

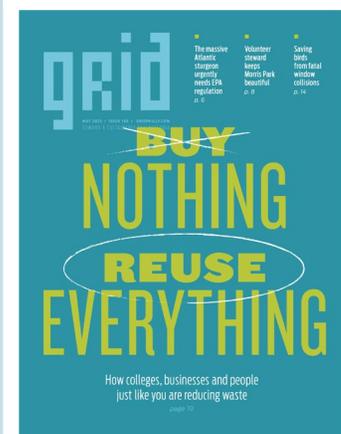
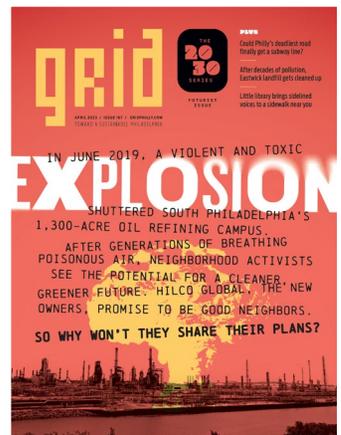
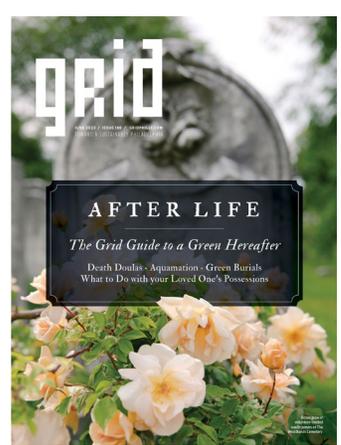
grid

Media Kit

2026

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grid *A Magazine With a Mission*

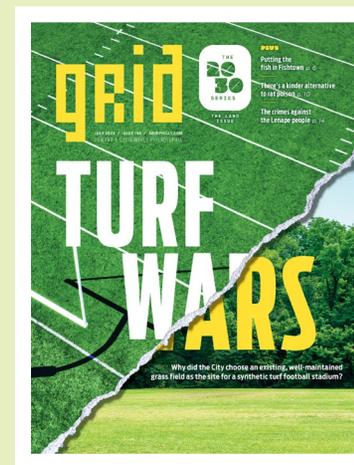
Grid is a magazine with a mission. Since 2008, *Grid* has shined a spotlight on the most innovative and inspiring stories in our city, pointing the way toward a sustainable Philadelphia. Informed equally by a sense of optimism and urgency, *Grid* stays focused on the most important issues, including:

- 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

- 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.



grid Meet Our Readers

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.



45% have a graduate degree or higher



45% 25-44 years of age

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.



10,000+ Facebook followers



13,000+ Twitter followers



9,000+ Instagram followers

grid Advertising Rates

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 CONTACTS

Alex Mulcahy
215.317.2348
alex@gridphilly.com

Nic Esposito
267.285.6564
nic@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	1920 x 400	\$400
Sidebar banner	on homepage and articles pages	560 x 800	\$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

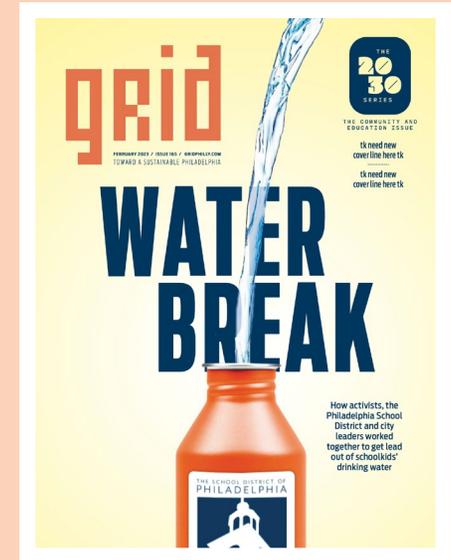


The Rounds dedicated email blast



grid Artwork Deadlines

ISSUE NUMBER / MONTH	AD ART DUE
201 / February 2026	January 14
202 / March 2026	February 11
203 / April 2026	March 11
204 / May 2026	April 15
205 / June 2026	May 13
206 / July 2026	June 10
207 / August 2026	July 15
208 / September 2026	August 12
209 / October 2026	September 9
210 / November 2026	October 14
211 / December 2026	November 10
212 / January 2027	December 9



BECOME A DISTRIBUTION POINT

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

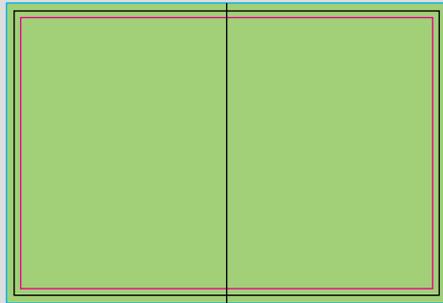
- \$10 per month
- For \$75 per month, you can be a distribution point and have a Top of Mind business listing in the magazine

DISTRO CONTACT

Tim Mulcahy
tim@gridphilly.com

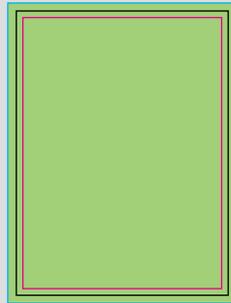


Print Specifications



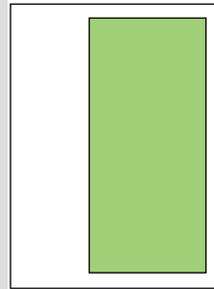
DOUBLE TRUCK

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)



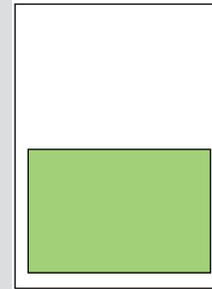
FULL PAGE

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)



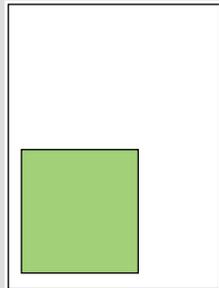
2/3 PAGE

4.5"W x 9.75"T



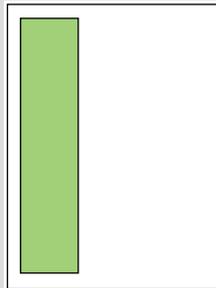
1/2 PAGE

7"W x 4.75"T



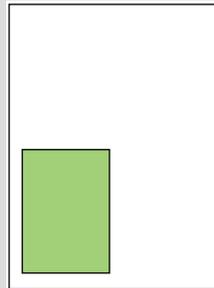
1/3 PAGE SQUARE

4.5"W x 4.75"T



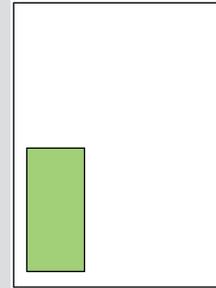
1/3 PAGE VERTICAL

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 CONTACTS

Alex Mulcahy
215.317.2348
alex@gridphilly.com

Nic Esposito
267.285.6564
nic@gridphilly.com