



THE SKINNIE magazine
substance...with style.

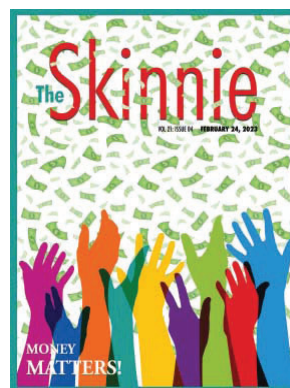
2024 Media Kit

the definitive voice of Skidaway Island...

THE SKINNIE

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

The Skinny 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 Skinny's enthusiastic audience. **Partner with The Skinny 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

Scott Lauretti
Editor/Publisher
slauretti@theskinnie.com

Charles Hendrix
General Manager
chendrix@theskinnie.com

Philip Schweier
Creative Director
pschweier@theskinnie.com

Teri Grayson
Office Manager
tgrayson@theskinnie.com

Jenna Treat
Advertising/Content
jtreat@theskinnie.com

Visit us online at www.TheSkinnie.com

15 Lake Street, Suite 280, Savannah, GA 31411 • 912.598.9715

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.



ACCEPTED FORMATS: 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); InDesign (must include support files and fonts). All files will be converted to TIF prior to publishing.

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: Digital submissions can be sent to production@theskinnie.com. Contact production@theskinnie.com regarding excessively large files. Other alternatives include CD-ROM, DVD or jump drive.

SPREAD <u>17" x 11.125"</u>	FULL PAGE <u>8.625" x 11.125"</u>	1/2 PAGE <u>7.5" x 4.75"</u>	1/4 PAGE <u>3.75" x 4.75"</u>
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 formats. 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.



2024 Closing Dates

Issue	Deadline	Publication
2201	12.22.2023	01.05.2024
2202	01.12.2024	01.19.2024
2203	01.26.2024	02.02.2024
2204	02.09.2024	02.16.2024
2205	02.23.2024	03.01.2024
2206	03.08.2024	03.15.2024
2207	03.29.2024	04.05.2024
2208	04.12.2024	04.19.2024
2209	04.26.2024	05.03.2024
2210	05.10.2024	05.17.2024
2211	05.31.2024	06.07.2024
2212	06.14.2024	06.21.2024
2213	06.28.2024	07.05.2024
2214	07.12.2024	07.19.2024
2215	07.26.2024	08.02.2024
2216	08.09.2024	08.16.2024
2217	08.29.2024	09.06.2024
2218	09.13.2024	09.20.2024
2219	09.27.2024	10.04.2024
2220	10.11.2024	10.18.2024
2221	10.25.2024	11.01.2024
2222	11.08.2024	11.15.2024
2223	11.27.2024	12.06.2024
2224	12.13.2024	12.20.2024

Themed Issues:

January

Money & Finance

Deadline: January 12, 2024

Publishes: January 19, 2024

June

High School Graduates

Deadline: June 14, 2024

Publishes: June 21, 2024

March

Health & Medicine

Deadline: February 23, 2024

Publishes: March 1, 2024

August

Health & Wellness

Deadline: August 9, 2024

Publishes: August 16, 2024

May

Restore & Remodel

Deadline: May 10, 2024

Publishes: May 17, 2024

November

Luxury Living

Deadline: October 25, 2024

Publishes: November 1, 2024

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

Publishing 24 issues a year, on the 1st and 3rd Friday of the month