



# HELPING YOU TO SUCCEED



For viewing & information visit

[inaroundmag.com](http://inaroundmag.com)

Print  
E-version  
& Web

REACHING 125,000 READERS EACH MONTH

2018 In & Around Media Kit



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### **IN & AROUND MAGAZINE *will impact your community each month...***

In & Around has been keeping readers in our community informed for over 20 years. Each month we focus on a local business or person of interest as well as a Community Champion. In addition, regular features are: Travel, Food, Health & Fitness, Home & Garden, Lifestyle, a Community Calendar with family friendly events, and an adoptable pet of the month.

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### **IN & AROUND MAGAZINE *delivers results...***

In & Around is the only publication that is delivered to every household in Inspiration, Lavon, Murphy, Parker, Sachse, St. Paul, Seis Lagos and Wylie every month. Distribution also includes households in parts of Lucas, Plano and Richardson.

Consistent distribution can be a key to branding your business and keeping your name in front of customers. Coupled with the resources of C&S Media Publications, In & Around Magazine can create a powerful marketing campaign to help your business succeed.

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### **IN & AROUND MAGAZINE *gives you creative design...***

In & Around is the only monthly publication in this area that offers professional creative design, experienced marketing ideas and compelling content. Use our team as your own personal marketing and production department without the expense.

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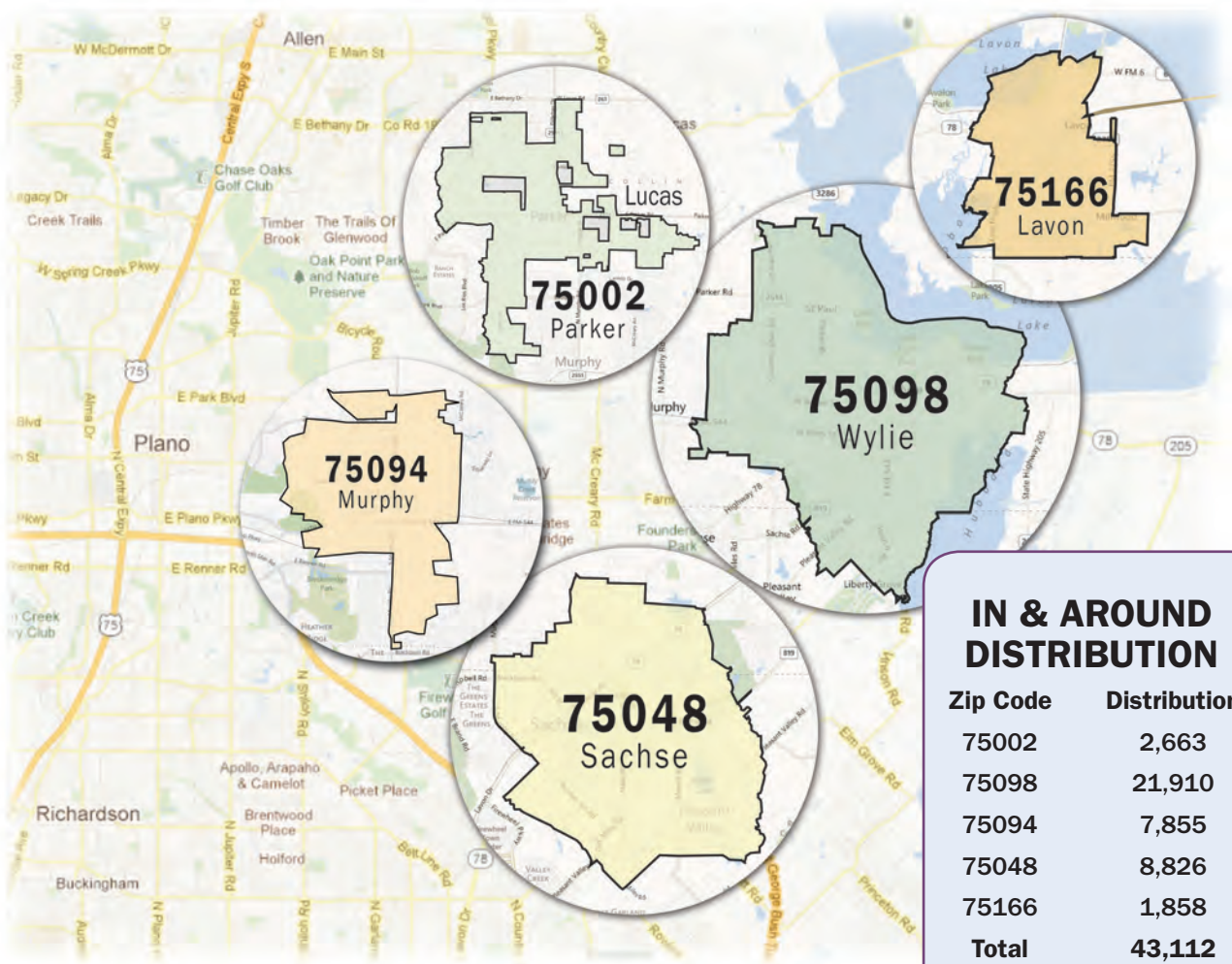
### ***Why Use IN & AROUND MAGAZINE to Reach Your Local Community?***

- We reach the market immediately near your business, where your customers live.
- Your ad will not only be in print, it will be on the I&A website, inaroundmag.com. Websites listed on ads will be “live” for a month or until ad run is complete
- In & Around Magazine’s editorial content keeps readers interested, focusing on a variety of topics, that are relevant to their daily lives.
- With a cost as low as a half cent per household, you can’t find a more cost-effective marketing tool. This gives you an affordable way to brand your business each month.
- You can mix your advertising, not only with In & Around Magazine, but with our other C&S Media publications in this area to build a strong brand and loyal customer base.
- If you are an advertiser featuring a community event, it will be featured on the I&A website Calendar, along with a “live” link

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### ***Profile of an IN & AROUND MAGAZINE reader...***

- Married
- Children at home
- Lives in an affluent, dynamic suburban community
- 85% are homeowners
- 60% chance their home was built after 2000.
- Household income of \$94,000
- Two cars
- College educated
- Has discretionary income to buy locally
- Keeps In & Around Magazine at least three months
- Uses In & Around Magazine to make purchasing decisions.



Issue	Editorial Focus
February 2018	Brides / Heart Health
March	Home & Garden / St. Patrick's Day / Easter
April	Family Reunions / Home Improvement
May	Kids Summer Guide / Mother's Day / Gifts for Graduates
June	Community Guide / Father's Day / Travel
July	Independence Day / Dog Days of Summer
August	Back to School
September	Fall Home Improvements / Oktoberfest
October	Breast Cancer Awareness / Halloween
November	Thanks Be to Giving / Celebrating Veterans
December	Holiday Edition
January 2019	Focus on fitness / Finances / Organization

In every issue: Health & Fitness, Fashion & Beauty, Home & Garden, Travel, Recreation, Pet of the Month & Upcoming Event Calendar

## Monthly Issue Deadlines

Month	Closing date	Mail date
February, 2018	1/16/18	1/31/18
March	2/13/18	2/28/18
April	3/20/18	4/4/18
May	4/17/18	5/2/18
June	5/15/18	5/30/18
July	6/12/18	6/27/18
August	7/17/18	8/1/18
September	8/14/18	8/29/18
October	9/18/18	10/3/18
November	10/16/18	10/31/18
December	11/13/18	11/28/18
January, 2019	12/18/18	1/2/19

**Full Page Live:**  
**7.375" x 10.125"**

**Final Trim Size:**  
**8.375" x 10.875"**

**Full Page w/ .25" Bleed:**  
**8.875" x 11.375"**

**1/2 Page Horizontal**  
**7.375" x 4.854"**

**1/8 Page**  
**3.604"**  
**x 2.343"**

**1/4 Page**  
**3.604"**  
**x 4.854"**

**1/2 Page Vertical**  
**3.604"**  
**x 9.875"**

## Mechanical Requirements

All materials must be submitted by e-mail per specifications detailed below.

**COLOR:** All colors are printed in four-color process. Build your ad as CMYK, since no PMS matches will be available. Please note: RGB might have a color shift when converted to CMYK. All black text must be 100% blk, on the black channel only.

### GRAPHICS & FONTS:

- When possible, please convert text to paths
- Send all placed or linked graphics
- Send all screen and printer fonts
- Send all original application files, extensions or plug-ins
- If sending a PDF, embed all fonts and distill at a resolution of at least 300 dpi
- All photos and line art should be in Mac TIFF, JPG, PDF or EPS format

### COMPUTER FILE SPECIFICATIONS:

- Adobe Illustrator 10.0 or higher
- Adobe Photoshop 7.0 or higher
- Adobe Acrobat PDF
- Adobe InDesign CS 5.0

**Please note: Ads created in any PC-based word processing program (Microsoft Word, Power Point, Publisher or any files that end with ".dat") cannot be accepted.**

### IN & AROUND Magazine Printing Specs:

Colors: Process (CMYK)

Min. DPI: 300, 1200 dpi for bitmap images

Trim: 8.375" x 10.875"

Bleed: 8.875" x 11.375"

Cover: 100 lb. Coated

Text Pages: 60 lb. Coated

Method of Printing: Web Offset

Method of Binding: Saddle Stitch

**To reserve space call your  
representative at**

**972-442-5515**

**or email:**

**advertising@csmmediatexas.com**