



The Magazine the Valley Lives By

lehigh valley **style** 2025 **MEDIA KIT**

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 24th 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 2024

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

AGE GROUPS

74% Female | **26%** Male

15% 25-34

65% have household incomes over \$100k

(vs. 23% of the market)

24% 35-44

25% 45-54

84% own their homes

(vs. 68% of the market)

20% 55-64

16% 65+

FAVORITE LOCAL PUBLICATION

68% *Lehigh Valley Style*

9% *Fig Lehigh Valley*

8% *Lehigh Valley Business*

1% *Lehigh Valley Voice*

COUNTY OF RESIDENCE

52% Lehigh

41% Northampton

EDITORIAL AT A GLANCE 2025



SPACE: 11.1.24 ART: 11.8.24

STYLE MARKET:
 - New Year's Health, Beauty & Wellness Guide
 - Lehigh Valley Style Weddings 2025

PROFESSIONAL PROFILES:
 - Insurance Agencies
 - Continuing Education & Adult Learning
 - Wedding Professionals
 - Fitness Professionals

SPOTLIGHTS:
 - Fitness & Wellness Professionals

January
 Fresh Starts
 Plus: Lehigh Valley Style Weddings



SPACE: 11.29.24 ART: 12.6.24

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

February
 The Men's Edition



SPACE: 1.3.25 ART: 1.10.25

STYLE MARKET:
 - Spring Home
 - Senior Wellness

PROFESSIONAL PROFILES:
 - Builders, Architects & Home Interiors
 - Senior Living

SPOTLIGHTS:
 - Golf Local

March
 Spring Home
 Plus: Senior Wellness



SPACE: 1.31.25 ART: 2.7.25

STYLE MARKET:
 - Spring Home & Garden
 - Green Style/ Eco Market
 - Spring Fashion & Beauty
 - Who's Who in Business

PROFESSIONAL PROFILES:
 - Landscape & Outdoor Design

SPOTLIGHTS:
 - Indoor & Outdoor Plants

April
 Outdoor Living



SPACE: 2.28.25 ART: 3.7.25

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

SPOTLIGHTS:
 - Outdoor Drinks

PLUS:
 - Faces of the Valley

May
 People of the Valley



SPACE: 4.4.25 ART: 4.11.25

STYLE MARKET:
 - Pampered Pets
 - Father's Day Gift Guide
 - Summer Fun

PROFESSIONAL PROFILES:
 - Real Estate & Mortgage
 - Top Doctors

SPOTLIGHTS:
 - Outdoor Dining

PLUS:
 - Family Fun Guide

June
 Summer Fun
 Plus: Pet Photo Contest



SPACE: 5.2.25 ART: 5.9.25

STYLE MARKET:
 - Best of the Lehigh Valley
 - Summer Fun

PROFESSIONAL PROFILES:
 - Real Estate & Mortgage
 - Legal Professionals

July
 Best of the Lehigh Valley



SPACE: 5.30.25 ART: 6.6.25

STYLE MARKET:
 - Women's Fashion, Beauty & Wellness

PROFESSIONAL PROFILES:
 - Women Who Move the Valley

SPOTLIGHTS:
 - Beauty Artists

August
 The Women's Edition



SPACE: 7.4.25 ART: 7.11.25

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

PLUS:
 - Ultimate Guide to Food & Drink

September
 Fall Home & The Arts



SPACE: 8.1.25 ART: 8.8.25

STYLE MARKET:
 - Fall Home
 - Health, Beauty & Wellness

PROFESSIONAL PROFILES:
 - Medical, Dental & Wellness

PLUS:
 - Guide to Beauty & Wellness

October
 Healthy Living



SPACE: 9.5.25 ART: 9.12.25

STYLE MARKET:
 - Holiday Gift Guide
 - Fall Home

PROFESSIONAL PROFILES:
 - Food & Drink
 - Financial, Accounting & Investments

PLUS:
 - Shop Local Guide

November
 The Food Edition and Restaurant Awards



SPACE: 10.3.25 ART: 10.10.25

STYLE MARKET:
 - Holiday Gift Guide
 - Holiday Home

PROFESSIONAL PROFILES:
 - Select Dentists
 - Family Businesses

December
 The Holiday Edition

PREFERRED RATES

AD DEADLINE CALENDAR

EDITION SPACE RESERVATION | ARTWORK SUBMISSION

JANUARY 11.1.24 | 11.8.24

FEBRUARY 11.29.24 | 12.6.24

MARCH 1.3.25 | 1.10.25

APRIL 1.31.25 | 2.7.25

MAY 2.28.25 | 3.7.25

JUNE 4.4.25 | 4.11.25

JULY 5.2.25 | 5.9.25

AUGUST 5.30.25 | 6.6.25

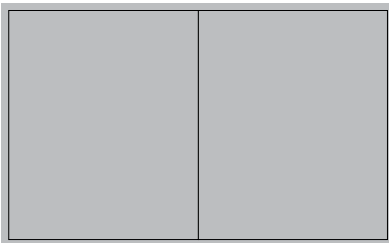
SEPTEMBER 7.4.25 | 7.11.25

OCTOBER 8.1.25 | 8.8.25

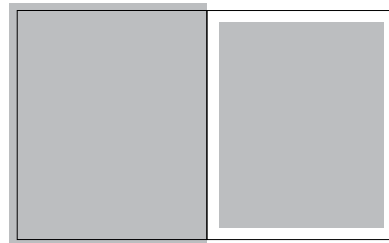
NOVEMBER 9.5.25 | 9.12.25

DECEMBER 10.3.25 | 10.10.25

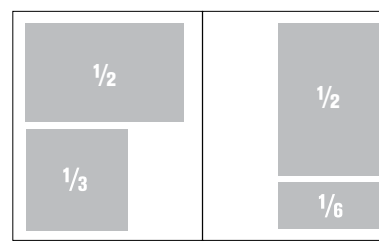
2-Page Spread
18 x 10.875



Full Page
9 x 10.875

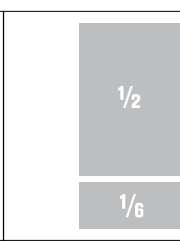


1/2 Horizontal
7.625 x 4.875



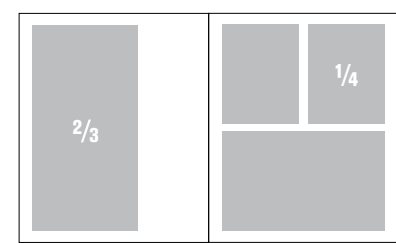
1/3 Square
4.875 x 4.875

1/2 Vertical
4.875 x 7.5

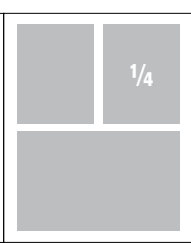


1/6 Horizontal
4.875 x 2.5

2/3 Vertical
4.875 x 10



1/4 Vertical**
3.75 x 4.875



****Specialty Ad Sections Only**

100+ THESE LEHIGH VALLEY BUSINESSES TO BUY & DRINK LOCAL



MICHAEL THOMAS FLORAL
© MICHAELTHOMASFLORALDESIGN

A flower does more than just flowers in a vase. From Valentine's roses to Mother's Day carnations, your messages to wedding bouquets. Get help from our creative arrangements. Michael Thomas Floral is here for every occasion.

1827 Bath Ave., Allentown | 610.821.0500 | michaelthomasfloral.com



BELLEVILLE MARKET
© BELLEVILLEMKT

Let the Belleville Cheeseburgers center the perfect gift! Start by sipping something on the weekend program. Judge, enter date, etc.—and the Belleville Cheeseburgers will get you work parties together in a personalized gift. Then only the gift is ready to go!

29 S. 3rd St., Easton | 484.512.9365 | bellevillemarket.com/the-cheeseburg



BOARD & BRUSH
© BOARDANDBRUSHALLENTOWN BOARDANDBRUSHEASTON

Board & Brush is the place to build an event, from house-warming, corporate, or special occasion to group or home, office or evening.

4488 Lehigh Blvd., Allentown | 610.255.8252 | boardandbrush.com/alleantown
 2200 Centerville Rd., Bethlehem | 610.553.7029 | boardandbrush.com/bethlehem



EIGHT OAKS FARM DISTILLERY
© EIGHTOAKSDISTILLERY

At Eight Oaks, "We Grow What We Drink" award-winning Pennsylvania craft whiskeys and spirits. Made using grain grown right here in the Lehigh Valley. Eight Oaks' original American spirit was crafted to revive the tradition and fit the spirit of everyone who enjoys in their enjoyment.

7189 Route 209, New Tripoli | 610.387.5287 | eightoaksdistillery.com

30 JANUARY 2025 | LEHIGHVALLEYSTYLE.COM

100+ THESE LEHIGH VALLEY BUSINESSES TO BUY & DRINK LOCAL

SPECIAL ADVERTISING SECTION



YIANNI'S TAVERNA
© YIANNISTAVERNA

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

3745 Old Philadelphia Pike, Bethlehem | 610.410.9365 | yiannisrestaurant.com



AMAN'S ARTISAN INDIAN CUISINE
© AMANSEASTON

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

336 Northampton St., Easton | 484.298.0400 | amanseaston.com



MR. BILL'S POULTRY
© MR.BILLSPOLTRY

Mr. Bill's is the place to shop for holiday dinners! 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 | 610.432.0108 | mrbill.com



EDGE RESTAURANT
© EDGEESTABLISHMENT

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 JANUARY 2025 | LEHIGHVALLEYSTYLE.COM

100+ THESE LEHIGH VALLEY BUSINESSES TO BUY & DRINK LOCAL


SPECIAL ADVERTISING SECTION



WEATHERED VINEYARDS
© WEATHEREDVINEYARDS

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

7470 Carpet Rd., New Tripoli | 610.984.2867 | weatheredvineyards.com



SURF
© SURVEASTON

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

1800 Sullivan Trail, Easton | 484.544.8624 | surveston.com



EIGHT OAKS FARM DISTILLERY
© EIGHTOAKSDISTILLERY

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

7189 Route 209, New Tripoli | 610.387.5287 | eightoaksdistillery.com



MISTER LEE'S NOODLES
© MISTERLEESNOODLES

From the owners of Babele, Mister Lee's Noodles (Lehigh Valley Style's Best Ramen) offers two unique ways to enjoy their farm-to-table ramen. Visit Mister Lee's at their first casual Easton Public Market location or at their larger Southtown Bethlehem dine-in location (with bar!) during their enjoyment.

325 Northampton St., Easton | 610.426.2799
 512 E. 3rd St., Bethlehem | 610.908.4888 | misterleesnoodles.com

LEHIGHVALLEYSTYLE.COM | 610.426.2799

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

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

PROFILES: FINANCE, ACCOUNTING & INVESTMENT PROFESSIONALS

SPECIAL ADVERTISING SECTION

STELLA M. DESANTIS

Financial Advisor | Oppenheimer & Co., Inc.

Oppenheimer's proven team of experienced investment banking professionals deliver strategic advisory and capital markets solutions that help middle-market, growth and mid-sized businesses to achieve their goals. Whether it's raising capital, restructuring operations and finances, or pursuing a merger or acquisition, Oppenheimer's client-centric approach is focused on solving the biggest challenges that clients face.

Stella DeSantis, Senior Director – Investments at Oppenheimer & Co., Inc., is celebrating 26 years as a financial advisor. Stella combines specialties, such as financial planning strategies involving various investments. Once she has decided which investments are best suited for an individual client, she seeks to assist the client in building his or her wealth through appropriate asset allocation models.

Stella builds long-term relationships with the trust of her clients. Developing solid relationships with her clients helps her monitor their portfolios and, when necessary due to the market or changes in clients' life circumstances, to rebalance them. She regards helping to educate her clients in making prudent investment choices as part of her responsibility to them.



1525 Valley Center Pkwy, Suite 140, Bethlehem
Office: 610.967.9631 | Fax: 610.967.4203 | oppenheimer.com



PHOTO: JIM BEYER/STYLING

TILLER PRIVATE WEALTH

Advisors to Achievers

Tiller Private Wealth is an independent Registered Investment Advisor with over 27 years of client-focused experience. They are dedicated to providing high-net-worth individuals, families and nonprofits with highly personalized and fiduciary-centered planning and wealth management services.

The company name symbolizes its mission—Tiller Private Wealth guides clients towards financial clarity, confidence and growth. Proudly founded in the Lehigh Valley, both the Bethlehem office and Florida office offer a comprehensive approach that includes customized investment planning, detailed financial roadmaps and continuous oversight to adapt to changing market dynamics.

Concierge services range from investment management to tax optimization, ensuring clients can focus on what truly matters to them. At Tiller Private Wealth, integrity, diligence and humility are the cornerstones of the practice. Join them on the journey and experience the difference of a truly client-driven approach. For more information and important disclosures, visit tillerpw.com.



1412 Walter St., Bethlehem | 610.954.9940 | tillerpw.com



Left to right: Matthew Short, Justin Clark, Linda Hoeger, Jim Beyers

"We help clients make confident financial decisions by focusing on what matters most to them. At Tiller Private Wealth, our approach is rooted in integrity and personalized service, to guide each unique financial journey with care and experience." —**JIM BEYERS**

40 NOVEMBER 2024 | LEHIGHVALLEYSTYLE.COM

SPECIAL ADVERTISING SECTION



PEOPLES & CO PRIVATE WEALTH STEWARDSHIP

Finding Contentment is the Path to Financial Success

Peoples & Co Private Wealth Stewardship understands the principles of financial stewardship and consistently provides clients with a sustainable guidance that reflects the careful and responsible management of a family's most precious assets. Successful individuals and families recognize long-term financial success, and its preservation as a matter of behavior, not balance sheets, and that financial capital is merely a tool to manifest established personal and family values. Peoples & Co helps to make this connection of reality.

Their mission is to become "thinking partners" to their clients, providing authentic, uncommon and wisdom-based multigenerational financial guidance. The services Peoples & Co provides extend well beyond portfolio design and include a deep analysis into the complex matter of risk, important discussions about wealth transfer, estate planning, philanthropy, business exit planning and the ongoing recognition of liquidity needs, clear reporting and the confidential understanding that sometimes circumstances change.

If for anyone this philosophy rings true to their financial planning needs, please contact Peoples & Co to learn more about how to benefit from their approach.

Peoples & Co Private Wealth Stewardship believes in three abiding principles:

Treasure: Families are only temporary stewards of their assets.

Unity: Successful financial planning requires total agreement among the family members.

Wisdom: Pass along wisdom before passing along wealth.



880 Milestone Rd., Allentown
610.395.6241 | peoplespw.com

PROFILES: FINANCE, ACCOUNTING & INVESTMENT PROFESSIONALS

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

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

LEHIGHVALLEYSTYLE.COM NOVEMBER 2024 41

PUT A FACE TO YOUR NAME

Give the Valley a face-to-face introduction to your business in the May 2025 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



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 2.28.25.
All photo sessions and profiles must be completed by 3.14.25 in order to be included in the May edition.

SIGNATURE EVENTS



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.

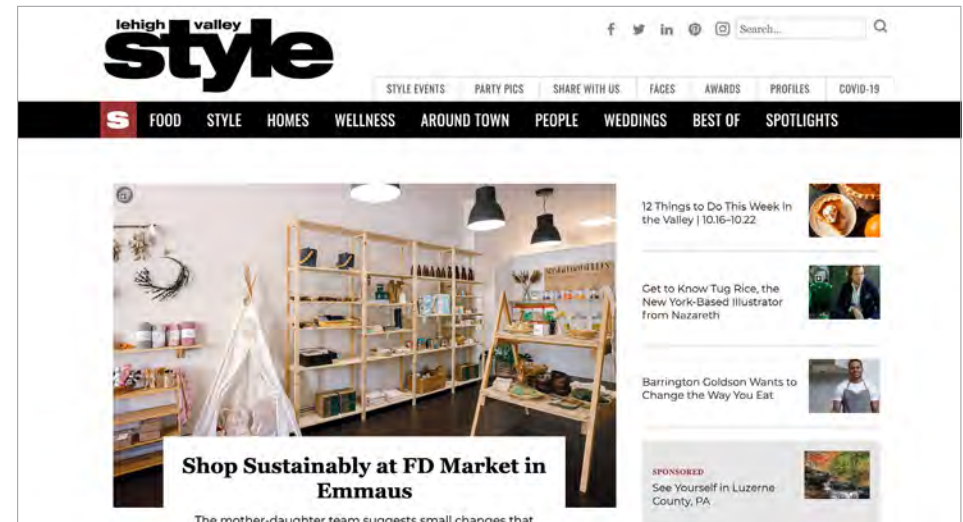
All sponsor content includes: business name, address, phone number and website. Writing assistance can be provided for an additional fee.

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

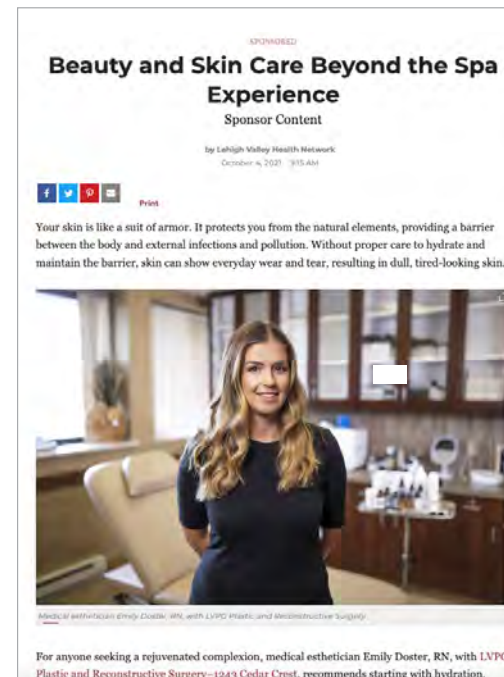
PLEASE NOTE: All content matter is subject to publisher's approval.

SPONSOR CONTENT RATES

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

26,000+ Unique visitors/month

53,000+ Pageviews/month

Based on a 12-month average

SOCIAL

17,000+ Facebook followers

13,800+ Instagram followers

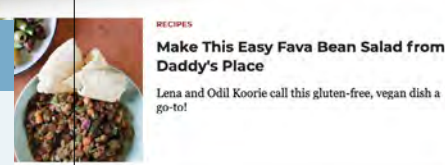
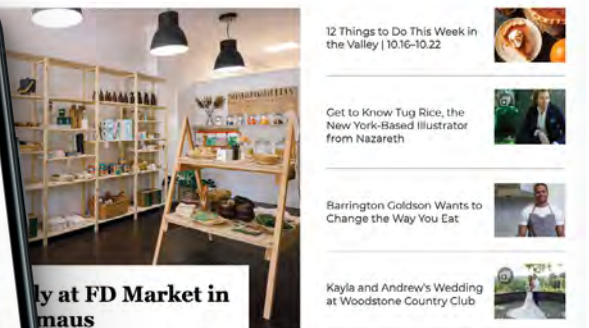
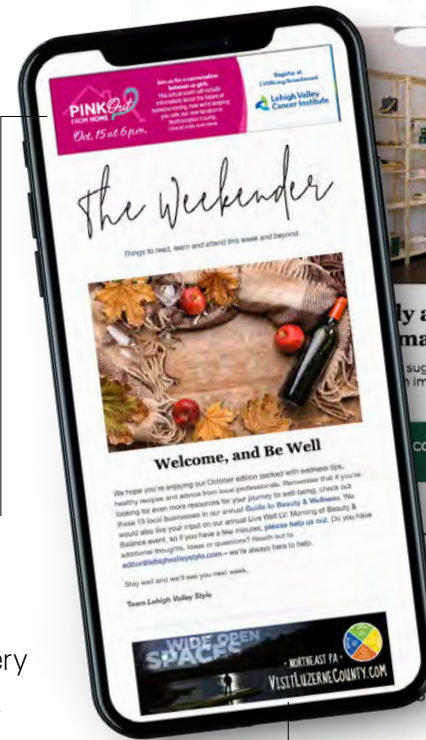
PREMIUM BANNER

Top of email

Reach our *Style* Insider email audience of 9,500+ in The Weekender email every Thursday, the Feed every other Tuesday or Weddings monthly.

OPEN RATE: 40% CTR: 4.4%

EMAIL BANNER AD RATES



STANDARD BANNER

Lower sections

MEDIUM RECTANGLE

LEADERBOARD

PREMIUM DIGITAL ADS: WANT TO STAND OUT ONLINE?
Let us create a unique size or position for your message!

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

Get \$50 when you switch. ¹

Bank & Borrow with the Best

Bank Where You Matter

Make GOLD your home for everyday saving and spending. Named the #1 Credit Union and #1 Personal Bank by Lehigh Valley residents, banking is different here. As a not-for-profit financial institution, our members are who we report to. Here, you'll find people who listen and care and accounts designed to work for you, not trick you with sneaky fees and gotchas.

Earn \$50 when you open your account with promo code WELCOME50. ¹

[Discover the Difference](#)

Borrow from a Lender Who Cares

At GOLD, you are so much more than just a credit score. We've got outstanding rates, extended terms, and hefty purchasing power to help you finance the next big thing on your horizon.

Consolidate debt with a personal loan, make the house you've got a home you love with

TARGETED EMAIL RATES

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 2025 Request Weddings Media Kit
SEPTEMBER 2025 Rates Starting at \$1,099
OCTOBER 2025 Rates Starting at \$1,099
NOVEMBER 2025 Rates Starting at \$1,099



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

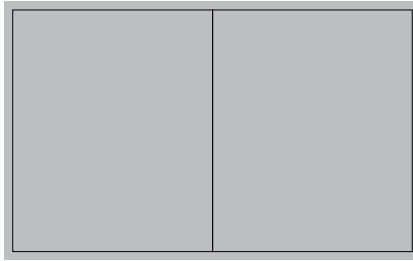
Advertising

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

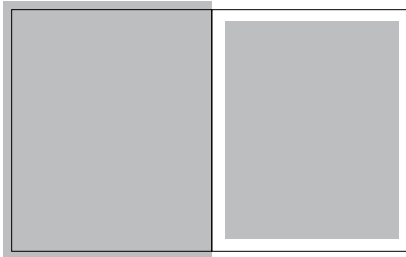
Digital Marketing

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

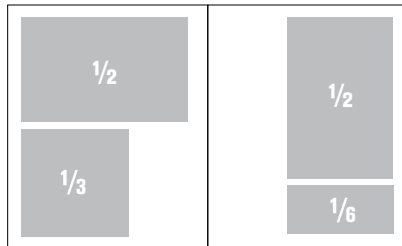




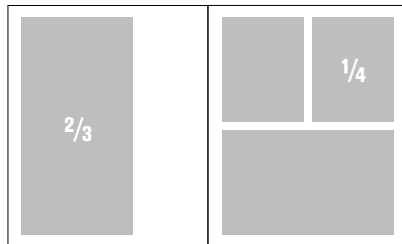
2-Page Spread:
18 x 10.875
With 0.125" Bleed:
18.5 x 11.125
All live matter must be
0.125 from trim



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.