



The Magazine the Valley Lives By

lehigh valley style 2024 **MEDIA KIT**

ABOUT US

MEDIA KIT 2024 | LEHIGHVALLEYSTYLE.COM

Lehigh Valley Style is a MARKETING FORCE

that actively connects local businesses to our engaged audience through **print, digital, social media & events.**

Now in our 23rd year, we're a magazine and so much more—creating compelling content that celebrates and unites a community of like-minded individuals who live, work, eat, shop and socialize here. With multiple platforms to build connections between our readers, our advertisers and our region, we're **the** magazine the Valley lives by.

THANK YOU TO OUR LONGSTANDING ADVERTISING PARTNERS:



NOW, MORE THAN EVER, A GREAT REGION DESERVES A GREAT MAGAZINE

LOOKING TO CONNECT

with the most influential audience in the Lehigh Valley? Your search is over.



The *Style* reader is socially active, community conscious, well-educated, upwardly mobile and engaged with the *LVS* brand.

You don't need to reach everyone, just THE RIGHT ONES.

GET TO KNOW OUR READERSHIP

*Source: FieldGoals.US 2023

DISTRIBUTION

12 issues per year

9" wide, perfect bound, 4-color glossy

70,000

Monthly print & digital readership

15,000

Monthly print circulation

Distributed to paid subscribers, partner organization members, advertising businesses and high-traffic waiting rooms. On sale at Barnes and Noble and Wegmans locations throughout the Valley.

READER PROFILE

75% Female | **25%** Male

60% have household incomes over \$100k
(vs. 23% of the market)

86% own their homes
(vs. 68% of the market)

AGE GROUPS

13% 25-34

23% 35-44

21% 45-54

26% 55-64

17% 65+

FAVORITE LOCAL PUBLICATION

65% *Lehigh Valley Style*

5% *Fig Lehigh Valley*

3% *Lehigh Valley Voice*

COUNTY OF RESIDENCE

53% Lehigh

42% Northampton

SPACE: 11.3.23 ART: 11.10.23



January
Fresh Starts
Plus: Lehigh Valley
Style Weddings

STYLE MARKET:

- New Year's Health, Beauty & Wellness Guide
- Lehigh Valley Style Weddings 2024

PROFESSIONAL PROFILES:

- Insurance Agencies
- Continuing Education & Adult Learning
- Wedding Professionals
- Fitness Professionals

SPOTLIGHTS:

- Fitness & Wellness Professionals

SPACE: 12.1.23 ART: 12.8.23



February
The Men's
Edition

STYLE MARKET:

- Valentine Gift Guide
- For the Guys: Fashion, Fitness, Entertainment
- Private Schools & Education

PROFESSIONAL PROFILES:

- Men in Business
- Entrepreneurs
- Causes in the Valley
- Business Milestones

SPACE: 1.5.24 ART: 1.12.24



March
Spring Home
Plus: Senior Wellness

STYLE MARKET:

- Spring Home
- Senior Wellness

PROFESSIONAL PROFILES:

- Builders, Architects & Home Interiors
- Senior Living

SPOTLIGHTS:

- Golf Local

SPACE: 2.2.24 ART: 2.9.24



April
Outdoor Living

STYLE MARKET:

- Spring Home & Garden
- Green Style/ Eco Market
- Spring Fashion & Beauty

PROFESSIONAL PROFILES:

- Landscape & Outdoor Design
- Who's Who in Business

SPOTLIGHTS:

- Indoor & Outdoor Plants

SPACE: 3.1.24 ART: 3.8.24



May
People of
the Valley

STYLE MARKET:

- Spring Home & Garden
- Mother's Day Gift Guide
- Local Living

SPOTLIGHTS:

- Outdoor Drinks

PLUS:

- Faces of the Valley

SPACE: 4.5.24 ART: 4.12.24



June
Summer Fun
Plus: Pet Photo Contest

STYLE MARKET:

- Pampered Pets
- Father's Day Gift Guide
- Summer Fun

PROFESSIONAL PROFILES:

- Real Estate & Mortgage

SPOTLIGHTS:

- Outdoor Dining

SPACE: 5.3.24 ART: 5.10.24



July
Best of the
Lehigh Valley

STYLE MARKET:

- Best of the Lehigh Valley
- Summer Fun

PROFESSIONAL PROFILES:

- Real Estate & Mortgage

SPACE: 5.31.24 ART: 6.7.24



August
The Women's
Edition

STYLE MARKET:

- Women's Fashion, Beauty & Wellness

PROFESSIONAL PROFILES:

- Women Who Move the Valley

SPOTLIGHTS:

- Beauty Artists

SPACE: 7.5.24 ART: 7.12.24



September
Fall Home
& The Arts

STYLE MARKET:

- Fall Home
- Fall Fashion & Beauty
- What to Do This Fall
- Fall Arts & Culture

PROFESSIONAL PROFILES:

- Builders, Architects & Home Interiors
- Up and Coming Under 40
- Great Places to Work

SPACE: 8.2.24 ART: 8.9.24



October
Healthy Living
Plus: LVS Guide to
Beauty & Wellness

STYLE MARKET:

- Fall Home
- Health, Beauty & Wellness

PROFESSIONAL PROFILES:

- Medical, Dental & Wellness

SPACE: 9.6.24 ART: 9.13.24



November
The Food Edition and
Restaurant Awards
Plus: Shop Local Guidebook

STYLE MARKET:

- Holiday Gift Guide
- Fall Home

PROFESSIONAL PROFILES:

- Food & Drink
- Financial, Accounting & Investments

PLUS:

- Eat & Drink Local Annual Guide

SPACE: 10.4.24 ART: 10.11.24



December
The Holiday
Edition

STYLE MARKET:

- Holiday Gift Guide
- Holiday Home

PROFESSIONAL PROFILES:

- Select Dentists
- Family Businesses

PREFERRED RATES

RATES AVAILABLE
UPON REQUEST

AD DEADLINE
CALENDAR

EDITION SPACE RESERVATION | ARTWORK SUBMISSION

JANUARY 11.3.23 | 11.10.23

FEBRUARY 12.1.23 | 12.8.23

MARCH 1.5.24 | 1.12.24

APRIL 2.2.24 | 2.9.24

MAY 3.1.24 | 3.8.24

JUNE 4.5.24 | 4.12.24

JULY 5.3.24 | 5.10.24

AUGUST 5.31.24 | 6.7.24

SEPTEMBER 7.5.24 | 7.12.24

OCTOBER 8.2.24 | 8.9.24

NOVEMBER 9.6.24 | 9.13.24

DECEMBER 10.4.24 | 10.11.24

2-Page Spread
18 x 10.875

Full Page
9 x 10.875

1/2 Horizontal
7.625 x 4.875

1/3
4.875 x 4.875

1/2 Vertical
4.875 x 7.5

1/6 Horizontal
4.875 x 2.5

2/3 Vertical
4.875 x 10

1/4 Vertical**
3.75 x 4.875

**Specialty Ad
Sections Only


VISIT THESE LEHIGH VALLEY BUSINESSES TO EAT & DRINK LOCAL



MICHAEL THOMAS FLORAL
MICHAELTHOMASFLORALDESIGN.COM

A Bouc does more than just flowers in a vase. From wedding's crown to Mother's Day, corporate, personal or wedding bouquets, let Michael Thomas Floral Design be your go-to for every occasion.


1621 Ruth Ave., Allentown | 610.821.1000 | michaelthomasfloral.com



BELLEVILLE MARKET
BELLEVILLEMARKET.COM

Let the Belleville Market help you choose the perfect gift! Start by taking a quick tour—browse the seasonal produce, budget, wine, and more—then visit the Belleville Market gift guide to see what's new and exciting. Then visit the Belleville Market gift guide to see what's new and exciting.

200 S. 3rd St., Easton | 610.432.3400 | bellevillemarket.com/the-warehouse



BOARD & BRUSH
BOARDANDBRUSH.COM

Board & Brush is the place to find an award-winning Pennsylvania craft whiskey and spirits. Made using grain grown right here in the Lehigh Valley, Eight Oaks' original American spirit is crafted to reveal the tradition and life the spirit of everyone who shares in their enjoyment.

4000 Lehigh Ave., Allentown | 610.255.9252 | boardandbrush.com/allentown
2200 Centerline St., Bethlehem | 610.455.7700 | boardandbrush.com/bethlehem



EIGHT OAKS FARM DISTILLERY
EIGHTOAKSDISTILLERY.COM

At Eight Oaks, "We Grow What We Drink" award-winning Pennsylvania craft whiskey and spirits. Made using grain grown right here in the Lehigh Valley, Eight Oaks' original American spirit is crafted to reveal the tradition and life the spirit of everyone who shares in their enjoyment.

7101 Route 309, New Tripoli | 610.387.5287 | eightoaksdistillery.com

30 JUNE 2023 | LEHIGHVALLEYSTYLE.COM

SPECIAL ADVERTISING SECTION



YIANNI'S TAVERNA
YIANNISTAVERNA.COM

Get together with friends and loved ones for an evening of laughter, drinks and, best of all, plates of delicious Greek food. From fresh fish, lamb chops and vegetables to soups, pastas and more. Welcome to the epitome of Greek-style dining in the Lehigh Valley.

3740 Old Philadelphia Pike, Bethlehem | 610.410.9300 | yiannisrestaurant.com



AMAN'S ARTISAN INDIAN CUISINE
AMANRESTAURANT.COM

Aman's is a family-run, upscale, North Indian Punjabi restaurant. Nestled in the heart of downtown Easton, Aman's multi-level dining room provides a culinary journey rooted in history, culture and spices that will tug at the heart and soul.

336 Northampton St., Easton | 610.294.8400 | amanrestaurant.com



MR. BILL'S POULTRY
MRBILLSPOLTRY.COM

Mr. Bill's is the place to shop for holiday dinner! From whole turkeys to homemade gluten-free turkey gravy or just an easy meal for those busy nights, Mr. Bill's has it all. Stop in or call to place an order.

1825 W. Chew St., Allentown | 610.432.1100 | mrbill.com




EDGE RESTAURANT
EDGERESTAURANT.COM

Visit Edge Restaurant in downtown Bethlehem to experience the Lehigh Valley's Best Modern American Restaurant. Edge delivers a wonderful dining experience in a casual upscale atmosphere. Make your reservation today!

74 W. Broad St., Bethlehem | 610.814.0100 | edgerestaurant.net

60 JUNE 2023 | LEHIGHVALLEYSTYLE.COM


SPECIAL ADVERTISING SECTION



WEATHERED VINEYARDS
WEATHEREDVINEYARDS.COM

Nestled among the rolling hills of the Lehigh Valley AKA sits a vineyard and winery with views of the surrounding countryside. Weathered Vineyards' location produces great wines based on its unique terroir. Come on over, where it's always pouring inside.


7070 Carpet Rd., New Tripoli | 610.984.2867 | weatheredvineyards.com



SURV
SURVEASTON.COM

Surv is excited to be named the Favorite Restaurant/Pizzeria/Township Banger for the third year in a row! Check out their awards made New American cuisine & wood-fired pizza today!


1000 Sullivan Trail, Easton | 484.544.8624 | survrestaurant.com



EIGHT OAKS FARM DISTILLERY
EIGHTOAKSDISTILLERY.COM

At Eight Oaks, "We Grow What We Drink" award-winning Pennsylvania craft whiskey and spirits. Made using grain grown right here in the Lehigh Valley, Eight Oaks' original American spirit is crafted to reveal the tradition and life the spirit of everyone who shares in their enjoyment.

7101 Route 309, New Tripoli | 610.387.5287 | eightoaksdistillery.com



MISTER LEE'S NOODLES
MISTERLEESNOODLES.COM

From the owners of Bobo's, Mister Lee's Noodles (Lehigh Valley Style's Best Noodle) offers two unique ways to enjoy their farm-to-table ramen. Visit Mister Lee's at their fast-casual Easton Public Market location or at their larger South Bethlehem dine-in location (with a bar) shares in their enjoyment.

325 Northampton St., Easton | 610.429.2799
512 E. 3rd St., Bethlehem | 610.908.4888 | misterleesnoodles.com

LEHIGHVALLEYSTYLE.COM | MAY 2023 61

SUPPORT LOCAL + EAT & DRINK LOCAL

OUR READERS LOVE SMALL BUSINESSES & FOOD

Feature your small business or restaurant in a fresh and dynamic way in the pages of *Lehigh Valley Style!* Simply supply us with a photo and up to 40 words of text describing either (1) your business in general, (2) a special promotion or sale you're having this month, OR (3) a specific product you'd like to feature—along with address, phone and website—and we'll create the ad for you.

All Support / Eat & Drink Local ads include:

photo, business name, address, phone number, website.
All profiles must be written in the third person point of view.
Writing assistance can be provided for additional fee.

**SUPPORT / EAT & DRINK
LOCAL RATES**

RATES AVAILABLE UPON REQUEST

All rates shown are 4-color;
net per insertion. No other
discounts will apply.

BUILDERS, BUILDERS, ARCHITECTS & HOME INTERIORS

SPECIAL ADVERTISING SECTION

HANDCRAFTED & WELL-DESIGNED

From hand-cut stone veneers and masonry to custom fireplaces, patios and landscaping, whatever it is, we can create it. Call us today to see the expert resources at Penn Mount Stone.



Penn Mount Stone
During the Lehigh Valley and surrounding areas
 610.844.8254 | pennmountstone.com

SPECIAL ADVERTISING SECTION

THE LEHIGH VALLEY'S PREMIER BUILDER

The mission of G Contracting & Design is to provide the highest quality of construction services, at a competitive price, while ensuring exceptional design, craftsmanship and functionality in every inch of our work.

Since 2012, G Contracting & Design has continued to emerge as the Lehigh Valley's premier home remodeler. They strive to maintain this title with their continued commitment to provide exceptional design and installation services. This starts with prioritizing their expertise, focusing on kitchens, bathrooms, home additions and interior remodels. In doing this, they can give each project the attention it deserves. With over a century of trade practice and 35+ years of design experience, homeowners can trust that the project they've always dreamed of will effortlessly become a reality.

From the initial contact, through project completion, the team at G Contracting is with their clients every step of the way. They will seamlessly handle all aspects of the project, ranging from in-home project assessments and personalized meetings with a designer, to full project coordination and on-site project management throughout the construction process.

Every detail is meticulously reviewed, allowing G Contracting to truly take any stress of the remodel process away from the homeowner. They utilize industry-leading technology to ensure their clients have a clear vision of their project, while also providing an accessible line of communication to reach any team member.

All craftsmanship provided by G Contracting is backed with a stellar five-year warranty, proving their confidence in their abilities. What's more, G Contracting goes the extra mile by offering zero-percent finance options, making the remodel process even more attainable for homeowners. For those seeking peace and reliability, don't hesitate to contact G Contracting and take the first step towards transforming a home.




G CONTRACTING, LLC & Design
Quality Construction and Design Services
 3032 N. Irving St., Allentown
 610.848.2144 | gcontracting.com

PROFILES, BUILDERS, ARCHITECTS & HOME INTERIORS

SPECIAL ADVERTISING SECTION

THE LEHIGH VALLEY'S WATER SOFTENER EXPERTS

Dedicated and approved by the only Long Family in the water business, Lehigh Valley Water Systems is made to serve with everything needed for water softening, water filtration and water treatment.



LEHIGH VALLEY WATER SYSTEMS
2782 PA. Rt. 309, Berthel
 610.395.2803 | lehighvalleywatersystems.com

SPECIAL ADVERTISING SECTION

FOUNDERS BARRY AND BEN LONG OF LEHIGH VALLEY WATER SYSTEMS

Barry and Ben Long, the only Long family in the water treatment business, are committed to offering cutting-edge water solutions for both public and private water systems. Lehigh Valley Water Systems provides unmatched capabilities for both residential and commercial installations as well as in-depth knowledge about various water softener systems. Their technicians custom-design products for the Lehigh Valley's water supply and offer the support needed to extend the system's lifespan. Lehigh Valley Water Systems also provides regular sub-delivers and service to further simplify the process for their customers.

Additionally, the company's newly renovated retail location is open for all customers Monday through Friday from 9 a.m. until 5 p.m. Customers are always welcome to stop in for free water tests, salt filters, to check out the latest products or discuss an installation at their home or business.

- JANUARY**

 - Insurance Agencies
 - Continuing Education & Adult Learning
 - Wedding Professionals
 - Fitness Professionals

FEBRUARY

 - Men in Business
 - Entrepreneurs
 - Causes in the Valley
 - Business Milestones

MARCH

 - Builders, Architects & Home Interiors
 - Senior Living

APRIL

 - Landscape & Outdoor Design
 - Who's Who in Business

MAY

 - See "Faces of the Valley" for details

JUNE

 - Real Estate & Mortgage

JULY

 - Real Estate & Mortgage

AUGUST

 - Women Who Move the Valley

SEPTEMBER

 - Builders, Architects & Home Interiors
 - Up and Coming Under 40
 - Great Places to Work

OCTOBER

 - Medical, Dental & Wellness

NOVEMBER

 - Food & Drink
 - Financial, Accounting & Investments

DECEMBER

 - Select Dentists
 - Family Businesses

PROFESSIONAL PROFILES

Tell us how you got your start, what you specialize in, where you've been, what's on the horizon—it's all up to you! Simply submit your professional bio along with a high-resolution digital image and we'll take it from there. Need a new portrait? We can recommend a photographer to help you. This is your chance to tell your story in *Style*.

*All rates shown are 4-color; net per insertion.
 No other discounts will apply.*

All Professional Profile ads include:

photo, business name, address, phone number, website.

All profiles must be written in the third person point of view.

Writing assistance can be provided for additional fee.

PROFESSIONAL PROFILE RATES

RATES AVAILABLE
 UPON REQUEST

FALL INTO COMFORT WITH **FLEXSTEEL**

WATCH YOUR TEAM IN **Style**



Martin's FURNITURE

ESTABLISHING THE LEHIGH VALLEY SINCE 1944

123 E. 3rd St., Bethlehem 610.867.3494
martinsfurniturebethlehem.com

HIGH QUALITY
WITHOUT THE COST


A family-owned business with **OVER 40 YEARS** of experience, we pride ourselves on using only the best materials to deliver outstanding results without the overhead.

BILL STOFANAK KITCHEN FACINGS

Wood and Laminate Doors • Countertops • Kitchen Storage • Hardware

Request an estimate: 610.865.3988 • billstofanak.com

Who's Best
Lehigh Valley



HEAT & GLO
No one builds a better fire

Improve the comfort & beauty of your home
WITH A GAS INSERT BY **HEAT & GLO**

Kring's Hearth & Home will guide you through the steps to add a gas insert to your wood fireplace, saving efficiency, convenience, and warmth to your home. Our knowledgeable hearth experts will help you through the entire process from the showroom to the complete installation in your home. Heat & Glo's gas inserts are designed to fit in your existing wood fireplace and are installed in as little as a day! It's time to enjoy your fireplace again.

Visit our locations in Bechtelsville or Schnecksville to get started.

Kring's Hearth & Home

4405 Pennsylvania Dr., Schnecksville • 610.224.5050
834 Route 100 North, Bechtelsville • 610.367.4488

KRINGSONLINE.COM

THE LEHIGH VALLEY'S
PREMIER
ANTIQUE & COLLECTIBLE CENTER

OVER 150 DEALERS!

FURNITURE, COINS, CLOCKS, JEWELRY, CHINA, TOYS, DOLLS, VINTAGE CLOTHING & MORE

WEIL Antique Center

2200 31st Street SW, Allentown
1/4 MILE OFF THE I-78 LEHIGH STREET EXIT

610.791.7910 | WEILANTIQUECENTER.COM

OPEN 7 DAYS A WEEK, MON-FRI 10-6 SAT 10-5, SUN 11-5

Style BEST 2023

QUALITY. SERVICE. VALUE. HONESTY.

Our crystal-clear formula for stunning results.



ALDERFER GLASS

Your Local Resource for Shower Enclosures, Glass, Mirrors, Windows, Doors & More!

RESIDENTIAL • COMMERCIAL • AUTOMOTIVE • RETAIL

4845 Grackensport Rd., Allentown Call or email for a free estimate
610-379-3349 alderferglass.com



MONOGRAM

SERVICE IS OUR MOST IMPORTANT PRODUCT

KLECKNER & SONS
The Leader
APPLIANCES & ELECTRONICS

SUPERIOR QUALITY.
HIGH PERFORMANCE.
LUXURIOUS DETAILS.

CELEBRATING **78 YEARS**

Visit our Monogram showroom in Emmaus

EMMAUS 375 Chestnut St. (610) 965-9953
WHITEHALL 2177 MacArthur Rd. (610) 433-4200
KLECKNERANDSONS.COM

Professional Sales Staff | Factory-Trained Service & Installation | Family Owned & Operated Since 1945

JANUARY

- New Year's Health, Beauty & Wellness Guide

FEBRUARY

- Valentine Gift Guide
- For the Guys:
 - Fashion, Fitness, Entertainment
- Private Schools & Education

MARCH

- Spring Home & Garden
- Senior Wellness

APRIL

- Spring Home & Garden
- Green Style / Eco Market
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MAY

- Spring Home & Garden
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- Local Living

JUNE

- Pampered Pets
- Father's Day Gift Guide
- Summer Fun

JULY

- Best of the Lehigh Valley
- Summer Fun

AUGUST

- Women's Fashion, Beauty & Wellness

SEPTEMBER

- Fall Home
- Fall Fashion & Beauty
- What to Do This Fall
- Fall Arts & Culture

OCTOBER

- Fall Home
- Health, Beauty & Wellness

NOVEMBER

- Holiday Gift Guide
- Fall Home

DECEMBER

- Holiday Gift Guide
- Holiday Home

STYLE MARKET

The Style Market special advertising section provides maximum exposure to our readers at a manageable price, allowing any business to reach the right audience with frequency. Style Market ads are grouped on specialty themed pages throughout each edition.

All rates shown are 4-color; net per insertion.
No other discounts will apply.

STYLE MARKET RATES

RATES AVAILABLE
UPON REQUEST

PUT A FACE TO YOUR NAME

Give the Valley a face-to-face introduction to your business in the May 2024 edition of *Lehigh Valley Style*.

Your individual or team portrait will be taken by one of our skilled photographers at your location and will appear in a dynamic section of the magazine featuring black-and-white editorial-style profiles of the movers and shakers in the region.

FACES OF THE VALLEY RATES

**RATES AVAILABLE
UPON REQUEST**



ALL "FACES" PROFILES INCLUDE

30-minute professional photo shoot with a *Lehigh Valley Style* photographer and up to 200 words of professionally written copy, describing you and your business, based on information you provide to our writing team.

The sooner you reserve your space, the earlier we can schedule your photo shoot and written profile.

*Net per insertion.
No other discounts will apply.*

YOU WILL ALSO RECEIVE

- One "As Seen in *Lehigh Valley Style*" laminated display copy of your profile (with easel back).
- Ten copies of the May edition of *Lehigh Valley Style*.
- One day of online exposure via the official *Lehigh Valley Style* Facebook page (more than 17,000 likes!).

Reserve space no later than 3.1.24.

All photo sessions and profiles must be completed by 3.15.24 in order to be included in the May edition.

SIGNATURE EVENTS

MEDIA KIT 2024 | LEHIGHVALLEYSTYLE.COM



January/February Live Well Lehigh Valley: A Day of Beauty & Balance

A Sunday experience featuring in-person workouts, beauty tips & finds, and ideas for healthy living from local businesses, including gyms, salons and spas, through workshops and healthy living sessions.

Attendance: 200

THE BEST EVENT OF THE YEAR! July Best of the Lehigh Valley Celebration

Bringing the Best of the Lehigh Valley print edition to life, the Best Of celebration highlights over 15 winning restaurants by inviting them to sample bites and drinks alongside live entertainment, photo opportunities and custom-curated sponsor activations.

Attendance: 500



August Women's Networking Event

An evening of networking and pop-up shops in support of The Perfect Fit for Working Women.

Attendance: 225



September/October Whiskey & Fine Spirits Festival

The Valley's largest spirits festival featuring over 100 spirits, food sampling and a Fine Wine & Good Spirits store in support of the Pediatric Cancer Foundation of the Lehigh Valley.

Attendance: 600

CELEBRATE WITH STYLE

Lehigh Valley Style events are highly anticipated, customized experiences that go above and beyond the average event.

An invaluable extension of our brand, *Style* events meld distinguished editorial, interactive opportunities and marketing objectives to directly connect our readers with your target audience—**allowing you the opportunity to bring your brand to life for eager attendees.**

INQUIRE FOR SPONSORSHIP RATES & DATES

TELL YOUR STORY WITH *STYLE*

Tell the story of your brand, product or service to the readers of *Lehigh Valley Style* and lehighvalleystyle.com with this unique online content opportunity. This is your chance to give expert advice on a brand-specific topic of your choosing.

Have an expert how-to video? Quick tips showcasing your services? This is the spot to showcase them. We'll pair your content with a strategic Facebook post and inclusion in our Weekender email encouraging clicks to the content on our website, giving you direct visibility to our social and digital audiences.

All sponsor content includes: business name, address, phone number and website. Writing assistance can be provided for an additional fee.

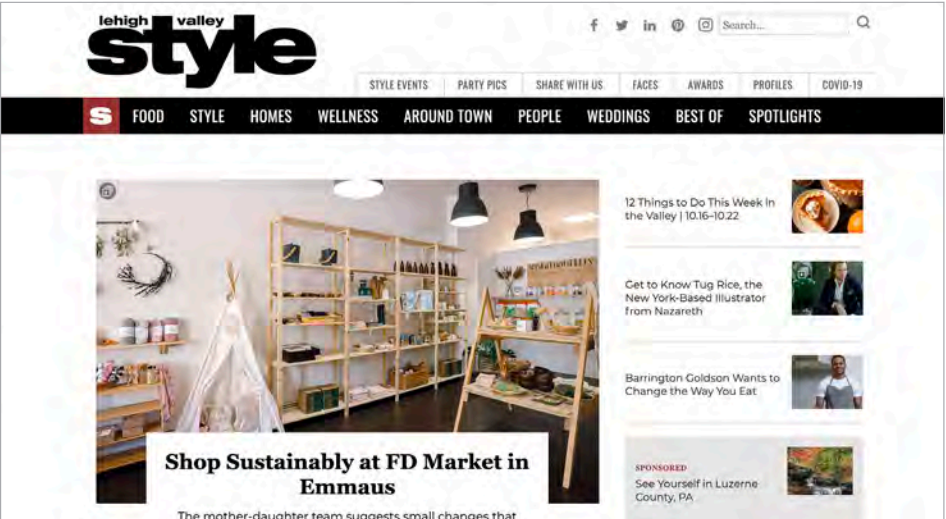
All rates shown are full-color; net per insertion. No other discounts will apply. Image specs: 1200 x 1200 max.

PLEASE NOTE: All content matter is subject to publisher's approval.

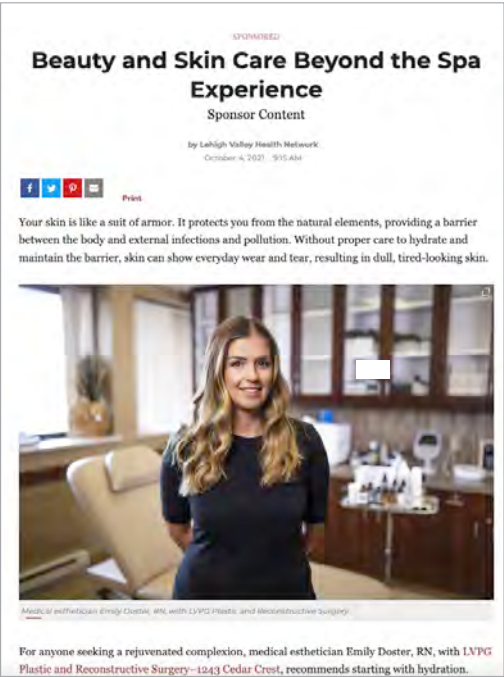
SPONSOR CONTENT RATES

RATES AVAILABLE UPON REQUEST

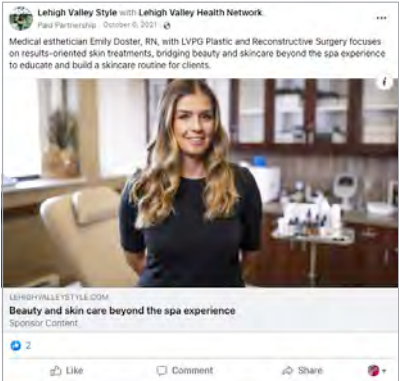
HIGHLIGHTED ON-SITE CONTENT POST:



SAMPLE SPONSOR POST:



FACEBOOK SPONSOR POST:



Demonstration purposes only. Actual format subject to change.

EXPAND YOUR REACH TO OUR DIGITAL AUDIENCE

As a direct extension of our monthly print edition, *Lehigh Valley Style's* digital presence offers 24/7 access to the latest news on where to dine, events to attend, people to meet, businesses to visit and everything else our readers need to know to make the most of life in the Lehigh Valley.

LEHIGHVALLEYSTYLE.COM

30,000 Unique visitors/month

56,000 Pageviews/month

Based on a 12-month average

SOCIAL

17,000+ Facebook followers

12,800+ Instagram followers

PREMIUM BANNER

Top of email

PREMIUM DIGITAL AD RATES

RATES AVAILABLE
UPON REQUEST

DIGITAL AD RATES

RATES AVAILABLE
UPON REQUEST



MEDIUM RECTANGLE

STANDARD BANNER

Lower sections

LEADERBOARD

Reach our *Style* Insider email audience of 8,700+ in The Weekender email every Thursday.

OPEN RATE: 24% CTR: 4%

EMAIL BANNER AD RATES

RATES AVAILABLE
UPON REQUEST

FIND. GET. KEEP CUSTOMERS WITH TARGETED EMAIL SOLUTIONS.

Place your message in the inbox of thousands of potential new customers that directly mirror your best prospects.

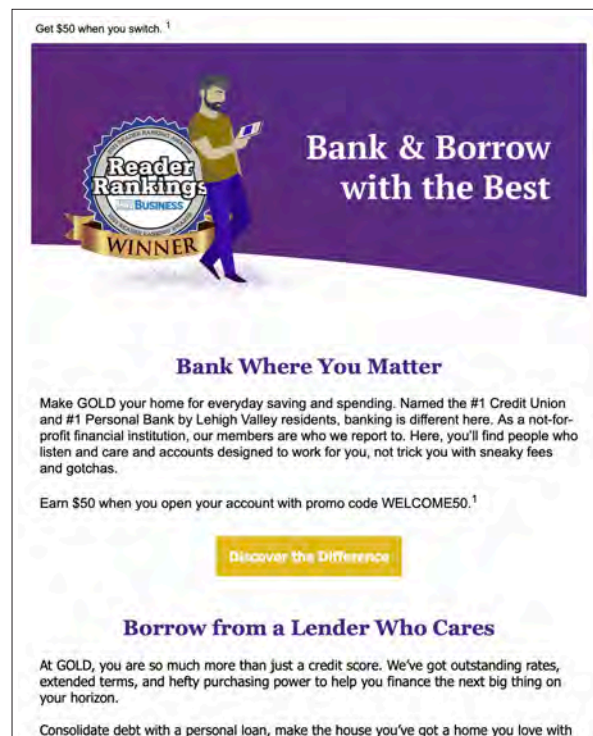
Customize your audience by zip code, county, state, age, gender, income, personal interests and almost limitless characteristics!

CRAFT THE RIGHT MESSAGE

Being able to precisely target your customers allows you to strategically craft your message to engage the recipient. Design your own email and we'll deliver it—or work with our creative team to customize and launch your email campaign.

PRECISELY TARGET YOUR BEST PROSPECTS BY:

Geography	Interest
Household	Health
Buying Activity	Occupation
Income & Wealth	High Tech
Children	Auto Information
Individual	Homeowner
Ethnicity & Religion	



TARGETED EMAIL RATES

RATES AVAILABLE
UPON REQUEST

TARGETED DISPLAY ADVERTISING

Target the right audience with the right ads at the exact right time.

Our target audience solutions leverage the power of keywords, ensuring your ads will only be shown to consumers as they research and shop for things you sell. Even when they look at your competitors' websites, or articles about products and services you offer, your ads will be shown. With this targeting methodology, we incorporate local knowledge and preferences to ensure you are delivering the right ads to the right audience at the right time.

BENEFITS

- **Multi-tactic approach** offers flexibility in achieving your advertising objective
- **All campaigns are geo-targeted**, ensuring we only share your ad with potential customers in your defined service area
- **High performance**, customized audience targeting

FEATURES

- **Multi-tactic strategies** including site re-targeting, keyword search re-targeting, contextual, geo-targeting, geo-fencing, CRM, video, mobile to social and more!
- **Ongoing daily optimization** using advanced algorithms
- **Monthly reporting** for all campaigns with support for display on web, mobile, video and Facebook ad units

HIGHLY CUSTOMIZABLE SERVICE FOR ADS ACROSS WEBSITES.

Inquire for rates and details.

UNIQUE REGIONAL RESOURCES

The Magazine the Valley Lives By is also the region's resource for unique specialty guides and publications. Each is distributed in 15,000 copies of *Lehigh Valley Style* and receives bonus distribution at advertiser locations and special events throughout the year.



JANUARY 2024

Request Weddings Media Kit



OCTOBER 2024

Rates Starting at \$999



NOVEMBER 2024

Rates Starting at \$999



Ask your account executive about our other publications: *Berks County Living* & *Susquehanna Style*



Looking for a partner to design and produce a custom publication for your business?

Our outstanding team of content creators and designers are available to work with you to create a publication of your own.



TAP INTO OUR CREATIVE SERVICES

If you love the way *Lehigh Valley Style* looks and need help with your own creative, our Creative Services division is a full-service graphic design studio focused on building strong brands for local businesses. Simple to complex—we work with you to clearly understand your project and then translate creative concepts into effective visual communication. We have helped deliver creative solutions for companies in many different industries, helping to build brands not just design, because we believe that a strong brand identity is the secret to a successful business!

Design

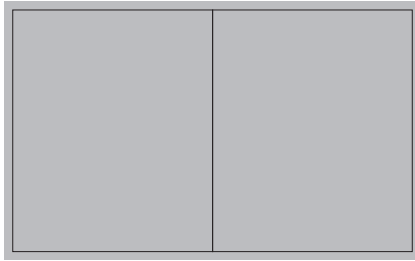
- Annual Reports
- Collateral
- Editorial
- Experience
- Identity

Advertising

- Brand Strategy
- Direct Mail
- Media Planning
- Outdoor
- Point Of Sale
- Print
- Signage
- Trade Show

Digital Marketing

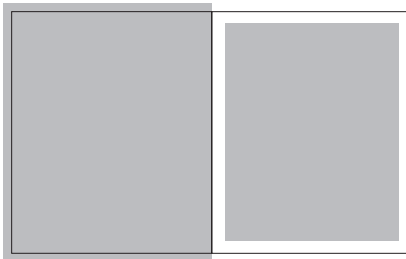
- Digital Advertising
- Digital Strategy
- Mobile Sites
- SEO
- Social Media
- Website



2-Page Spread:
18 x 10.875

With 0.125" Bleed:
18.5 x 11.125

All live matter must be
0.125 from trim

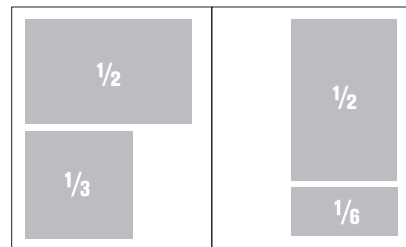


Full Page:
9 x 10.875

With 0.125" Bleed:
9.25 x 11.125

All live matter must be
0.125 from trim

Full Page Without Bleed:
8 x 10

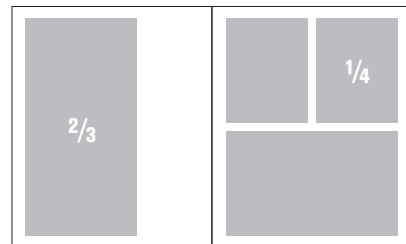


1/2 Horizontal: 7.625 x 4.875

1/3 Square: 4.875 x 4.875

1/2 Vertical: 4.875 x 7.5

1/6 Horizontal: 4.875 x 2.5



2/3 Vertical: 4.875 x 10

1/4 Vertical: 3.75 x 4.875**

**Specialty Ad Sections Only
(Style Market, Support Local
& Professional Profiles)

MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Cloud.

Any of the following layout files are acceptable:

- InDesign (*.indd)
- Photoshop (*.psd, *.tif, *.jpg, *.eps)
- Illustrator (*.ai, *.eps, *.pdf)
- Acrobat (*.pdf)

Non-Working Files

We also accept non-working files in *.tif, *.jpg, *.eps and *.pdf formats.

Note that changes cannot be made to these files once received.

If submitting a non-working file:

- Outline or embed all fonts
- Embed all images

Contact your account representative for further instructions on how you can submit your artwork.

FILE SETUP

Set document dimensions to the correct size of the ad.

It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

All images must be 300dpi minimum.

Ads submitted as a flattened *.jpg should be **600dpi** to ensure the text appears crisp.

COLOR

All colors must be built from process colors CMYK.

Convert any spot colors or Registration Black to process CMYK.

RICH BLACK CMYK

C: 75 M: 63 Y: 63 K: 100

COLOR PROFILE

North America Prepress 2

Working CMYK - U.S. Web Coated (SWOP) v2

Disclaimer: Ads are accepted with the understanding that we will make reasonable efforts to match color specifications. However, we cannot guarantee exact color reproduction and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness. Color is not an exact science and can appear differently in other publications due to difference in printers, in-line issues and paper stock.