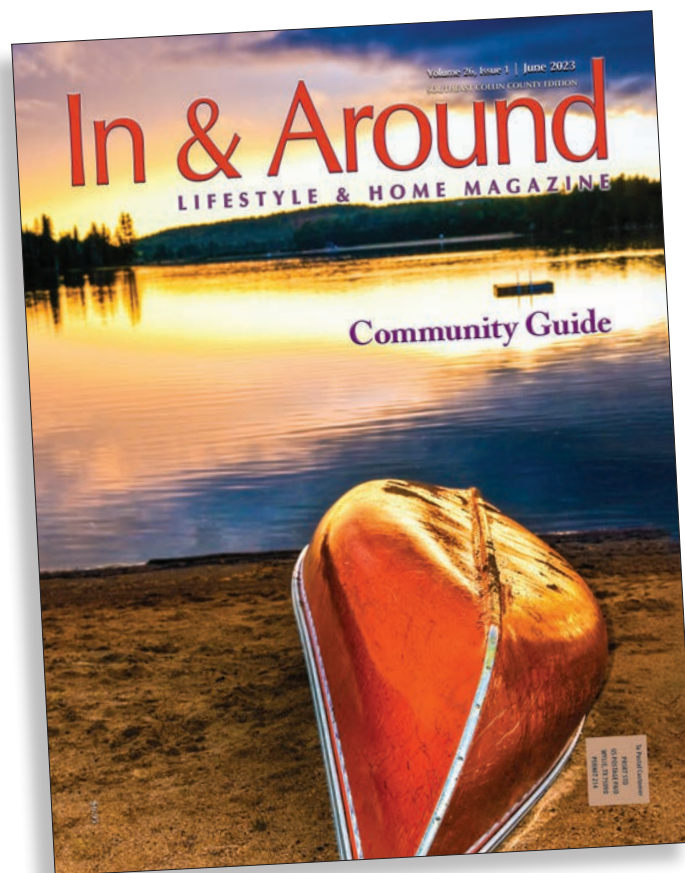


HELPING YOU TO SUCCEED



For viewing &
information visit

inaroundmag.com

Print
E-version
& Web

REACHING OVER 200,000 READERS EACH MONTH

2024 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 almost 30 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 Farmersville and Princeton areas.

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.

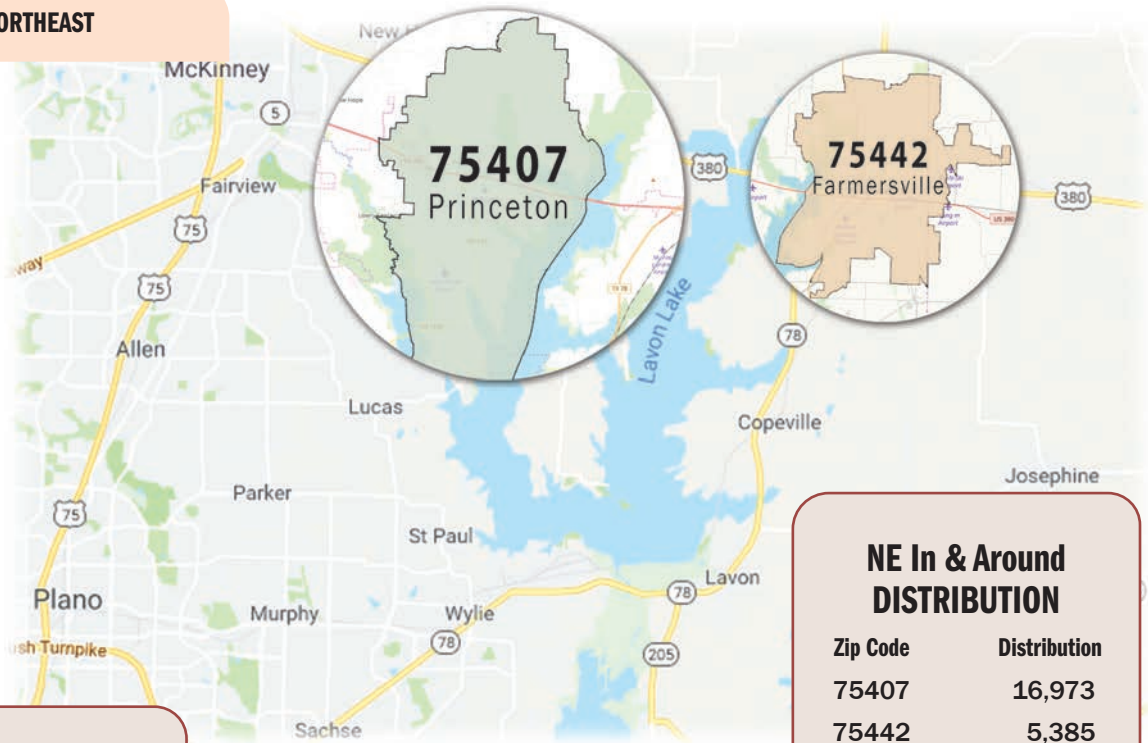
Why Use IN & AROUND MAGAZINE to Reach Your Local Community?

- We reach the market immediately near your business, where your customers live.
- Your ad will not only be in print and digital editions, it is available via the I&A website, inaroundmag.com, and social media.
- Websites listed on ads will be linked 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
- 84% are homeowners
- Household income of \$122,100
- 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

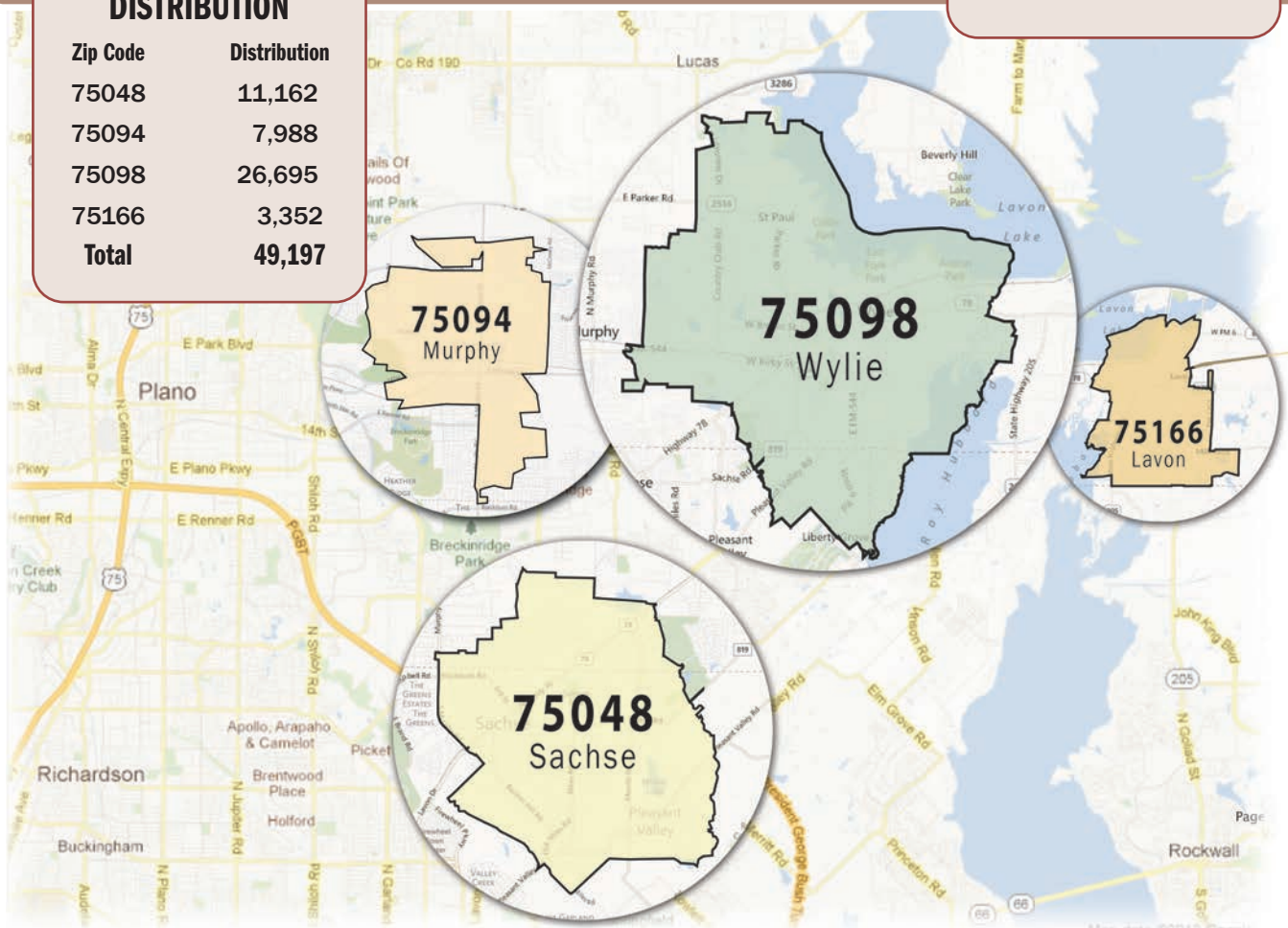


NE In & Around DISTRIBUTION

Zip Code	Distribution
75407	16,973
75442	5,385
Total	22,358

SE In & Around DISTRIBUTION

Zip Code	Distribution
75048	11,162
75094	7,988
75098	26,695
75166	3,352
Total	49,197



COLLIN COUNTY SOUTHEAST

Monthly Issue Deadlines

Month	Closing date	Mail date
January, 2024	12/15/23	1/03/24
February	1/16/24	1/31/24
March	2/20/24	3/6/24
April	3/19/24	4/3/24
May	4/16/24	5/1/24
June	5/21/24	6/5/24
July	6/18/24	7/3/24
August	7/16/24	7/31/24
September	8/20/24	9/4/24
October	9/17/24	10/2/24
November	10/22/24	11/6/24
December	11/19/24	12/4/24
January, 2024	12/23/24	1/8/25

**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 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 should be 100% blk, (0%-C, 0%-M, 0%-Y, 100%-K) on the black channel only.

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

GRAPHICS:

Press ready PDFs, should have all fonts and links embed, distill at a resolution of at least 300 dpi at actual ad size, CMYK, high resolution for printing.

**Please note: Canva files can only be accepted as 4-C high res press ready pdfs
(no adjustments will be made)**

Issue	Editorial Focus
February 2024	Heart Health / Valentine's Day
March	Home & Garden
April	Spring
May	Mother's Day / Memorial Day
June	Community Guide
July	Independence Day
August	Dog Days of Summer
September	Fall Home Improvements
October	Travel
November	Harvest / Veterans
December	Holiday Edition
January 2025	Focus on fitness / Finances / Organization

IN EVERY ISSUE: Local, Champion, Food, Travel, Pet of the Month