

# *Gaston Lifestyles*

MAGAZINE

*2025 Media Kit*

STOWE FAMILY YMCA

*What We Do For Gaston County and surrounding areas*

For more than a decade we have covered one very special place, Gaston County, and all its interests. Gaston County is as diverse as the people who call it home. We produce quality, in-depth stories delivering them to our readers, to provide them with all the information this great county has to offer.



**Trusted.  
Committed.  
Banking  
Forward.**



# Audience and Demographics

- Published for 13 years, 78 issues and free distribution
- Our affluent readers are local residents and their families
- Readers are Chamber members, brides to-be, students, employers, shoppers

Our advertisers are just the sort of business leaders *Gaston Lifestyles Magazine* can help promote.

If you own a business in Gaston County. If you're on the board of a local non-profit organization. If you have the inside scoop on the good news happening in our community, including such forefronts as business, technology, sports, medicine and more. Then our readers want to hear from you! You could be a partner with *Gaston Lifestyles Magazine*.

You'd be amazed by how many readers will tell you, "I saw you in the magazine!" Countless eyes—belonging to the potential customers that you want to attract. You'll do more than pique their curiosity; you'll generate more brand awareness—a huge benefit to you and your company's bottom line!

Our print publication is complimentary, delivered to the doorsteps of folks who live, work and play throughout Gaston County. We think you'll find advertising with *Gaston Lifestyles Magazine* a rewarding and enriching experience. Thanks for your business!

## Rates and Specs

	1x	3 or More
Back Cover:	\$3,000	\$2,500
Inside Front Cover:	\$2,500	\$2,200
Inside Back Cover:	\$2,500	\$2,200
Full Page:	\$2,200	\$1,800
1/2 Horizontal:	\$1,500	\$1,000
1/2 Vertical:	\$1,500	\$1,000
1/4 Page:	\$500	\$450
Business Card:	\$150	\$100

Ad Unit	Width		Height
Full (w/bleed):	8.375	x	10.875
Full (non bleed):	7.375	x	9.875
1/2 (horizontal):	7.375	x	4.374
1/2 (vertical):	3.7778	x	9.875
1/4 (square):	3.75	x	4.75
Business Card:	3.5	x	2

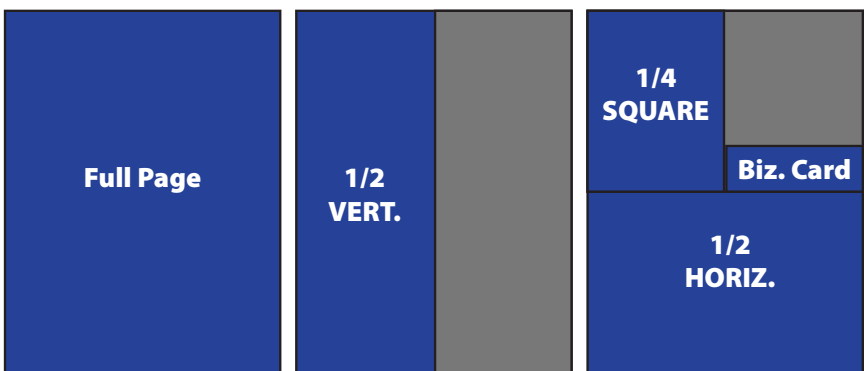


## Productions Specifications

Ads supplied must be electronic files supplied as high resolution files (300 dpi) and CMYK. Full page ads with Bleeds: Include 1/8" bleed outside of trim size area.

**Ad deadlines are due the 10th of the following months:**

- |                       |                      |
|-----------------------|----------------------|
| 1. Jan/Feb - December | 4. Jul/Aug - June    |
| 2. Mar/Apr - February | 5. Sep/Oct - August  |
| 3. May/June - April   | 6. Nov/Dec - October |



For Advertising Space Reservations and more information, please contact:

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