



dirt

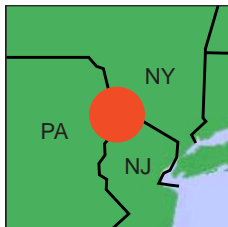
HEALTHY LIVING FROM THE GROUND UP
dirt-mag.com



Media Kit 2016-2017

dirty

HEALTHY LIVING FROM THE GROUND UP



dirt readers: super greenies ...your customers

95% say they use the ads in the magazine to help with shopping decisions

70% have household incomes in excess of \$50,000

64% own a pet

60% have a college or post graduate degree

circulation

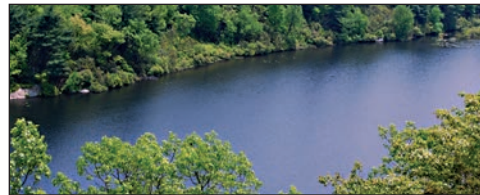
Magazine Distribution

Mailed
17,000

Dropped at
select locations
3,000

Now in its sixth year, Dirt is a bi-monthly magazine for those who aspire to live closer to the earth and have some fun doing it. While many have jumped on the green bandwagon, it's here – in the culturally and agriculturally fertile black dirt region – that the movement took root.

Our readers are super greenies as well as wannabe's – people who engage in 10 or more green activities, such as recycling, using rechargeable batteries or re-using grocery store bags. Super Greenies – Dirt readers – are high-income, high-spending consumers who purchase luxury items and lead active lifestyles.



Dirt magazine is mailed to homes and businesses in the Goshen, Warwick, NY, Vernon, NJ corridor with additional copies dropped at select locations. Dirt represents a unique advertising showcase for the conscientious, discerning customer.

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2016-2017 Advertising Calendar



Issue	Ad Space Reservation	Ad Materials Due
Jan/Feb 2016	Dec 1	Dec 4
Mar/Apr 2016	Feb 2	Feb 4
May/June 2016	Apr 4	Apr 7
July/Aug 2016	Jun 1	Jun 2
Sep/Oct 2016	Aug 2	Aug 4
Nov/Dec 2016	Oct 4	Oct 6

Editorial Calendar

Jan/Feb	Green Health & Fitness
Mar/April	Green Home
July/Aug	Green Schools
Nov/Dec	Green Holiday

Dirt readers:
super greenies
...your customers

- 100%** own at least one car
- 86%** reported dining out
- 78%** are apt to buy beer or wine
- 62%** plan to buy lawn and garden supplies
- 62%** plan to take a vacation
 - 55%** hike
 - 43%** like to read
 - 24%** like to cook
 - 14%** like to garden

Source: Dirt readership survey





HEALTHY LIVING FROM THE GROUND UP

2016-2017 Advertising Information

advertising office

20 West Ave.
Chester NY 10918
845.469.9000
sales.dirt@strausnews.com

Jeanne Straus
Publisher

Frank Curcio
Director of Sales & Marketing /
Straus News

Betty Allen
Director of Sales & Marketing /
Magazine

Lori Marrie
Sales Executive

Tia Bertolotti
Production & Finance

Beth Moriarty
Graphic Design Manager

Gina Conti
Pre-press Coordinator

Becca Tucker
Editor

Heather Mormile
Editorial Design Manager

Nicole Wynn
Editorial Design Coordinator

Kelly Frankeny Design
Creative Design Consultant



4-color ● ● ● ●	1x	3x	6x
Full Page	1,980	1,680	1,370
1/2 Page	1,000	860	720
1/3 Page	670	600	480
1/4 Page	525	475	370
1/6 page	350	325	255

Covers

Inside Front/Back Cover	2,900	2,500	2,000
Back Cover	4,000	3,500	3,000

• All rates are net.

• Other special positions: Add 10% to earned rate for position guarantee.

General Conditions:

Advertiser is responsible for supplying appropriate artwork by Materials Due Date. All advertising is subject to the publisher's approval.

Frequency rates are based on the total number of insertions within the contract year. All cancellations must be received within 30 days.

Mechanical Requirements

• Ad Sizes:

Spread	16.75 x 10.875 (.25 bleed)
Full Page with bleed	8.375 x 10.875 (.25 bleed)
Live Matter not to go beyond	7.375 x 9.875
Full Page no bleed	7.375 x 9.875

1/2 Page Horizontal	7.375 x 4.875
1/2 Page Vertical	3.604 x 9.875
1/3 Page Horizontal	7.375 x 3.1810
1/4 Page Horizontal	7.375 x 2.344
1/4 Page Vertical	3.604 x 4.854
1/6 of a Page	3.604 x 3.181

Electronic Files

High resolution (300 dpi or greater) PDF files are accepted. All components, (EPS and TIFF images) must also be 300 dpi or greater and must be embedded.

E-mail

Ads sent via email should not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. E-mail to:
artdept@strausnews.com

Mailing Instructions

Submit Advertising Material to:

Dirt

Production Department

20 West Ave

Chester, NY 10918

845.469.9000

artdept@strausnews.com

Please identify all material by name of advertiser, Dirt magazine and issue date.