

MEDIA KIT

# Lighthouse Digest

*The Magazine of Lighthouses*

# Dear Lighthouse Digest Advertiser,



Welcome to the world of lighthouse enthusiasts, where people love anything and everything about lighthouses.

*Lighthouse Digest* belongs to a community of people who live out their passion for lighthouses. Our readers constantly seek out new and exciting things that allow them to connect with thousands of lighthouse lovers here and abroad. Our magazine is read and patronized not only by lighthouse lovers, but also by business owners in the travel, hospitality and retail industry.

*Lighthouse Digest* is the world's first and only magazine that features people, places and events that have made significant impact on lighthouses that stood the test of time. Every issue is filled with:

- ~ Tales about the lives of light keepers and their families
- ~ Rare and interesting lighthouse collectibles
- ~ Lighthouse restoration projects
- ~ Charming B&Bs, hotels and inns near lighthouse destinations
- ~ Information on tour and cruise packages

These and other exciting news about the lighthouse community make *Lighthouse Digest* a great read. Promoting your business to our subscribers here and abroad is the best way to reach a market with many opportunities.

Join our growing community...  
advertise in **Lighthouse Digest** today!

## Advertise Today in *Lighthouse Digest*

*Lighthouse Digest* is the first and only international lighthouse magazine that is read by thousands of lighthouse lovers who buy anything and everything about lighthouses.

### Our Readers Live Out Their Passions

You're sure to get more advertising mileage when you gain access to our readers. Our subscribers include:

- ² Jet-setting travelers who plan vacations to lighthouse destinations
- ² Art buyers and collectors who frequent museums
- ² Sailing and other water-sports enthusiasts
- ² History and culture buffs
- ² Lighthouse enthusiasts who purchase lighthouse products & books

***Lighthouse Digest*** is the best way to market your products and services to lighthouse enthusiasts.



## Out in the Open

With *Lighthouse Digest*, your business will reach loyal and dedicated lighthouse enthusiasts across the globe.

*Lighthouse Digest* is now published six times a year. We have recently combined our 11 issues each year, into 6. With this change to bi-monthly we have also doubled the size of each issue. Our print edition has a circulation of just under 10,000 per issue with paid subscribers in all 50 states and 17 foreign countries, with free distribution at various lighthouse museums across the country.



## Circulation



### Editorial Sampler

Book Reviews - the latest lighthouse and nautical publications reviewed

Marketplace - advertisers share the spotlight by promoting their product or service through this special advertising section

Wickie's Wisdom - thought-provoking editorials

Calendar - take part in cruises, lighthouse events, restoration projects and fund raising events held by lighthouse groups around the world

Doomsday List of Endangered Lighthouses - periodic stories featuring lighthouses at the brink of existence

Amazing stories that cannot be found anywhere else



### Display Ads

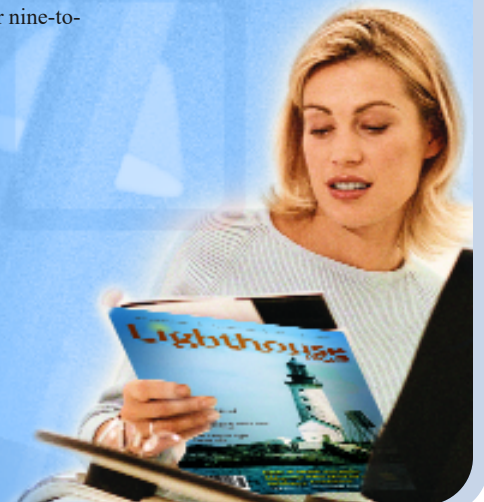
Reach qualified readers by placing your ad alongside feature articles that relate to your product or service. 1/12 to full-page ads available.

### Marketplace Ads

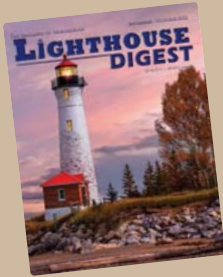
This is a favorite destination for shoppers and travelers. Ads appear nine-to-a-page for easy browsing. 1/9 and 2/9 page ads available.

## Advertise Today!

By advertising with *Lighthouse Digest* you will promote your business to a targeted market. That's why, you're sure to get your money's worth.



# Ad Rates



## INSIDE FRONT and INSIDE BACK COVERS

1x placement	\$1,400
3x placement	\$1,368
6x placement	\$1,344

Size: 7-1/2"W x 10"H  
Full-page bleed size is 8-3/4" X 11-1/4"

## BACK COVER

1x placement	\$1,550
3x placement	\$1,505
6x placement	\$1,478



## FULL-PAGE

1x placement	\$1,250
3x placement	\$1,188
6x placement	\$1,167

Size: 7-1/2"W x 10"H  
Full-page bleed size is 8-3/4" X 11-1/4"



## HALF-PAGE

1x placement	\$700
3x placement	\$635
6x placement	\$611

Size:  
Horizontal: 7-1/2"W x 4-7/8"H  
Vertical: 3 5/8"W x 10"H



## 1/4 PAGE

1x placement	\$400
3x placement	\$365
6x placement	\$350

Size:  
Horizontal: 7-1/2"W x 2-3/8"H  
Vertical: 3-5/8"W x 4-7/8"H



## 1/3 PAGE

1x placement	\$525
3x placement	\$468
6x placement	\$450

Size:  
Horizontal: 7-1/2"W x 3-3/16"H  
Vertical: 2-3/8"W x 10"H

## 1/6 PAGE

1x placement	\$280
3x placement	\$252
6x placement	\$243

Size: 2-3/8"W x 4-7/8"H



## 1/8 PAGE

1x placement	\$230
3x placement	\$207
6x placement	\$199

SIZE:  
Horizontal: 3-5/8"W x 2-3/8"H  
Vertical: 2-3/8"W x 3-5/8"H



## 1/9 MARKETPLACE

1x placement	\$200
3x placement	\$180
6x placement	\$177

SIZE: 2-1/4"W x 3-1/8"H



## 2/9 MARKETPLACE

1x placement	\$325
3x placement	\$309
6x placement	\$295

SIZE: 4-4/5"W x 3-1/8"H



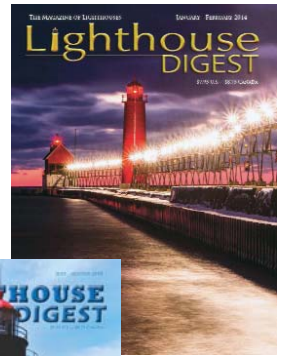
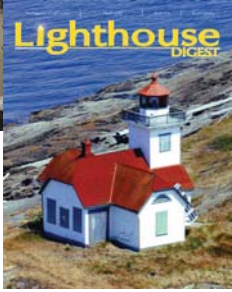
## 1/12 PAGE

1x placement	\$190
3x placement	\$171
6x placement	\$168

SIZE: 2-3/8"W x 2-3/8"H



Online Advertising  
www.LighthouseDigestMarketplace.com . . . \$75  
Free with Paid Print ad  
Email Blast Advertising . . . \$650



## Ad Materials Specifications

For Logos, Photos and other Images:

- Format in TIFF, JPEG, EPS, PSD, AI or high-resolution PDF; make sure the size and resolution are correct by saving your image at 300 DPI resolution. The dimension should at least be half the size of the ad or full-page, if it will appear as such. (If you are not familiar with the DPI measurement, the equivalent full-page size of this pixel is 1050 x 1395. Half the size of the ad is 1050 x 698 pixels. File size would be around 1MB or 1024KB.)
- Vector images (drawn in Illustrator, Freehand or CorelDraw) could be in any size but pixel-based images should have 300 DPI at actual/preferred size
- If you use a specific color for your image, provide a CMYK equivalent (Pantone spot color will be converted to its nearest CMYK value)
- Provide guidelines that specify use of your product (e.g. size, color, treatment against background)
- As a safety measure, when using non-original or borrowed images/photos, make sure these are not copyrighted. If so, obtain the owner's permission before using an image/photo to avoid legal responsibilities or impediments.

## Deadlines

Due date for ad space reservation 45 days prior to publication month.

Camera-ready film and electronic files may be submitted 30 days prior to publication month.

## Payment

- To place your ad and make a payment call toll-free (800) 668-7737 or fax to (207) 259-3323.  
You can also email us at [ads@LighthouseDigest.net](mailto:ads@LighthouseDigest.net)
- Prepayment required for all classified, marketplace ads, and first time insertions for display ads by check or credit card

## Discounts

- Agency Commissions: A 15% commission to recognized advertising agencies, commissions is forfeited on past due accounts. Agencies must submit camera-ready material to qualify for commission.
- Approved non-profit lighthouse groups will receive 25% discount on all display ads. No further discounts or commissions allowed.
- No discounts on photography or designing.



- ◆ It's History
- ◆ It's Culture
- ◆ It's News



*As well as reaching lighthouse, maritime, history, and travel readers, your ad in **Lighthouse Digest** helps to preserve lighthouse history for future generations.*

## **Lighthouse** DIGEST

P.O. Box 250 East Machias, ME 04630

Tel. (207) 259-2121

[Ads@LighthouseDigest.net](mailto:Ads@LighthouseDigest.net)

[www.LighthouseDigest.com](http://www.LighthouseDigest.com)

[www.FoghornPublishing.com](http://www.FoghornPublishing.com)

[www.LighthouseDigestMarketplace.com](http://www.LighthouseDigestMarketplace.com)