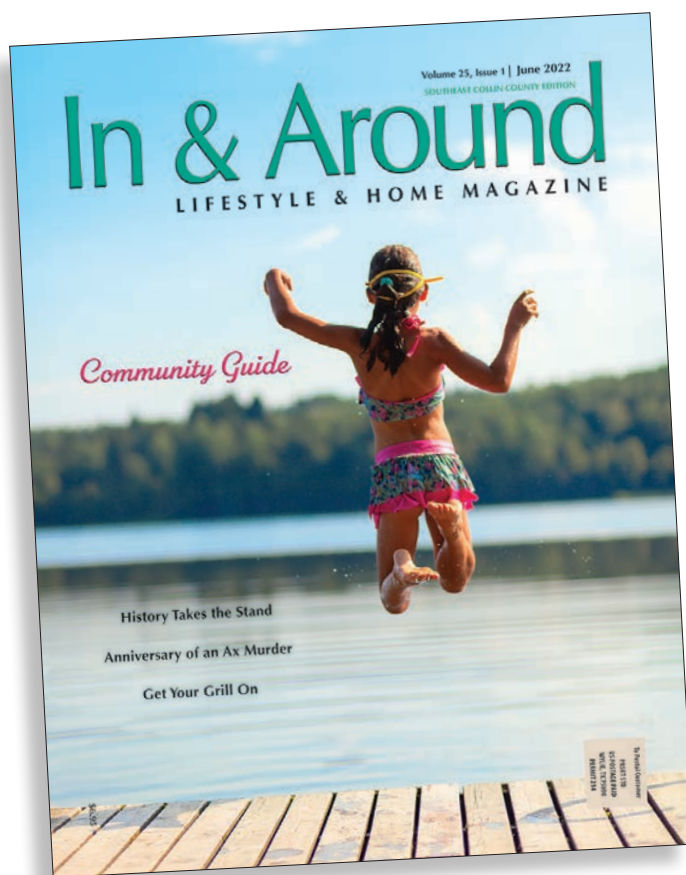




HELPING YOU TO SUCCEED



For viewing &
information visit

inaroundmag.com

Print
E-version
& Web

REACHING OVER 200,000 READERS EACH MONTH

2023 In & Around Media Kit



A C&S Media publication • csmediateaxs.com

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

In & Around has been keeping readers in our community informed for over 24 years. Each month, we feature a Local story about a person or topic that is of interest to readers as well as a Champion, a person or nonprofit that is committed to serving and enhancing the lives of others. Other regular monthly features include Food, Travel, Pet of the Month and Home & Garden or Health.

IN & AROUND MAGAZINE *delivers results...*

In & Around is the only publication that is delivered to every household in Inspiration, Lavon, Murphy, Sachse, St. Paul, Seis Lagos and Wylie every month. Distribution also includes households in Copeville, Farmersville, Josephine, Nevada and Princeton.

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.

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.

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 other C&S Media publications in this area to build a strong brand and loyal customer base.

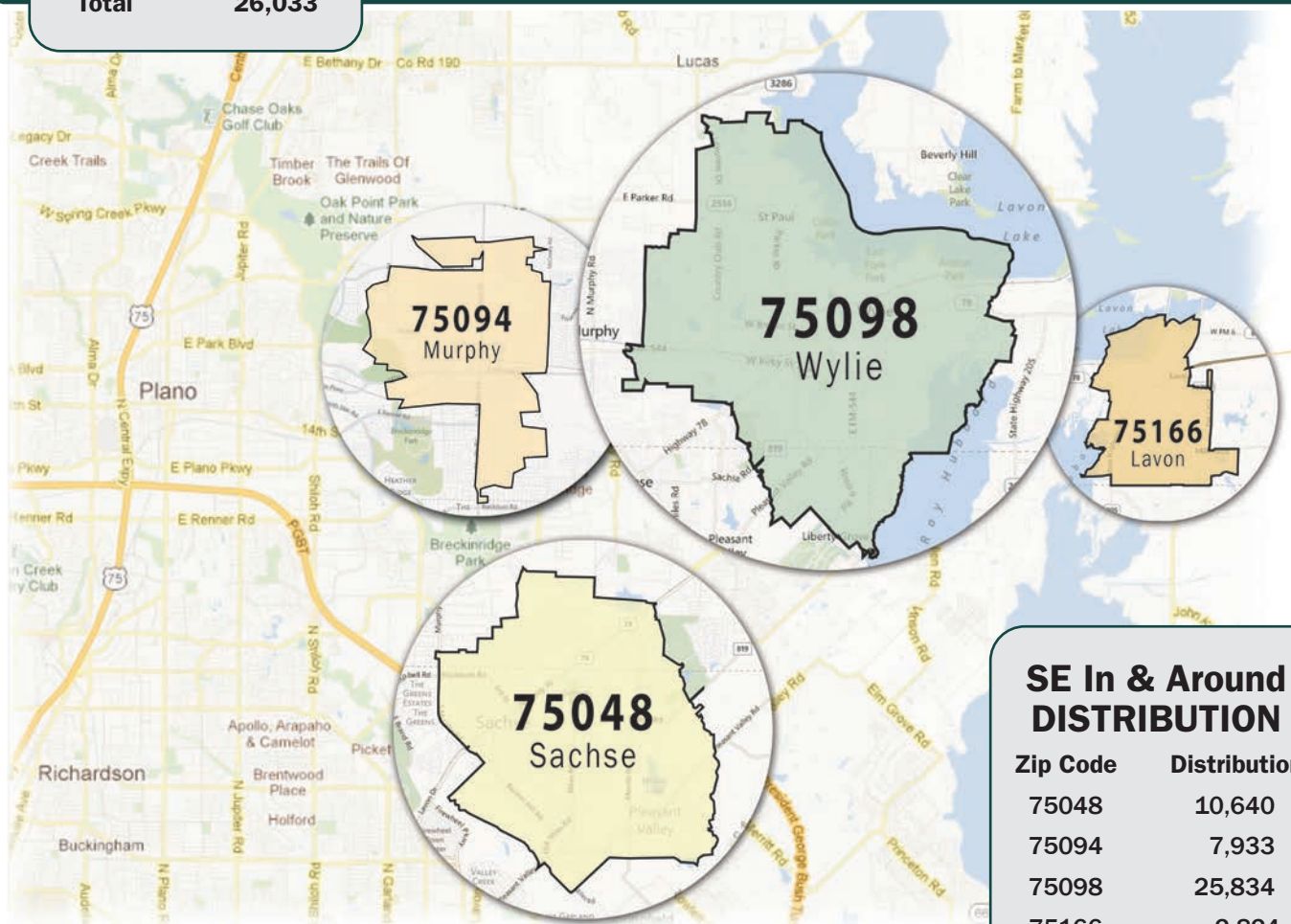
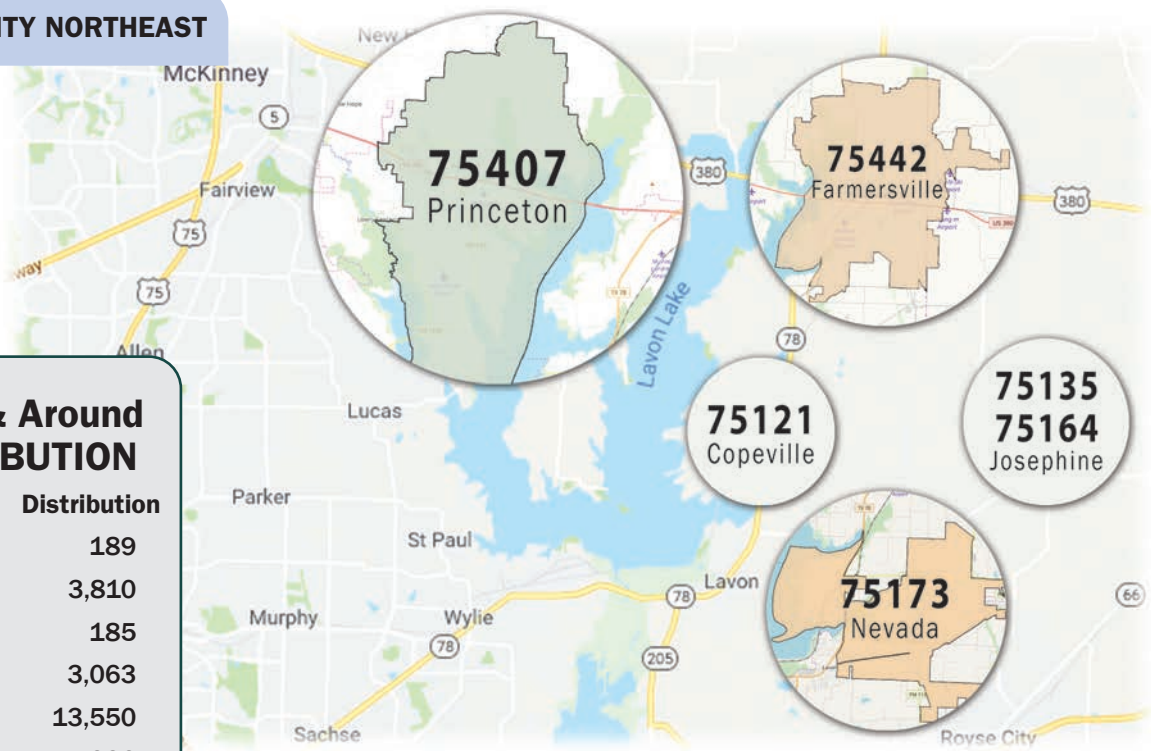
Profile of an IN & AROUND MAGAZINE reader...

- Married
- Children at home
- Lives in an affluent, dynamic suburban community
- 85% are homeowners
- Household income of \$95,000
- 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.

COLLIN COUNTY NORTHEAST

NE In & Around DISTRIBUTION

Zip Code	Distribution
75121	189
75135	3,810
75164	185
75173	3,063
75407	13,550
75442	5,236
Total	26,033



SE In & Around DISTRIBUTION

Zip Code	Distribution
75048	10,640
75094	7,933
75098	25,834
75166	2,824
Total	47,231

COLLIN COUNTY SOUTHEAST

Monthly Issue Deadlines

Month	Closing date	Mail date
January, 2023	12/20/22	1/04/23
February	1/17/23	2/1/23
March	2/14/23	3/1/23
April	3/14/23	3/29/23
May	4/11/23	4/26/23
June	5/16/23	5/31/23
July	6/13/23	6/28/23
August	7/11/23	7/26/23
September	8/15/23	8/30/23
October	9/19/23	10/04/23
November	10/17/23	11/01/23
December	11/14/23	11/29/23
January, 2024	12/19/23	1/3/24

To reserve space call your
representative at 972-442-5515
or email:
advertising@csmmediatexas.com

Full Page Live Area:

7.375"x 10.125"
(width x height)

Final Trim Size:
8.375"x 10.875"

Bleeding a Full Page Ad
add .25" Bleed
(to all 4 edges):
8.875"x 11.375"

1/2 Page
Vertical

3.604"
x 9.875"

1/8 Page

3.604"
x 2.343"

1/4 Page

3.604"
x 4.854"

1/2 Page Horizontal

7.375"x 4.854"

Mechanical Requirements

All materials must be submitted by email 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 should 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 supplied as TIFF, JPG, PDF or EPS format

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. Canva files can only be accepted as 4-C high res press ready pdfs (no adjustment will be made)

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

Issue	Editorial Focus
February 2023	Brides / Heart Health
March	Home & Garden / St. Patrick's Day / Easter
April	Family Reunions / Home Improvement
May	Kids Summer Guide / Mother's Day / 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 2024	Focus on fitness / Finances / Organization