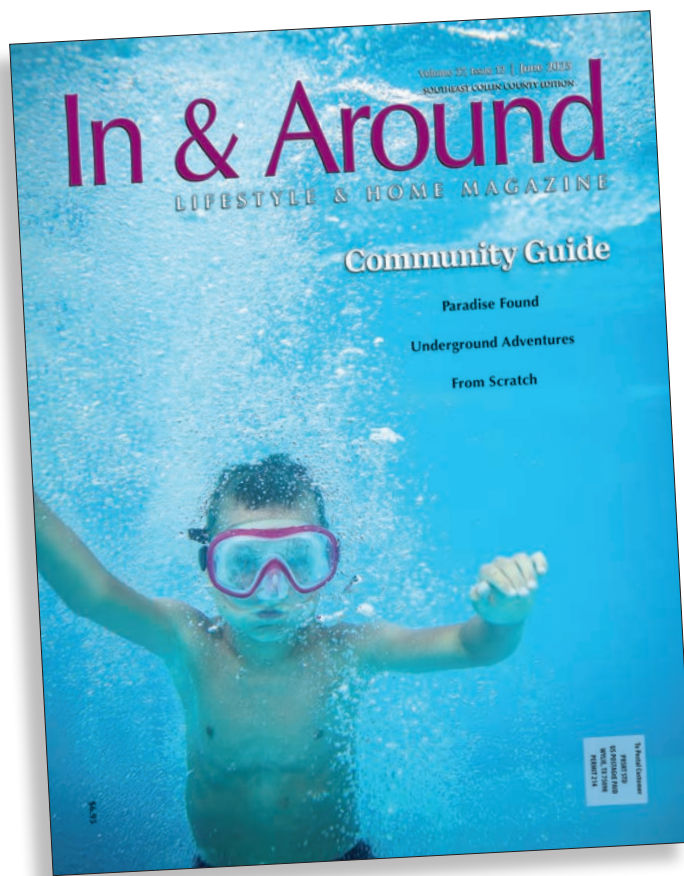


HELPING YOU TO SUCCEED



For viewing &
information visit

inaroundmag.com

Print
E-version
& Web

REACHING OVER 200,000 READERS EACH MONTH

2026 In & Around Media Kit



A C&S Media publication • csmediatexas.com

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

In & Around has been keeping readers in our community informed for 30 years. Each month, we feature a local story about a person or topic of interest, as well as a Champion—a person or nonprofit 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 delivered to every household in Inspiration, Lavon, Murphy, Sachse, St. Paul, Seis Lagos, and Wylie each month. Distribution also includes households in the Farmersville and Princeton areas.

Consistent distribution is 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 strategies, and compelling content. Use our team as your own personal marketing and production department—without the expense.

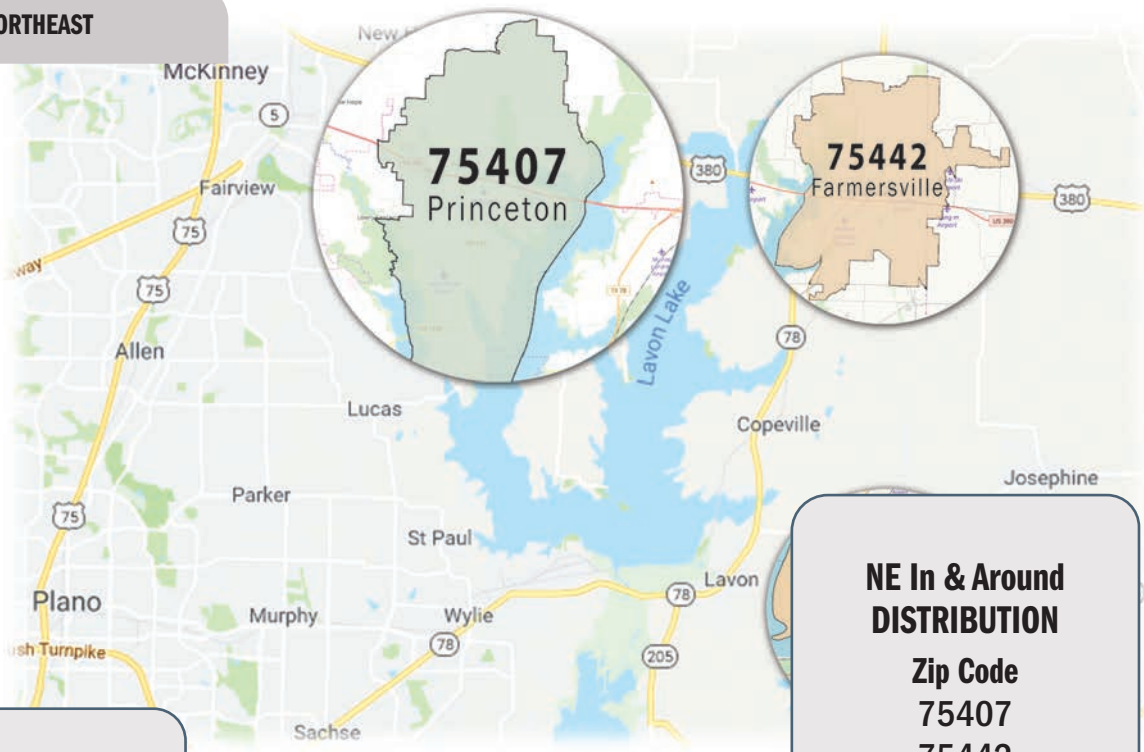
Why use IN & AROUND MAGAZINE to reach your local community?

- We reach the market immediately near your business—where your customers live.
- Your ad appears in both print and digital editions, and is also available on our website, inaroundmag.com, and social media.
- Websites listed on ads are linked for a month or until the ad run is complete.
- In & Around Magazine's editorial content keeps readers engaged, focusing on a variety of relevant, everyday topics.
- With a cost as low as half a cent per household, it's one of the most cost-effective marketing tools available.
- You can expand your reach by combining your advertising in In & Around Magazine with other C&S Media Publications, helping build a strong brand and loyal customer base.

Profile of an IN & AROUND MAGAZINE reader...

- Married
- Average age of adults, 36.7 years old
- Lives in an affluent, dynamic suburban community
- 79.2% are homeowners
- Average household income of \$136,014
- Average family is 3.15 persons per household
- Owns two cars
- Bachelor's degree or higher, 40.8%
- Has average discretionary income of \$89,700 to buy locally
- Keeps In & Around Magazine for at least three months
- Uses In & Around Magazine to make purchasing decisions

COLLIN COUNTY NORTHEAST

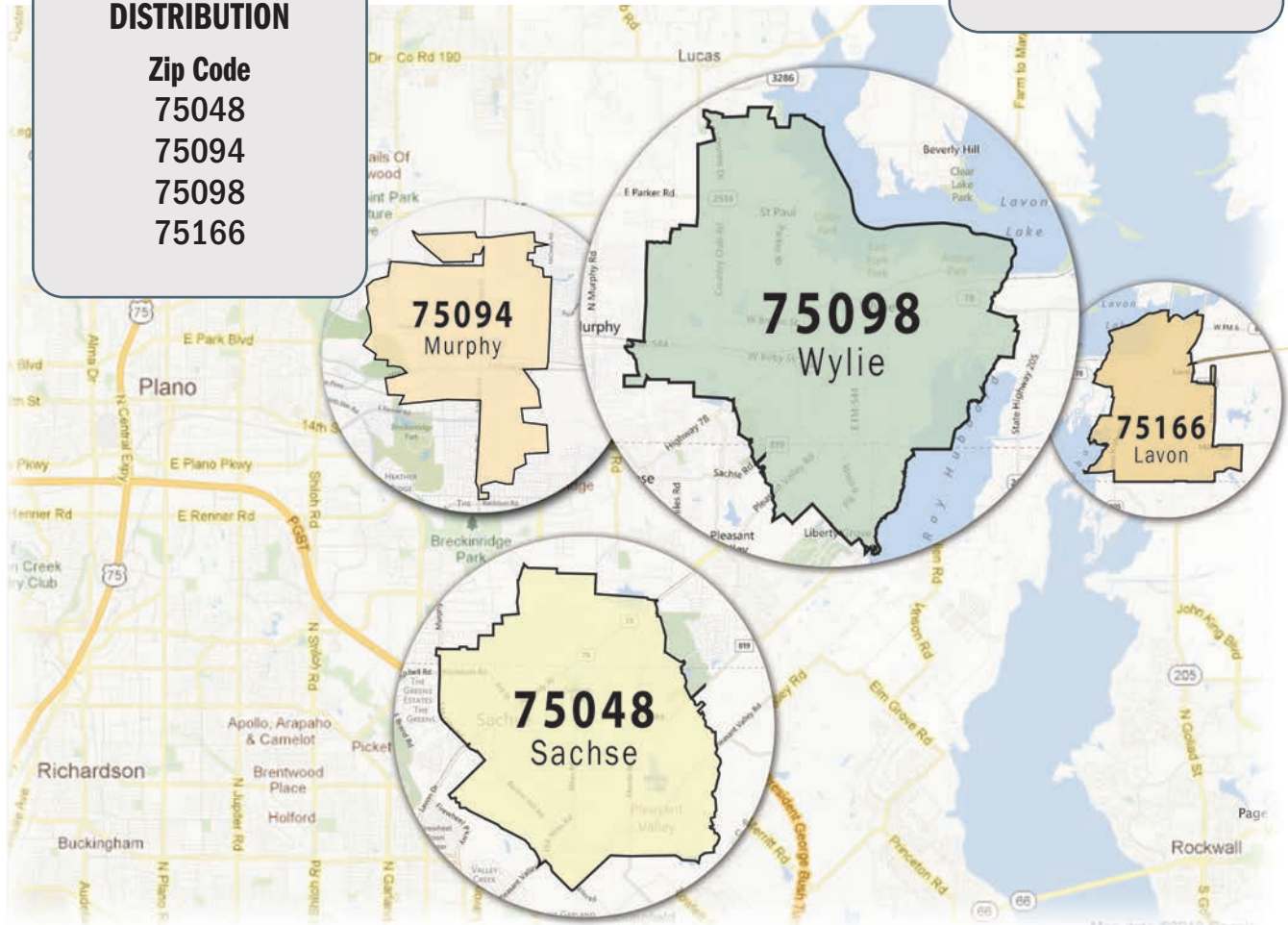


**SE In & Around
DISTRIBUTION**

- Zip Code**
- 75048
- 75094
- 75098
- 75166

**NE In & Around
DISTRIBUTION**

- Zip Code**
- 75407
- 75442



COLLIN COUNTY SOUTHEAST

Monthly Issue Deadlines

Month	Closing date	Mail date
February	1/15/26	2/4/26
March	2/12/26	3/4/26
April	3/12/26	4/1/26
May	4/9/26	4/29/26
June	5/7/26	5/27/26
July	6/11/26	7/1/26
August	7/9/26	7/29/26
September	8/6/26	8/26/26
October	9/10/26	9/30/26
November	10/8/26	10/28/26
December	11/5/26	11/25/26
January, 2027	12/17/26	1/6/27

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 2026	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	Active Seniors
November	Harvest / Veterans
December	Holiday Edition
January 2027	Focus on fitness / Finances / Organization

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