

Movers & Makers

Cincinnati

ARTS & CULTURE | COMMUNITY | PHILANTHROPY



WHAT IS MOVERS & MAKERS?

A print and digital magazine spotlighting the catalysts and creatives who shape our region's arts, culture and community engagement.

- Glossy, sophisticated print magazine
- Published 11 times/year, with a combined December/January holiday issue
- 15,000 print copies distributed to 30,000+ readers (2-2.5 readers per copy - industry standard estimate for free niche publications)
- Dynamic website updated frequently with news, events, photos and feature stories
- 4-5,000 online readers, and growing
- Expanding social media presence

A new publication
to replace

EXPRESS

READERSHIP

Our core readership comes from people involved with more than 500 nonprofit organizations across the region: board members, sponsors, donors, volunteers, staff members and event attendees. They are decision makers and influencers for thousands of events each year for organizations ranging from fine arts and culture to health and well-being, education and social services. They value quality. They care about and are actively engaged within the community at large. (And then there are those readers who just want to be “in the know.”)

- Age range: 75% are age 35+
- Gender: Two-thirds are female

PRIMARY NEIGHBORHOODS

The I-71 corridor is the backbone of Movers & Makers, from Ft. Mitchell through Covington and Downtown/OTR, through Hyde Park/Oakley/Mt. Lookout, Mariemont/Madeira/Indian Hill, Amberley/Kenwood/Montgomery, and into Symmes Township and Mason. There is also strong readership in Anderson, Blue Ash, Wyoming and Glendale.

DISTRIBUTION

Currently, we have more than 250 distribution points around the Tri-state, including nine Kroger stores, two Jungle Jim's locations, Findlay Market, plus coffee shops, boutiques, salons, spas, cultural institutions and other public meeting places.

COMPARE OUR RATES

We deliver access to a highly-coveted, upscale and influential audience. We are an *excellent value* compared with other publications that target this group. We offer a broad range of size and price-point options designed to fit nearly any budget.

ASSOCIATE YOUR BRAND WITH CINCINNATI'S FINEST

An additional, intangible benefit — unique to M&M — comes from associating your brand with the causes and artforms to which our readers so passionately dedicate their time, talent and treasure. Your advertising support helps ensure a media outlet for news and photos from many worthy causes that would otherwise go unpublished.

Thom and Elizabeth Mariner,
co-publishers

To ADVERTISE:

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KEEP IN TOUCH:

Please join our email list
at moversmakers.org.

*We welcome your
questions and input!*

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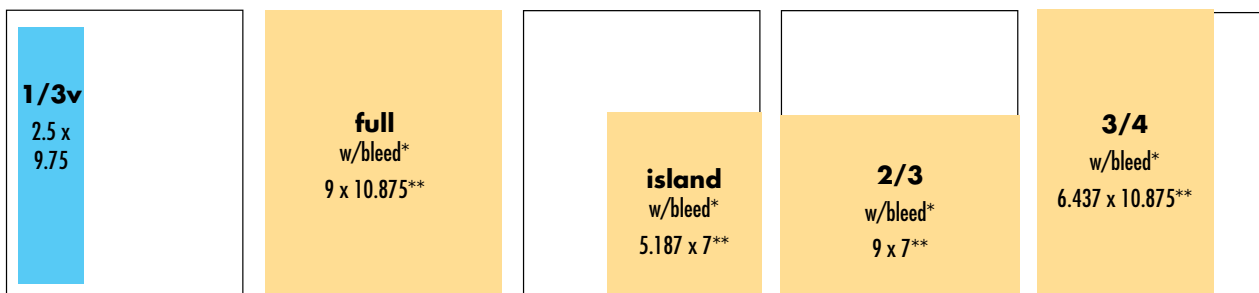
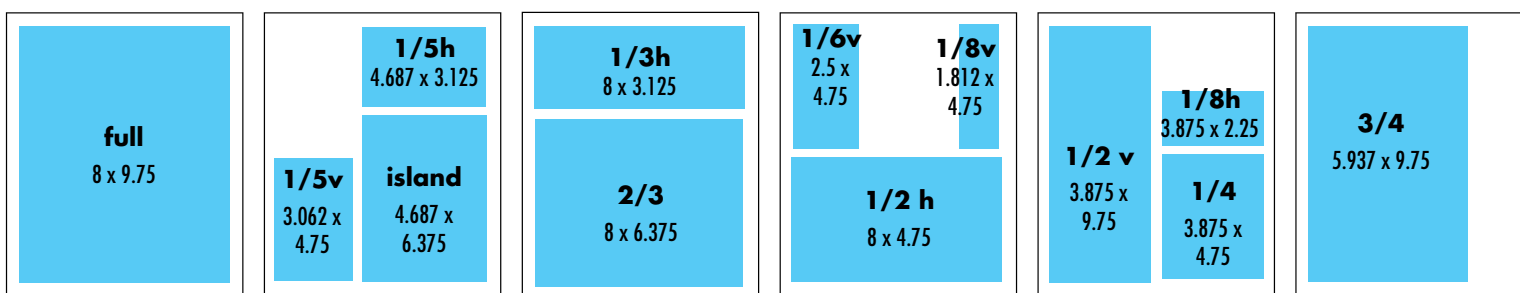
2016 Publication Schedule

2016	ISSUE 1 FEBRUARY	ISSUE 2 MARCH	ISSUE 3 APRIL	ISSUE 4 MAY	ISSUE 5 JUNE	ISSUE 6 JULY	ISSUE 7 AUGUST	ISSUE 8 SEPTEMBER	ISSUE 9 OCTOBER	ISSUE 10 NOVEMBER	ISSUE 11 DEC/JAN
(Deadline:)	(Dec. 30)	(Jan. 29)	(Mar. 4)	(Apr. 1)	(Apr. 29)	(June 3)	(July 1)	(Aug. 5)	(Sept. 2)	(Sept. 30)	(Oct. 28)
Available: Wednesday	Jan. 27	Feb. 24	Mar. 30	Apr. 27	May 25	June 29	July 27	Aug. 31	Sept. 28	Oct. 26	Nov. 23

Rates (per print ad) & Frequency Discounts (for consecutive ads)

Number of Consecutive Ads:	1-2x	3-6x (7% savings)	7-10x (11% savings)	11x (full year) (15% savings)
	Color or B/W	Color or B/W	Color or B/W	Color or B/W
Full	\$1500	\$1395	\$1335	\$1275
3/4 (v)	\$1350	\$1256	\$1202	\$1148
2/3 (h)	\$1238	\$1151	\$1101	\$1052
1/2 (v, h)	\$975	\$907	\$868	\$829
2/5 (island)	\$810	\$753	\$721	\$689
1/3 (v, h)	\$699	\$650	\$622	\$594
1/4	\$563	\$523	\$501	\$478
1/5 (v, h)	\$465	\$432	\$414	\$395
1/6	\$398	\$371	\$355	\$339
1/8 (v, h)	\$309	\$288	\$275	\$263

- Rates are for Ready-to-Print ads placed randomly. Specific locations may be secured for an additional charge. Ask about availability.
- We offer professional design and copy writing services at \$30/hour. Please alert your sales rep if you will need design services.



*Add 10% surcharge to rate for ads with bleed. Ads with bleed are guaranteed to be the only ad on the page. (Surcharge is waived and 10% discount is applied to total if you purchase 2 of these in one issue and run across the spread.)

DESIGNERS NOTE:

All dimensions are width x height.
Ads that do not bleed should be sized to specs with NO crops or bleeds.
**For ads that bleed: ADD 1/8" bleed and crop marks.

All images should be at least 300ppi at print size.

All ready-to-print ads should be supplied as Print Quality PDFs.

To place an ad, contact Thom Mariner | tmariner@moversmakers.org | cell: 513.543.0890

web: moversmakers.org | office: 513.771.5088