTIVES & BUDGET:

SILVER

×

2 Home Page Side Banner

×

×

2 e-scoop Banners

2 App Home Banners

1 Top Pick by CO P & A

×

×

INVESTMENT
\$1,000

GOLD

×

1 Home Page Side Banner

3 ROS Banner

1 Dedicated e-scoop

4 e-scoop Banners

4 App Home Banners

2 Top Pick by CO P & A

×

×

INVESTMENT
\$3,000

PLATINUM

1 Leader Board Banner

×

4 ROS Banner

1 Dedicated e-scoop

6 e-scoop Banners

4 App Home Banners

3 Top Pick by CO P & A

1 Branded Content

×

INVESTMENT
\$5,000

DIAMOND

2 Leader Board Banner

1 Home Page Side Banner

4 ROS Banner

1 Dedicated e-scoop

12 e-scoop Banners

4 App Home Banners

4 Top Pick by CO P & A

1 Branded Content

1 Grass Roots Event

INVESTMENT
\$10,000



A LA CARTE PRICING AND SPECS

LEADER BOARD BANNER

729 x 90 pixels

\$500

HOME PAGE SIDE BANNER

160 x 600 pixels

\$300

30 Day Run

APP BANNER

640 x 100 pixels

\$200

RUN OF SITE BANNER

160 x 600 pixels

\$200

E-SCOOP FEATURE

600 x 600 pixels

\$300

E-SCOOP BANNER

468 x 60 pixels

\$200

Per email Blast

DEDICATED E-SCOOP

700 x min 700 pixels**

\$700

** Height may be 700 pixels or higher.



AroundTown®

ARTS & CULTURE MAGAZINE

CULTUREOWL'S PRINT MAGAZINE
EXCLUSIVE TO SOUTH FLORIDA



EDITORIAL CALENDAR



JANUARY:
FESTIVALS

FEBRUARY:
ROMANCE

MARCH:
MUSIC

APRIL:
TRAVEL / CAMPS

MAY / JUNE:
MUSEUM MONTH

JULY / AUGUST:
CULINARY

SEPTEMBER:
DANCE

OCTOBER:
CULTURAL SEASON KICK-OFF

NOVEMBER:
TOURS & ARTWALKS

DECEMBER:
ART WEEK GUIDE



AroundTown
ARTS & CULTURE MAGAZINE
South Florida Only

PRINT ADS IN AN
EXCLUSIVELY CULTURAL
PUBLICATION TO COMPLETE
YOUR MEDIA PLAN:

FRONT COVER

Open Rate **\$4,700**

FULL PAGE

Open Rate **\$2,200**

x3 Issues **\$1,900**

x7 Issues **\$1,700**

x10 Issues **\$1,500**

1/3 PAGE

Open Rate **\$900**

x3 Issues **\$800**

x7 Issues **\$750**

x10 Issues **\$600**

INSIDE COVER

Open Rate **\$3,300**

2/3 PAGE

Open Rate **\$1,700**

x3 Issues **\$1,475**

x7 Issues **\$1,200**

x10 Issues **\$1,050**

1/6 PAGE

Open Rate **\$550**

x3 Issues **\$450**

x7 Issues **\$400**

x10 Issues **\$350**

BACK COVER

Open Rate **\$2,500**

1/2 PAGE

Open Rate **\$1,300**

x3 Issues **\$1,100**

x7 Issues **\$950**

x10 Issues **\$850**



AroundTown
ARTS & CULTURE MAGAZINE
South Florida Only



MAGAZINE DISTRIBUTION

40%

SUBSCRIBERS, MEMBERS,
CONDO BUILDINGS

30%

THEATERS, MUSEUMS,
ATTRACTIONS

15%

EVENTS, GALAS,
FESTIVALS

15%

PROFESSIONAL BUILDINGS,
VISITORS BUREAUS, HOTELS

35K

MONTHLY READERS

10

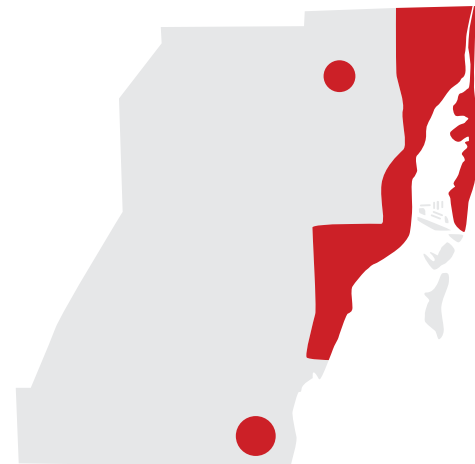
ISSUES A YEAR



**PALM BEACH
COUNTY**
15%



**BROWARD
COUNTY**
40%



**DADE
COUNTY**
45%



MAGAZINE SPECS

FRONT / BACK COVER

8.25"x11"

Trim Size: **8"x10.75"**

2/3 PAGE

4.69"x 9.75"

No Bleed

1/3 PAGE

4.69"x 4.78" S

2.25"x 9.75" L

No Bleed

FULL PAGE

8.25"x11"

Trim Size: **8"x10.75"**

1/2 PAGE

7.13"x 4.78"

No Bleed

1/6 PAGE

2.25"x 4.78"

No Bleed

IMPORTANT

All print ready Ad submissions should be in four color (CMYK), image resolution should be scanned at 300 dpi.

File formats accepted: EPS, PDF, JPG, Tiff.

Live Area: .375" from trim all around

(All ads with bleed require a Live Area)

Front Cover: Title Area, 2" from top for Magazine Title.

DEADLINES

Space Reservation: the 5th of each month prior

Art Deadline: the 10th of each month prior

Email All Materials To:

Art@AroundTownMagazine.com



CultureOwl

AroundTown
ARTS & CULTURE MAGAZINE
South Florida Only

1 BEST-IN-CLASS, USER-FRIENDLY
ARTS & CULTURE PORTAL

2 A HIGHLY QUALIFIED, SEGMENTED
& ENGAGED AUDIENCE

3 AN EVER-EXPANDING, NATIONWIDE
FOOTPRINT & BRAND PROFILE

4 BOTH CONTENT & ADVERTISING
SOLUTIONS THAT YIELD MORE CLOUT WITH
HIGH PERFORMANCE METRICS

5 BOTH PUBLISHING & MARKETING SOLUTIONS
MEET ALL OBJECTIVES OF CULTURAL
ORGANIZATIONS

6 4 SIMPLE MARKETING PACKAGES /
BUNDLES OFFER A HIGHLY COMPETITIVE
DIGITAL TOOLBOX

7 YEARS OF EXPERIENCE AND EXPERTISE
BUILT INTO A COMPREHENSIVE
MARKETING PLATFORM

