

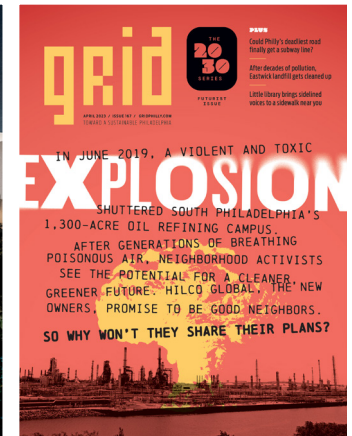
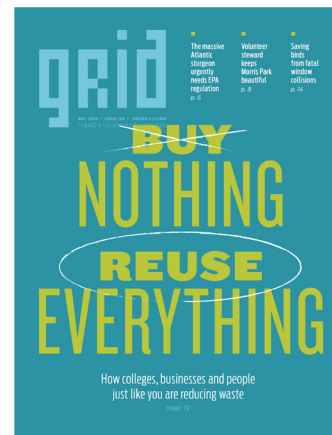
grid

Media Kit

2024

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grid *A Magazine With a Mission*

Grid is a magazine with a mission. Since 2008, *Grid* has shined a spotlight on the most innovative and inspiring stories in our city, pointing the way toward a sustainable Philadelphia. Informed equally by a sense of optimism and urgency, *Grid* stays focused on the most important issues, including:

- The reality of climate change and how it affects everyone
- The efforts of BIPOC people in sustainability and social justice
- The critical role the local food system plays in our city's health
- How higher education is promoting and teaching environmentalism and sustainability
- How private enterprise and tech is innovating for a circular economy
- The health of our watershed: for animals, plants and humans
- Urban farming and gardening
- Bicycle culture and the quest for better bike infrastructure

December
2023



- The joy of connecting with urban wildlife
- Groundbreaking design and triumphs in architecture
- Grassroots activism and mutual aid organizing

Grid tells the stories of hope and perseverance, of ingenuity and promise. By upholding high standards of journalism, *Grid* has maintained a faithful readership. Readers trust us. *Grid* has cred.

As the catastrophic effects of climate change become more real and part of our daily lives, the independent journalism *Grid* provides has never been more important or sought after.



June
2023

grid *Meet Our Readers*

March
2023

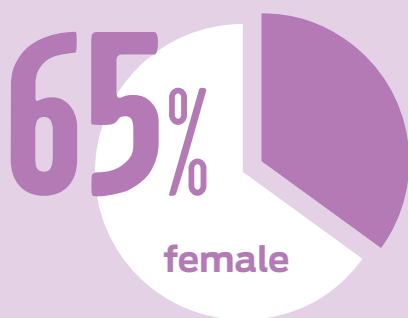
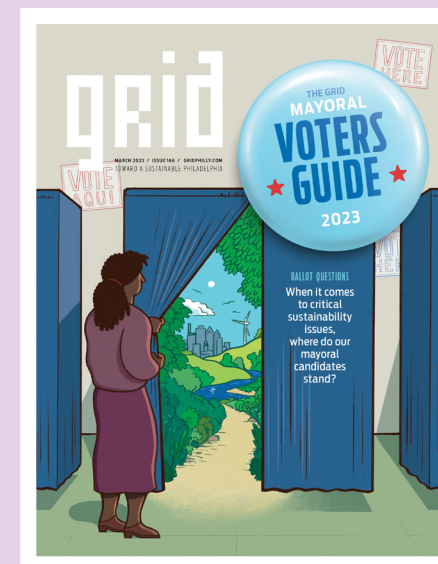
Our readers are leaders in their communities and decision makers in their homes: they want to change the world and themselves—and have fun doing it.

They are holding political leaders accountable and running for office themselves, starting their own businesses, signing up for yoga class and continuing education, attending a local craft fair and scouting out the newest and best products and services—all with an eye toward sustainable living.

OUR REACH

Every month, 10,000 copies of *Grid* are distributed in the Greater Philadelphia Area, reaching readers at food co-ops, restaurants, coffee shops, universities, grocery stores and libraries.

Our reach extends beyond the printed page with an ever-growing and engaged social media audience.



45% have a graduate degree or higher

45% 25-44 years of age



10,000+ Facebook followers



13,000+ Twitter followers



9,000+ Instagram followers

Editorial Calendar

In 2024, *Grid* is tackling Philadelphia's most pressing environmental issues, taking on a different theme each month with a mix of news coverage and features.

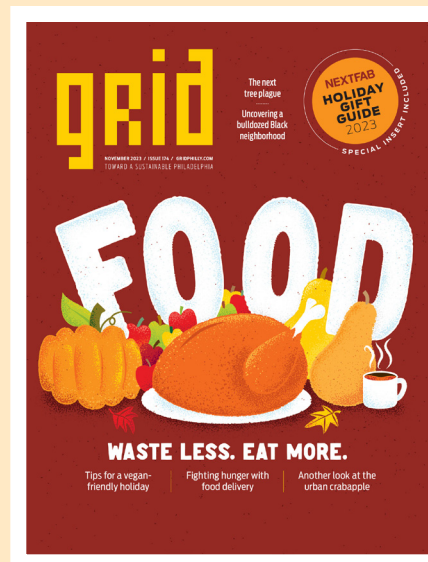
JANUARY	Whose Trash Is It? ▶ A look at how local companies are building a circular economy, and at some seemingly intractable waste problems, such as tires, that defy solutions.
FEBRUARY	Techno Optimism, Techno Pessimism ▶ Innovative solutions to environmental dilemmas give us hope, but many of them create problems of their own.
MARCH	Fashion and Sustainability ▶ The environmental costs of fashion are steep, but there are efforts to make clothing more sustainable.
APRIL	Grow Our Own: Gardening ▶ Growing your own food is a tasty way to connect with the earth and learn about the living systems that support us.
MAY	Good Neighbors: Wildlife ▶ Urban wildlife lives all around us. How can we be better neighbors?
JUNE	Housing and Environmental Justice ▶ The roots of environmental injustice are deep, and many of those issues are linked to systemically racist housing policies.

JULY	It's Getting Hot in Here: Global Warming ▶ The unavoidable impact of climate change is upon us. What actions can we still take to reduce it?
AUGUST	Capitalism and Its Eco-Discontents ▶ Many environmental problems we grapple with are linked to how we generate wealth (and misery). Is there a better way?
SEPTEMBER	The Waters Will Rise: Climate Resilience ▶ September is peak hurricane season. As storms increase in magnitude and frequency, is Philadelphia prepared?
OCTOBER	Indigenous Wisdom ▶ Indigenous practices and wisdom can offer solutions to the problems we face today.
NOVEMBER	Feeding the World ▶ We have over 8 billion mouths to feed on planet Earth. How can we feed the world sustainably, starting locally?
DECEMBER	To Your Health ▶ In the face of many threats to our health, what can we do to mitigate the harms and protect ourselves?

grid Advertising Rates

November
2023

PLACEMENT/SIZE	1X	3X	6X	12X
Back Cover	\$2,650	\$2,385	\$2,120	\$1,855
Inside Front Cover (IFC)	\$2,150	\$1,935	\$1,720	\$1,505
Inside Back Cover (IFC)	\$2,150	\$1,935	\$1,720	\$1,505
Page 1 (Opposite IFC)	\$2,150	\$1,935	\$1,720	\$1,505
Full	\$1,495	\$1,390	\$1,285	\$1,165
2/3 vertical	\$1,275	\$1,175	\$1,085	\$955
1/2 horizontal	\$870	\$820	\$765	\$695
1/3 square	\$695	\$625	\$595	\$535
1/4 vertical	\$515	\$465	\$440	\$395
1/6 vertical	\$335	\$305	\$285	\$250
Double Truck (IFC + Page 1)	\$5,000	\$4,500	\$4,000	\$3,500
Double Truck (Center Spread)	\$5,000	\$4,500	\$4,000	\$3,500
Top of Mind	Business listing for \$99/month			



SPONSORED CONTENT

Have *Grid* cover your organization with a high-quality story, which will be published in print, online and promoted on our social media platforms. *Starting at \$2,200.*

INSERTS

Inserts are tipped-in to the magazine, and additional quantities can be ordered and printed separately. Inserts can also serve as standalone pieces, and additional copies can be purchased. *Starting at \$9,500.*

SALES CONTACT

Alex Mulcahy
215.625.9850 ext. 102
alex@gridphilly.com

grid Digital Ad Rates

GRIDPHILLY.COM AD RATES

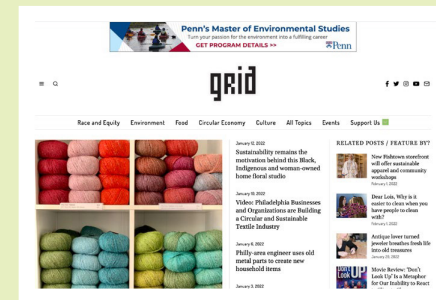
TYPE	DESCRIPTION	SIZE	PRICE/ WEEK
Leaderboard banner	top of page on homepage and articles pages	728 x 90	\$400
Sidebar banner	on homepage and articles pages	240 x 350	\$200

GRID WEEKLY EMAIL NEWSLETTER

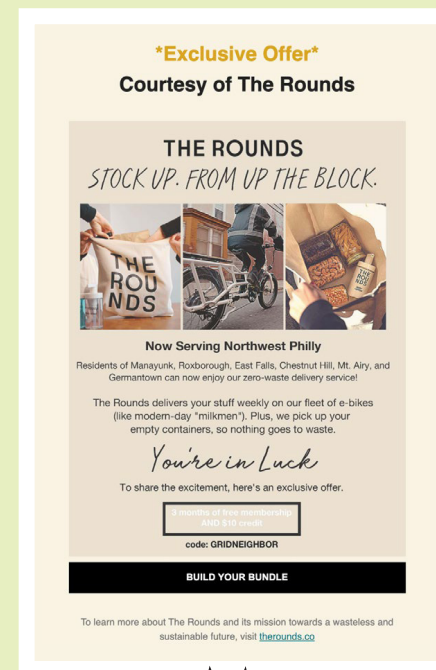
TYPE	DESCRIPTION	SIZE	PRICE/ WEEK
Banner	side of page	520 x 430	\$200

DEDICATED EMAIL BLAST

TYPE	DESCRIPTION	# OF RECIPIENTS	PRICE/ EMAIL
Dedicated email blast	Customized email to <i>Grid</i> audience	6,000	\$1,200



UPenn banner ad on *Grid* website homepage



The Rounds dedicated email blast



grid *Artwork Deadlines*

February
2023

ISSUE NUMBER / MONTH	AD ART DUE
176 / January 2024	December 6
177 / February 2024	January 10
178 / March 2024	February 14
179 / April 2024	March 13
180 / May 2024	April 10
181 / June 2024	May 8
182 / July 2024	June 12
183 / August 2024	July 10
184 / September 2024	August 14
185 / October 2024	September 11
186 / November 2024	October 9
187 / December 2024	November 12
188 / January 2025	December 9



BECOME A DISTRIBUTION POINT

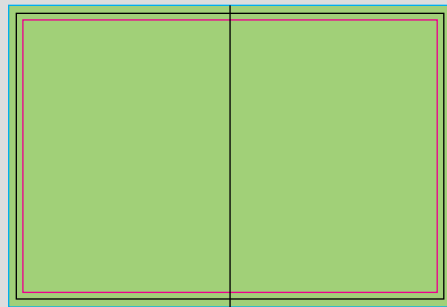
Support *Grid* by distributing the magazine at your business. Copies will ship to you monthly.

- \$10 per month
- For \$75 per month, you can be a distribution point and have a Top of Mind business listing in the magazine

DISTRO CONTACT

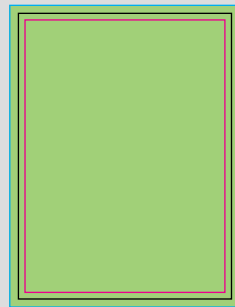
Tim Mulcahy
570.793.1791
tim@gridphilly.com

Print Specifications



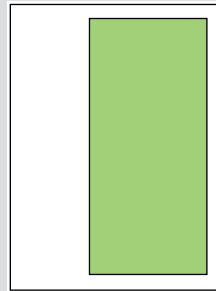
DOUBLE TRUCK

16.25"W x 10.75"T (trim margin)
16.75"W x 11.25"T (bleed margin)
15.75"W x 10.25"T (safety margin)



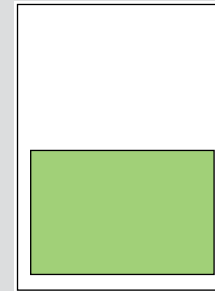
FULL PAGE

8.125"W x 10.75"T (trim margin)
8.625"W x 11.25"T (bleed margin)
7.625"W x 10.25"T (safety margin)



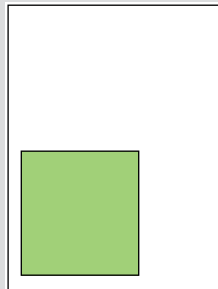
2/3 PAGE

4.5"W x 9.75"T



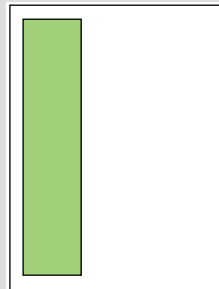
1/2 PAGE

7"W x 4.75"T



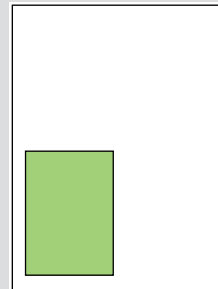
1/3 PAGE SQUARE

4.5"W x 4.75"T



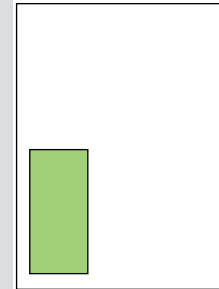
1/3 PAGE VERTICAL

2.25"W x 9.75"T



1/4 PAGE

3.375"W x 4.75"T



1/6 PAGE

2.25"W x 4.75"T

FILE DELIVERY

- We prefer to receive ads in PDF format. Follow PDF/X-1A standard, making sure to embed fonts and turn off font subsetting. Convert images and line art to CMYK color space.
- Flattened, high-resolution bitmap .tif and .psd files are also acceptable.
- We'll do our best to accommodate files delivered in native application formats (InDesign, Illustrator, Photoshop).
- We **will not accept** ads created in Microsoft Word or Microsoft Publisher.
- Please compress your files before sending (.zip, .sit, .rar, etc.).
- **If your file is under 20 MB**, email to tim@gridphilly.com.
- **If your file is over 20 MB**, please use www.wetransfer.com and send to tim@gridphilly.com.
- **Questions?** Contact Tim Mulcahy at 570.793.1791 or tim@gridphilly.com.

FULL-BLEED ADS

- Please keep type, logos and other critical information at least .25" inside the trim margin.

SALES CONTACT

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215.625.9850 ext. 102
alex@gridphilly.com