

# JoCo Magazine

## 2020 Media Kit



### About the Magazine

JoCo Magazine, the official publication of Johnson County Government, is published four times per year and mailed to every resident and business in Johnson County for a total of over 260,000 print copies. The complete magazine is also available online at [jocogov.org](http://jocogov.org) and is cross-promoted on Facebook and Twitter.

This award-winning magazine highlights county services and amenities that contribute to an exceptional quality of life. Content includes in-depth features, community profiles, and public services information of interest to all county residents.

### Why print advertising in JoCo Magazine?

- Great exposure to an affluent audience, with a median household income of \$81,121
- The only magazine in Johnson County that is mailed to every household and business
- Promotes brand awareness in Johnson County
- In a recent survey, 82% of respondents said they depend on the publication to stay informed about the county
- 84% recall receiving a recent JoCo Magazine
- Of those who recall receiving the magazine, 91% of respondents read the magazine

*(Statistics from 2018 United States Census data and Johnson County's 2019 Communications Survey)*

*"Since advertising in JoCo Magazine, we've experienced a noticeable increase in customer sales calls. We believe this exciting trend, resulting in an increase in revenue, is influenced by the fact that the publication is mailed to all residences in Johnson County, as well as all businesses."*

*"I received my magazine yesterday and enjoyed reading it from cover to cover. The articles are interesting and the layout is appealing. I'm looking forward to future publications!"*

**For more information, contact  
Advertising Sales Manager Tim Phenicie  
phone: 913-715-8920 | fax: 913-715-0440  
email: [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org)**

Ad Size	Ad Shape	Width	Height
1/8 Page	Horizontal	4.188"	2.725"
1/4 Page	Horizontal	8.375"	2.725"
	Vertical	4.188"	5.438"
1/3 Page	Horizontal	8.375"	3.625"
1/2 Page	Horizontal	8.375"	5.45"
	Vertical	4.188"	10.875"
Full Page	Full Page	8.375"	10.875"

*All artwork should include a 0.125" bleed in addition to the dimensions above.*

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### 2020 Ad Pricing

	1x	2x	3x	4x
1/8 page	\$1,395	\$1,255	\$1,130	\$1,120
1/4 page	\$2,200	\$1,980	\$1,780	\$1,600
1/3 page	\$2,450	\$2,205	\$1,985	\$1,785
1/2 page	\$2,700	\$2,430	\$2,190	\$1,965
Full page	\$4,000	\$3,600	\$3,240	\$2,915
Page 3*	\$6,500	\$5,850	\$5,265	\$4,735
Back Cover*	\$7,500	\$6,750	\$6,075	\$5,465
Inside Back (Full Page)*	\$6,350	\$5,715	\$5,145	\$4,630
Inside Back (1/2 Page)*	\$3,250	\$2,925	\$2,630	\$2,370

*\*Premium placements are based on availability.*

**Ad design:** \$125/hour with ad copy received by the 3<sup>rd</sup> of the month preceding the mailed publication. One revision allowed at no cost; additional revisions \$70/hour.

Advertising rates are subject to change without notice. Ads must comply with Johnson County Government advertising policy and guidelines to ensure ad placement. Placement is not guaranteed due to space limitations. Ad space must be reserved by the due date (new advertisers) and artwork revisions must be received by the due date (new and current advertisers).

### 2020 Advertising Deadlines

Ad material must be submitted electronically via a PDF file to [tim.phenicie@jocogov.org](mailto:tim.phenicie@jocogov.org) by the applicable artwork due date below. Artwork file must have a resolution of at least 300 dpi.

Issue	Reservation Deadline	Artwork Due	Magazine Mailed
Spring 2020 (March)	February 19, 2020	February 26, 2020	March 20, 2020
Summer 2020 (June)	May 13, 2020	May 20, 2020	June 12, 2020
Fall 2020 (September)	August 19, 2020	August 26, 2020	September 14, 2020
Winter 2020 (December)	November 1, 2020*	November 8, 2020*	December 9, 2020*

*\*Winter 2020 issue deadlines are approximate and subject to change.*