

MOUNT GRETTNA

magazine



MEDIA KIT 2027



Box 205
Mount Gretna, PA 17064
MountGretnaMagazine.org

Mount Gretna Magazine is tax exempt through fiscal sponsorship by Humanitarian Social Innovations (EIN 46-4779591). All funds received for the purpose of this program are treated as restricted under the charitable trust doctrine and are, minus allocations for administrative costs, dedicated to the purpose of this program and will not be used to pay the expenses of another.



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Photo above: Kristin Kissell
Photos on cover and below: Shannon Fretz Photography

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stories that connect + inspire

Who We Are



Mount Gretna Magazine is a free seasonal publication created for everyone who loves this unique town as much as we do. Offered in both beautiful print and easy-to-access digital form, each issue is full of stories, photography, and features that celebrate life here — from the trails to the porches, the Playhouse to the lake.

Founded in February 2025, our team includes longtime Mount Gretna residents, passionate newcomers, seasoned journalists, talented photographers, and community leaders — all united by a love for Gretna and a commitment to excellence.

Our mission is simple: to connect and inspire through community-building stories, beautiful imagery, and quality journalism.

We are a fiscal project of Humanitarian Social Innovations. This enables us to lean into our nonprofit character and truly focus on building up connection in this time of nationwide division. Gretna — with its history of nurturing curious innovation in academic, social, spiritual, and physical pursuits — is the perfect foundation for these efforts.

Join us! As an advertiser or sponsor, you will both support our work and benefit from association with it. Together, each season, we'll share a fresh collection of exclusive content — available to all, for free — because we believe in the power of good stories to connect and inspire.

Why Advertise With Us?

Our readers make GREAT customers!



Photo: Leeshawn Musick

A STRONG FIRST YEAR

- **8K** print copies across 30+ locations with quick pickup rate
- **75%** of print distribution centered in Lebanon and northern Lancaster Counties
- **3.2K** unique website visitors, with our Stories and Magazine pages (where your ads live) receiving **top attention**
- **42%** email open rate *(compared to 17-28% average)*
- **14.4%** click-through rate *(compared to 2-5% average)*

... with so much more to come!

Who They Are

Mount Gretna Magazine's readers are **deeply connected to Gretna** — whether they live here year-round, return each season, or carry a lasting affection for this place. They are homeowners, renters, visitors, and supporters who value quality, connection, and community.

Many are active volunteers and **contributors to the local economy**, supporting local businesses through dining, shopping, home care, and cultural activities. They are engaged, curious, and intentional in how they spend their time and resources.

Where They Are

Our readership is concentrated in **Central Pennsylvania**, with strong engagement in Lebanon, Lancaster, and Dauphin counties.

Beyond this core, subscribers span the **East Coast and Southeast**, with additional reach across the country.

Why This Matters

What this means for YOUR business:

- A highly concentrated Central Pennsylvania audience
- Visibility options across print, email, and digital
- A setting where readers are engaged, relaxed, and receptive
- A steady source of repeat exposure in a beloved publication readers return to, share, and keep



Photos this page: Shannon Fretz Photography

Our readers don't just flip through our magazine. They spend time with it.

What Makes Mount Gretna Magazine Different

HIGH FOOT TRAFFIC.

Mount Gretna draws up to 200,000 annual visitors in a town known for its arts, charm, and loyal seasonal following. *Your ad reaches across the region.*

LONG SHELF LIFE.

This isn't junk mail. It's a keepsake publication that readers display, save, and share. *Your ad gets seen again and again.*

DESIGNED FOR IMPACT.

Every page is intentionally crafted for clarity, beauty, and engagement. *Your ad stands out.*

MISSION-DRIVEN ALIGNMENT.

Support community storytelling that builds connection and inspiration. *Your ad is part of something meaningful.*



Here's what readers are saying ...



“ If you're lucky enough to have a porch and a good magazine, you're lucky enough. – Leeshaun

Congratulations on your success in getting the 'Spirit of Mount Gretna' into the 21st century. It is reassuring to find a group of individuals who are willing and capable of turning out a professional magazine that looks both forward and backward. – Tom

What a stellar publication! Cover to cover, it is enchanting with a unique charm all its own! – Bob

Choose Your Level Of Presence

FOUNDATIONAL <i>Simple, consistent way to stay visible</i>	GROWTH <i>Expanded visibility across print + digital</i>	PREMIUM <i>Maximum visibility and impact</i>
4 issues 1/4 or 1/3 page ad Print + digital visibility	4 issues 1/2 page ad Print + digital visibility Linked logo on website Quarterly social acknowledgment	4 issues Full page ad Print + digital visibility Linked logo on website Quarterly social acknowledgment Free business directory listing Priority placement opportunities
\$1,400 - \$1,800 Package INCLUDES FOUR ISSUES	\$2,400 Package INCLUDES FOUR ISSUES	\$4,000 Package INCLUDES FOUR ISSUES
1/3 pg Vertical: 2.33 x 9.625 inches 1/4 pg Vertical: 3.5 x 4.8125 inches	1/2 pg Horizontal: 7 x 4.8125 inches 1/2 pg Vertical: 3.5 x 9.625 inches	Full pg: 7 x 9.625 inches <i>(Bleed available; see page 9)</i>

Annual packages start with your chosen issue and include four consecutive issues. An additional 5% discount is offered for packages paid in full upfront.

2027 SEASONAL OPTION

Spring + Summer — Two-issue package

Ideal for seasonal shops, restaurants, rentals, and tourism-based businesses.

1/4 page ad ... \$1,000 1/3 page ad ... \$1,200
 1/2 page ad ... \$1,500 Full page ad ... \$2,200

*Ad dimensions listed in chart above.
 Discounted 2-year options also available.*

*Most advertisers choose
 annual or seasonal packages for
 the best value and visibility.*

A LA CARTE OPTIONS + UPGRADES

Prefer to customize your presence? These options can be tailored to fit your goals.

- **Single ad purchase** ... \$250 surcharge to annual per-issue rate
- **Inside cover (front or back) upgrade** ... Additional \$200 per issue, vertical ads only for inside front cover
- **Back cover upgrade** ... Additional \$400 per issue; full-page ads only
- **Story underwriting** (p. 9) ... \$300 per story
- **Business directory listing** (p. 9) ... \$400
- **Linked logo on website** ... \$200 with any purchase, valid through 12/31/27
- **Sponsor a magazine event** (p. 10) ... \$1,000
- **Sponsor one issue of the magazine** (p. 11) ... \$5,000
- **Sponsor the magazine for one year** (p. 11) ... \$10,000+

Let's find the right fit for YOUR business.

AD SPECS + DEADLINES

Full-Page Ads with Bleed:

- Trim size: 8.5" x 11"
- Bleed size: 8.75" x 11.25"
- Keep all live content at least 0.25" from trim edges to ensure nothing is cut off.

File Format and Resolution:

- PDF (preferred): High-resolution, CMYK, with fonts embedded.
- Minimum of 300 dpi at ad's actual print size.

Ad Design Assistance: With advance notice, we may be able to connect you with an independent graphic designer to help you create your ad copy. Additional costs and coordination are your responsibility.

Proofing: Mount Gretna Magazine is not responsible for errors in ads submitted as camera-ready. Please ensure all content is carefully proofed before submission.

Ad Content Updates: Advertisers are welcome to submit new content for each issue within their contract. If usable updated files are not received by the deadline, the previously published ad may be re-run or the space may be forfeited without refund.

Late or Incorrect Files: Ads that do not meet the required specifications may be excluded from print and the reserved space may be lost without refund.

Payments: Quarterly payments are due before the design process begins for each issue. See publication schedule on this page for deadlines for payment and ad copy.

Submit Files To:

<https://forms.gle/fiZGh8t8kjHLazca8>

ISSUE	COPY + PAYMENT DEADLINE *
WINTER 2027 <i>pub. Jan 2027</i>	10/15/26
SPRING 2027 <i>pub. Apr 2027</i>	2/1/27
SUMMER 2027 <i>pub. Jul 2027</i>	5/1/27
FALL 2027 <i>pub. Oct 2027</i>	8/1/27

READY TO TALK? Contact Janice@MountGretnaMagazine.org

STORY UNDERWRITING

A meaningful way to align your brand with local storytelling.

Sponsor a story within one of our recurring editorial features. Choose from: *Gretna Together*, *Cottage Life*, *Local History*, *Meet the Artist*, *Thrive*, *Field + Forest*, or *Seasonal Contemplations* (based on availability).

\$300 per story

- Supports the creation of original editorial content
- Issue and department selection available
- Editorial control of the story remains with *Mount Gretna Magazine*

Recognition includes:

Your business name, website, and brief description are listed at the end of the piece.



Photo: Meagan Cassel

BUSINESS DIRECTORY

Be included in all four 2027 magazine issues and stay top of mind with readers throughout the year.

- **\$400 Basic listing** (business name up to 20 characters, plus phone number and website)
- **\$150 per additional line** (up to 25 characters each)

This is a popular choice for businesses that provide services to the community and want to appear in multiple issues at a lower price point.

Craft Your Story

Looking for a more creative way to get involved? Explore these three options. As a growing organization, your partnership could make a **significant impact** on our ability to serve the community.

Magazine Event Sponsors ... \$1,000

Event Sponsors support one of our curated community events, designed to be fun, unique, and connection-building.

WHAT EVENT SPONSORS RECEIVE:

- Linked logo on the website alongside event information.
- Recognition across digital channels when promoting the sponsored event.
- Space for your business to have an information table at the event.
- Two free tickets to the event (as relevant).
- A significant portion of this sponsorship is tax-deductible.



We Plan Buzz-Worthy Events

Our first event, **The Great Gretna Plate** — a Chopped-inspired cooking competition featuring three local amateur chefs — **sold out** and generated **strong engagement** both in person and online.

Social media views spiked to 21.5K, with more than 1,000 people visiting our website to learn more.

More signature events are in the works, offering fresh opportunities for businesses to connect with the community.



Photos this page: Shannon Fretz Photography except above, which is by Kristin Kissel. Top left: Nate Godfrey, winner of the inaugural Great Gretna Plate, prepares his take on a Vietnamese chicken banh mi (pictured bottom left). Above: Shelby Larkin and sous chef Grant Williams work on her savory breakfast pop-tart, which tied for second place.

For Greater Impact

Magazine Issue Sponsors ... \$5,000

Issue Sponsors underwrite one issue of *Mount Gretna Magazine*, helping to bring our community-building stories to life. Your support allows us to keep the magazine free and widely accessible — ensuring that everyone can enjoy the beauty, history, and creativity of Mount Gretna.

WHAT ISSUE SPONSORS RECEIVE:

- Logo on Table of Contents under “This issue brought to you by ...”
- Mention in the Creative Director’s Letter as the issue’s sponsor.
- Complimentary half-page ad.
- Recognition across digital channels when promoting the sponsored issue.
- A significant portion of this sponsorship is tax-deductible.



Photo: Shannon Fretz Photography

Yearlong Mission Sponsors ... \$10,000+

Mission Sponsors believe in *Mount Gretna Magazine’s* long-term mission and want to visibly support us in an ongoing way throughout the year. Instead of buying one ad or sponsoring one issue, you commit to a year-long partnership — creating steady visibility for you and stability for us.

WHAT MISSION SPONSORS RECEIVE:

- Logo listed alongside masthead in every issue.
- One complimentary full page ad to use at some point during the year.
- Linked logo on website.
- Quarterly shout-outs on social media (e.g., “Thanks to our Storykeeper Sponsor!” posts).
- Optional “Partner Spotlight” story on our blog once during the year.
- Recognition at magazine-related events.
- A significant portion of this sponsorship is tax-deductible.



Thank you.

We appreciate your partnership and your investment in *Mount Gretna Magazine*.

We look forward to working together to promote your business and continue building community in

Mount Gretna.



Photos clockwise from top left: Courtesy of Gretna Music, Leeshaun Musick, Sally Ann Kirby, Stacy Schroeder, Kristin Kissell, Jialun Tong for Mount Gretna School of Art