

grid
MAGAZINE

TOWARDS A
Sustainable Philadelphia

2010

Media Kit

MISSION STATEMENT

GRID inspires the people of Philadelphia to create a more just, livable and sustainable city.

Advertising Policy

A sustainable city begins with a strong local economy. Therefore, **GRID**'s advertising focus will be on independently-owned local businesses. We will accept ads from non-local corporations if they meet one of these criteria:

- 1 *If they actively participate in our local economy*
- 2 *If the product or service offered reduces consumption*

You can relax though, we do not have the time, staff or interest in screening all companies to see if they are "green" enough to advertise. And the only way **GRID** is sustainable is if we sell ads. That said, we will not take money from the companies who try to co-opt the message of sustainability while being diametrically

opposed to it. You know who you are — clean up or keep out! And, to borrow a phrase from the policy of Grist.org, "We politely decline any advertising that we believe is false, libelous, exploitative, or hateful, or that just doesn't look as pretty as the rest of our magazine."

About Us

GRID was borne out of a combination of inspiration and frustration. We read books that made us want to act, but found the current media lacking. The story of sustainability was either not reported, wrongly reported, underreported, or rightly reported but lost in the deluge of if-it-bleeds-it-leads, celebrity-obsessed titillation. Where was the encouraging voice, so easy to find in books, to discuss these issues, and on a local level? We took a hard look in the mirror, cleared our throat, and decided that **GRID** would be that voice.

The flip side to the great potential of a new economy is that, if we don't act now, we likely will find our city in messy predicaments we can't fully imagine. **GRID** embraces the imminent changes, and wants Philadelphia to act proactively instead of reactively. That said, nobody likes to be nagged. That's why, despite the gravity of some of our editorial, our tone will be friendly and approachable, and, above all, relentlessly optimistic. We want people to read **GRID** and feel like taking on the world, not hiding from it under their beds.

Beyond the helpful how-to's, **GRID** explains complex issues — whether they be economic, environmental or social — in a straightforward and easy to understand way. How many people really know what storm water management is, or geothermal heating? We will spell it out, draw pictures — heck, we may even write songs. Whatever it takes to demystify these important concepts right here in our own backyard, we will do it.



GRID fills a void in Philadelphia's media by providing a single source for learning about sustainability issues in our region... With eye-catching design and well-researched articles **GRID** has the ability to shine a spotlight on issues not always covered by main stream media.

Christine Knapp

*Penn Future,
Next Great City*


Our Readers

Our readers are consumers in transition, in various states of connecting the dots between their behavior and the future of where (and how) we will live. They're questioning the paradigm that more consumption equals more happiness; they are actively trying to live lives that lessen their impact on the environment. Safe, healthy food is important to them, which means they are very likely to buy organic and local food, and patronize the markets and restaurants where explaining food provenance doesn't require a world atlas.

Alternative renewable energy sources are of great interest to our readers. They want energy audits of their homes and

solar panels on their roofs. Whether they rent or own, they want to live in homes that are energy efficient, and they've replaced the

toxic cleaners that clean their living spaces with environmentally friendly ones. Our readers bike, take public transportation and when they drive cars, they choose fuel efficient models. They are a highly literate, educated bunch with a passion for books, music, and both performing and visual arts. Most of all, they want to bring commerce back to the community, because buying from your neighbor is more heartwarming than going to a big box with no personality.



I am very very impressed with your prototype magazine and this is exactly what I would like to see as far as communicating about sustainable living issues in Philadelphia.

Stephanie Chiorean

Philadelphia Water Department, Grid reader



I came upon your publication the other day while shopping and have fallen in love. What a wonderful magazine.

Tolani Lawrence

*studio artist,
Grid reader*

Distribution

GRID is a free monthly publication, which will have an initial circulation of 15,000. (Excitable magazine people will tell you that, based on that number, the readership is 42,500.) We will be in highly trafficked areas where there is a receptive audience, such as organic supermarkets, (fair trade) coffee shops, farmers' markets, food co-ops, environmental home stores, and popular restaurants and bars. **GRID** will also be distributed in some really cool non-traditional ways, too, through partnerships with groups such as The Pennsylvania Environmental Council and Farm to City. Initially our distribution will focus on Philadelphia and include a few key outlets in the city's suburbs. A list of distribution points is available upon request, and will be constantly updated on-line.



GRID speaks to the issues Weavers Way Co-op cares about, and it does so with a great look, an engaging style, and a distinctly Philadelphian angle... We are very excited about advertising in **GRID**, and even more excited about reading it.

Jon McGoran

Weaver's Way Co-Op



I read the promotional copy cover-to-cover and was enthused and inspired by what I read and the potential of the magazine.

David Kruidenier

Drexel University Student, Progressive Librarians Association, Grid reader

Ad Rates & Dates

ISSUE	ART DUE	STREET DATE	
11, February 2010	December 28	January 13	
12, March 2010	January 25	February 10	
13, April 2010	February 22	March 10	
14, May 2010	March 22	April 07	
15, June 2010	April 26	May 12	
16, July 2010	May 24	June 09	
17, August 2010	June 21	July 07	
18, September 2010	July 26	August 11	
19, October 2010	August 23	September 08	
20, November 2010	September 20	October 06	
21, December 2010	October 25	November 10	
22, January 2011	November 22	December 08	

AD SIZE	1X	3X	6X
Full page	1250	1175	1100
2/3 page	1000	950	900
Half page	700	650	600
1/3 page	500	450	400
1/4 page	400	350	300
1/6 page	300	250	200
Business Card (1/10 page)	95	95	95
Back Cover (C4)	1750	1700	1650
Inside Front (C2)	1500	1450	1400
Inside Back (C3)	1500	1450	1400

Ad Submission

FULL-PAGE ▶

Magazine Trim Size
8.125" wide x 10.875" tall

Full-Page Non-Bleed Ad Image Area
7" wide x 9.625" tall

Full-Page Full-Bleed Ad Image Area
8.375" wide x 11.125" tall
(trim size + .125" bleed on all four sides)

We prefer to receive ads in PDF format. Follow PDF/X-1A standard, making sure to embed all fonts and turn off font subsetting. Convert all 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 accomodate files delivered in native application formats (InDesign, Quark, Illustrator). We WILL NOT ACCEPT ads created in Microsoft Word or Microsoft Publisher. Ad design services are available for a fee. If you have any production questions, contact Jamie Leary: jamie@gridphilly.com or 215.625.9850 x104

* For full-bleed ads, please keep type, logos and other critical info at least .25" inside the trim.

▶ FRACTIONAL

1/6 Page Vertical
2.25" wide
x 4.75" tall

2/3 Page Vertical
4.5" wide
x 9.75" tall

1/3 Page Square
4.5" wide
x 4.75" tall

1/3 Page Vertical
2.25" wide
x 9.75" tall

1/10 Page
3.375" wide
x 1.875" tall

1/4 Page
3.375" wide
x 4.75" tall

1/2 Page Horizontal
7" wide x 4.75" tall

DELIVERY

Please compress your files before sending (.zip, .sit, .rar etc.). If you file is under 8 MB, email to jamie@gridphilly.com. If it's larger than 8 MB, please upload to our FTP.
<ftp://ftp.redflagmedia.com>
user: grid_ads
pass: gridlock

You can mail discs to:
Grid Magazine Production Dept
1032 Arch St, Third Floor
Philadelphia PA 19107

Questions? Contact Jamie Leary
215.625.9850 x104 or jamie@gridphilly.com



MEDIA KIT **2010**
www.gridphilly.com

Alex Mulcahy
Sales Contact

1032 Arch St, 3rd Floor
Philadelphia PA 19107

215.625.9850 x102
alex@gridphilly.com