

R&A

RENOVATIONS ADDITIONS

MAGAZINE®

Lancaster County's
Home Improvement Guide™

featuring
Lancaster County
home improvement
professionals

stimulating Lancaster County's home improvement industry
since 2007

Locally owned. Locally operated. Promoting local home improvement professionals and local suppliers...showcasing their local projects.

R&A Magazine...seriously LOCAL!



advertising that
doesn't get thrown
out with the mail!

Media Kit



Media Kit

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overview/mission

R&A Magazine is a free-consumer publication dedicated to providing valuable home improvement information to Lancaster County's current and future home owners. Published quarterly, R&A Magazine is supported entirely by its advertisers. Unlike publications designed for the *do-it-yourselfer*, R&A Magazine promotes the commission of professionals in all aspects of home improvement.

What most distinguishes R&A Magazine from its syndicated counterparts is the magazine's editorial content. Rather than articles written by nationally syndicated authors, the bulk of R&A's content is contributed by Lancaster County's own home improvement professionals. Readers are introduced to and learn from the area's finest, who share their local experiences and expertise on projects completed here in our own back yard.

editorial focus

Although the magazine's focus centers around home renovations and additions, content originates from a variety of sources involved in the home improvement industry ranging from builders to tradesmen to suppliers to retailers to landscapers and those that provide services to them.

Contributed material will be informative in nature, rather than a promotion of the contributor or his/her company. Contributing authors are encouraged to submit high-quality photography to supplement their message.

publication format

The page count of R&A Magazine is largely dictated by the number of advertisers. Regardless, each quarterly edition will, at a minimum, consist of the following.

Feature article(s) (with accompanying photographs) contributed by advertisers. Contributing advertisers will be acknowledged in the header of each article by his/her name, photo, title, and company.

A *Spotlight* (cover story) article—a contribution of the editor showcasing a local project completed by a local builder/remodeler.

A Q&A column titled *Ask the Expert's*—in which advertisers will provide answers to home improvement questions. Contributing advertisers will be acknowledged by his/her name, photo, title, and company.

The Gallery—a series of project photos submitted by advertisers, including *before* and *after* shots. Each contributing advertiser will be acknowledged by



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company name under each display.

A calendar of *Coming Events*—a snapshot of upcoming home improvement events throughout the area.

An *Advertiser Index*.

content selection

The editor reserves the right to determine which of the contributor submissions are published, when they are published, and their placement within the magazine. With each publication, the editor will make every effort to solicit contributions from a variety of sources to ensure that the subject matter is both diverse and pertinent to the target audience.

Actual selection criteria will be based on a combination of factors including the subject matter, its mix within that particular edition, and editorial quality. To ensure editorial standards, the editor also reserves the right to edit submissions and to apply page layout and design features. In all cases, the editor will work closely with the contributing advertiser to ensure mutual satisfaction with the end product.

Similarly, for the protection of the magazine and its advertisers, the editor reserves the right to reject or cancel any advertisement that does not conform to the magazine's editorial or design standards.

distribution

R&A Magazine is available, free of charge, at a variety of high-traffic locations throughout Lancaster County. As a quarterly publication, each edition of R&A Magazine is available at these distribution points for a 3-month period. For a complete listing of locations, please click on the *locations* link found on the homepage—www.RandAMagazine.com.

website

Starting with the Winter 2020 edition, R&A Magazine is available in a full-scale digital edition accessible online at www.RandAMagazine.com. Back copies dating back to the Winter 2020 edition can be accessed from the *View Archives* button.

In addition, starting with each edition from the start of R&A back in 2007, every *Feature* and *Spotlight* article, *Gallery* submission as well as each question and answer appearing in the *Ask the Experts* column is available from the website. Also on the website is a directory of *current* advertisers with a link to their respective website.

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Editorial Calendar

Since the editorial content is influenced by the contributing advertisers, the editor will make no attempt to establish a schedule of pre-determined topics. Furthermore, instead of a specific theme for each issue, a conscious effort will be made to incorporate a *mix* of topics from different disciplines within the home improvement industry. By providing a medley of topics, it is believed that each issue will be sufficiently diverse to consistently attract a broad range of readers.

Advertising Rates & Sizes

To access R&A's ad sizes options and their rates, please click on the *Ad Rates & Sizes* link found on the homepage—www.RandAMagazine.com.

Publishing Schedule

R&A Magazine is published quarterly. To access the Schedule including the Advertising Due Dates, please click on the *Ad Rates & Sizes* link found on the homepage—www.RandAMagazine.com.

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Printing
Specifications

submission requirements (ads)

Advertisers are asked to submit their ads in ADOBE Acrobat PDF format.

In creating the PDF, please ensure the following.

- all fonts are imbedded (no True Type fonts)
- the ad is sized correctly
- the output setting is set at *Press Optimized*
- no RGB, HSB or Spot colors

submission requirements (feature articles/Q&A's/photos)

Contributors may submit their copy electronically. Accompanying photographs in *jpeg* format are to be attached. If more than one photo is sent, contributors are asked to clearly identify each so that they can be easily matched with its corresponding caption. Photo captions are to be included and should include a corresponding photo description.

delivery

Please email submissions to: info@RandAMagazine.com

Advertising
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