



THE **SKINNIE** magazine
 substance...with style.



2025 Media Kit

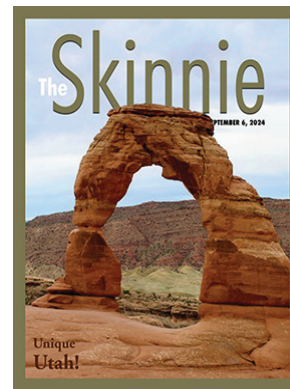
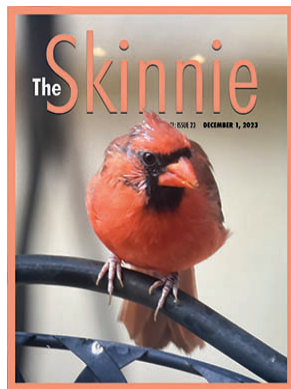
the definitive voice of Skidaway Island...



THE SKINNIE

What's **The Skinnie**? The definitive voice of Skidaway Island

The Skinnie was conceived in 2003 by a recent New York City transplant. In its 20th year, its purpose remains constant: To tell the stories of the people, places and things that make life in this area special; to entertain and inform its readers; and to promote select businesses, professionals, organizations and causes to The Skinnie's enthusiastic audience. **Partner with The Skinnie to tell your story.**



Starting targeted dialogues with over 8,000 readers for more than 20 years in over 500 issues.

Connecting community with resources. Sharing news and events.

Showcasing art and telling stories that weave the fabric of our beloved Savannah.

Stay In Touch

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Get Skinnie with us!

First class, full-size, full-color magazine serving all of 31411 by mail.
In-house marketing expertise, art direction and ad design.



CAMERA-READY ADS: Required formats include Adobe Acrobat PDF (300 dpi, fonts embedded); Photoshop JPG or TIF, (300 dpi, flattened layers, no LZW compression); Adobe Illustrator EPS (text changed to paths); In-Design (must include support files and fonts). All files will be converted to TIF prior to publishing. **Word documents** are not acceptable.

IMAGES: All images supplied must be 300 dpi and CMYK. All vector images must be saved as EPS files, with fonts converted to paths.

FONTS: All fonts for electronically supplied ads must be submitted (printer & screen). Our printer will only accept OpenType or Type 1 fonts, and prefers Adobe OpenType and Type 1 fonts. Any other font supplied is subject to the closest Type 1 font available. Please note that fonts cannot be bolded or italicized using the measurement tool bar or keyboard. The font must be a bold or italicized version of that font found in the font menu.

TRIM SIZE AND BLEEDS: All ads must be built to their trim size. Only full-page ads can run to bleed.

ELECTRONIC SUBMISSION: Email digital files to production@theskinnie.com. Please send the file as an attachment. **DO NOT** send links to Google drives, Canva, or other websites. For excessively large files, please contact production@theskinnie.com.

SPREAD 17" x 11.125"	FULL PAGE 8.625" x 11.125"	1/2 PAGE 7.5" x 4.75"	1/4 PAGE 3.75" x 4.75"
1x ~ \$1470	1x ~ \$830	1x ~ \$470	1x ~ \$265
3x ~ \$1400	3x ~ \$790	3x ~ \$450	3x ~ \$255
6x ~ \$1330	6x ~ \$750	6x ~ \$425	6x ~ \$240
12x ~ \$1265	12x ~ \$720	12x ~ \$405	12x ~ \$230
24x ~ \$1200	24x ~ \$680	24x ~ \$385	24x ~ \$220

The Skinnie is not responsible for loss of color or quality due to converting files submitted in unacceptable form ats. We do not accept ads submitted in Microsoft Publisher or Word. Any file submitted with lab color, RGB or Pantone colors will be converted to CMYK.

CLASSIFIED RATES:
\$30 per issue
\$150 for 3 months • (17% savings)
\$500 for 12 months • (31% savings)

Maximum of 50 words • \$5 for each additional 10 words
Payment required prior to publication.

Add a small logo (3-month and 1-year only)
\$50 for 3 months • \$175 for a year

Email Teri Grayson at classifieds@theskinnie.com
or call 912.598.9715

To advertise in The Skinnie, contact **Jenna Treat** at 912.844.7599 or jtreat@theskinnie.com

THE SKINNIE

The 411 on 31411

- Households: 4,500+
- Readers: 10,000+
- Population: 9,085
- 2020-2023 The largest influx of new residents
- Median Home Price: \$859,000
- Household Income: \$212,192
- Home Ownership: 94%
- Education: 71% BD or higher
- School-aged children: 1,000+

The Skinnie is delivered free of charge to the door of all 31411 residents and businesses. It is hand-delivered to our advertisers throughout the region.



2025 Closing Dates

Issue	Deadline	Publication
2301	01.03.2025	01.10.2025
2302	01.17.2025	01.24.2025
2303	01.31.2025	02.07.2025
2304	02.14.2025	02.21.2025
2305	02.28.2025	03.07.2025
2306	03.14.2025	03.21.2025
2307	04.04.2025	04.11.2025
2308	04.18.2025	04.25.2025
2309	05.02.2025	05.09.2025
2310	05.23.2025	05.30.2025
2311	06.06.2025	06.13.2025
2312	06.20.2025	06.27.2025
2313	07.03.2025	07.11.2025
2314	07.18.2025	07.25.2025
2315	08.01.2025	08.08.2025
2316	08.22.2025	08.29.2025
2317	09.05.2025	09.12.2025
2318	09.19.2025	09.26.2025
2319	10.03.2025	10.10.2025
2320	10.17.2025	10.24.2025
2321	10.31.2025	11.07.2025
2322	11.14.2025	11.21.2025
2323	11.26.2025	12.05.2025
2324	12.12.2025	12.19.2025



THE SKINNIE

Themed Issues:

January

Money & Finance

Deadline: Jan. 17, 2025

Publishes: Jan. 24, 2025

June

High School Graduates

Deadline: June 20, 2025

Publishes: June 27, 2025

March

Health & Medicine

Deadline: Feb. 28, 2025

Publishes: March 7, 2025

August

Health & Wellness

Deadline: Aug. 22, 2025

Publishes: Aug. 29, 2025

May

Restore & Remodel

Deadline: May 23, 2025

Publishes: May 30, 2025

November

Luxury Living

Deadline: Oct. 31, 2025

Publishes: Nov. 7, 2025

Publishing 24 issues a year

Share Your Story

• **Feature Stories:** We look for stories that share a human element. That's the meat.

• **Unique Content,** relevant to you. It's okay to get personal.

• **Timing:** For issue-specific ideas, we recommend you contact us 6-8 weeks in advance.

• **Less is More:** Feature articles should be 1,000-1,500 words in length. "Economy of words" is our rule of thumb.

• **Editorial Approval:** All articles are subject to an editing process.

If you're uncertain how best to see your idea or photo in print, please contact us. We'll be happy to help.

LETTERS TO THE EDITOR

The Skinnie encourages reader feedback. We do not publish anonymous letters, or letters printed in other publications. Email slauretti@theskinnie.com

ISLAND HOPPING

A forum for non-profits and local civic groups to share events and activities. Deadline: Friday prior to publication. Send your listing to mail@theskinnie.com

