

Digital Magazine Ad Sizes

Each issue of our digital magazine is released monthly and contents 12-20 pages of new content, not featured on our website. One of the benefits of digital publications is that advertisers are able to include hyperlinks in their ads for potential customers to go directly to your website, or link of choice.

- Business Card - \$45
 - Size: 4.75 inches x 2.25 inches
- Half Page/Postcard Size Ad (Horizontal) - \$85
 - Size: 7.25 inches x 4.75 inches
- Half Page (Vertical) - \$85
 - Size: 4.75 inches x 7.25 inches
- Full Page Ad - \$170
 - Live Area Size: 7.25 inches x 9.875 inches
 - Image Trim Size: 8.25 inches x 10.75 inches
 - Bleed Extend .25 on all 4 sides
- Corner Ad Horizontal 1/4- \$65
 - Size: 4.75 inches x 4.75 inches
- 1/4 Ad Vertical - \$65
 - Size: 2.25 inches x 9.875 inches
- 2/3 Vertical Ad - \$115
 - Size: 4.75 inches x 9.875 inches

Exquisite Internet Radio

When contacting us about advertising with our internet radio station, please have a script prepared, or verbiage you'd like included in the advertisement. If you do not want to be the voice actor for the commercial, we will supply a female voice. Our station is 24/7, so your advertisement will play 25-50 times, or more, throughout the period of time of your choosing.

If you are sending pre-recorded ads, please make sure they are in MP3 format.

- 30 Second Ad - \$25
- 60 Second Ad - \$40

Advertisers receive 15% off when advertising on more than one platform during the same time period.

	1 Week	2 Weeks	1 Month	3 Months	6 Months
30 Second Ad	\$25	\$50			
60 Second Ad	\$40	\$80			
Business Card Ad			\$45	\$115	\$230
Half Page Ads			\$85	\$155	\$270
Corner Page Ad			\$65	\$135	\$250
Full Page Ad			\$170	\$275	\$320
¼ Page Ad			\$65	\$135	\$270
⅔ Page Ad			\$115	\$235	\$300

Why you should advertise

We do our best to stay ahead of new trends within our industry so that we can best educate and entertain our audience.

As businesses seek to bring in new markets and untapped consumers, the power of Print is a very affordable and creative advertising medium. Advertising in magazines is still one of the most effective ways of building brands at the right time. Print magazines can speak to many different cultures and interests. Print magazines can have a long read life as just one issue can be passed along and shared hundreds of times with consumers from all walks of life. So open your mind to re-embracing Print Magazines as a part of your advertising media budget.

In other mediums, ie: Television, Web Videos, Social Media; consumers regularly want to skip the advertising, in magazines it is seen as part of the Readers experience. Magazines are read without distraction; 87 percent of magazine readers focus on the content. They do not watch or listen to another medium at the same time. This attention offers a major benefit for advertisers, as an important percentage of the readers will digest the ad and the brand name, delivering a higher impact.

Exquisite Radio

- Traffic: Unique Listeners 1100 + a week
- Demographics: (Gender: 52% men & 48% women)
- Unique Selling Points:
- Original Content from around the Southeastern Region
- One of the only internet radio station in the Tri-County Charleston area playing only indie music from artists of the area
- Rapidly growing in listeners reach, after starting around 6 months ago.

Exquisite Life Magazine

- Traffic: Visits 525+ views a week.
- Demographics: (Gender 58% men 42% women)
- Unique Selling Points:
- Original Content from around the Tri-County area
- Established online publication in the region, having interviewed and increased brand awareness for dozens of small businesses and creative professionals.

Frequently Asked Questions

Question

What are your latest traffic numbers?

Answer

Right now Online Dating Magazine is getting more than 43,000 unique visitors a month and that is growing at a rate of 2,000-3,000 additional unique visitors every month. 53% of our visitors are female and 47% are male. The far majority are single.

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Question

Can you explain the advertising process step-by-step?

Answer

Step 1: Find an available ad space, and platform(s), that interests you.

Step 2: Send an email to exquisitemedia.chs@gmail.com expressing your interest in that space, or platform. Also, include the link to your website, your contact information, your ad size of choice, desired frequency, and your actual ad if it is already prepared.

If the ad is not prepared and you'll need us to design it, you'll need to include the details regarding how you'd like the ad to look. This includes:

- Color Scheme
- Font Style
- Layout
- Images you want included
- Verbiage you want include
- Logos you want included.

For radio ads, if you already have prepared audio for your advertisement, you can send that. Or if you'd like us to prepare your advertisement for you, we'll need a script to read. Please advise: if your advertisement is recorded by us, the voice actor is female. We do NOT supply voice actors. If you'd like to read the script yourself for the ad, you can pre-record it and send it or advise in your email of this and we'll make arrangements with you.

Step 3: Our team will review your information and contact you within 48 hours if you ad is approved. This is regardless of whether you have the advertisement prepared or not.

If your site is approved for advertising, you will be sent an email outlining how to pay for the ad (via PayPal Invoice).

Step 4: Once paid, if you haven't already, send your ad and any links you'd like attached to it. Please keep in mind, Exquisite Life Magazine only offers advertising in our digital issues. Advertisements in these issues can include hyperlinks.

If we are preparing your print ad, or radio ad, we'll send you a draft of your ad to view, or listen to, before adding it to the issue(s) of your choice. You will be able to make up to 10 changes to the draft.

Step 5: After your advertisement has run its course, you will be given the first opportunity to renew at the same rate for future issues, or radio ads.

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Question

How long do ads run for?

Answer

Exquisite Life Magazine: You can purchase one month, 3 months, 6 months, or an entire year of any available ad size space. One month constitutes thirty days, from the day the issue is released.

Exquisite Radio: 30 second ads run for a week, while 60 second ads run for two weeks. During this time, your ad can 25-50 times, sometimes more. If you wish to create a more controlled schedule of when your ad will play, please let us know in your introductory email. Oftentimes, additional fees can incur.

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Question

Will my ad rotate with other ads?

Answer

For Exquisite Life Magazine, no – the spot is yours alone! When you purchase an advertising space, that space remains exclusively yours for the duration of the ad run. You will never see any ad except your own in that space until your campaign has concluded.

For Exquisite Radio, your ad will play throughout the day in between our on-air content and music. Our station runs 24/7 so your advertisement will play at anytime during the day or night for our listeners.

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Question

Do you accept pop-up, pop-under, floater, or text ads?

Answer

No. For the convenience of our readers and search engine rules, we do not allow pop-up, pop-under, floater, or text ads anywhere on the Exquisite Life Magazine, or Exquisite Radio websites.

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Question

Can I lock in a rate?

Answer

Absolutely. Your rate is locked in for as long as you renew or until traffic levels are 50% higher than when you first started advertising.

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Question

What is your cancellation policy for advertisers?

Answer

For any advertiser who cancels their ad and request a refund, after they've paid for it and before the campaign has been completed:

1) That advertiser/company will not be allowed to advertise with Exquisite Life Magazine anytime in the future.

2) If the refund is requested more than 5 days into your campaign, refunds will not be given, unless approved by an advertising account manager or company representative. If the refund is requested less than 5 days into your campaign, a refund of 50% will be granted, and a cancellation fee of 20% of the advertisement cost. Refunds are returned only through PayPal.

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Question

What happens if I want to order an ad space but it isn't available?

Answer

Send an email to exquisitemedia.chs@gmail.com stating which ad space you are interested in and your name will be added to the waiting list for our next issue, and/or for open spaces to become available.