



THE SKINNIE magazine  
substance...with style.

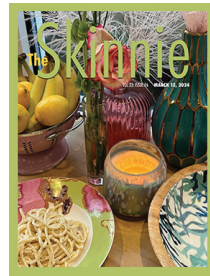
2025 Media Kit

the definitive voice of Skidaway Island...

# THE SKINNIE

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

Since its launch in 2003, The Skinnie's 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

Visit us online at [www.TheSkinnie.com](http://www.TheSkinnie.com)

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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). 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](mailto: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](mailto:production@theskinnie.com).

### SPREAD

17" x 11.125"

1x ~ \$1470  
3x ~ \$1400  
6x ~ \$1330  
12x ~ \$1265  
24x ~ \$1200

### FULL PAGE

8.625" x 11.125"

1x ~ \$830  
3x ~ \$790  
6x ~ \$750  
12x ~ \$720  
24x ~ \$680

### 1/2 PAGE

7.5" x 4.75"

1x ~ \$470  
3x ~ \$450  
6x ~ \$425  
12x ~ \$405  
24x ~ \$385

### 1/4 PAGE

3.75" x 4.75"

1x ~ \$265  
3x ~ \$255  
6x ~ \$240  
12x ~ \$230  
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)  
\$275 for 6 months • (22% 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 or graphic (3-month and 1-year only)

\$50 for 3 months • \$175 for a year

Email [classifieds@theskinnie.com](mailto:classifieds@theskinnie.com) or call 912.598.9715

To advertise in The Skinnie, contact Jenna Treat at 912.844.7599 or [jtreat@theskinnie.com](mailto: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](mailto: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](mailto:mail@theskinnie.com)

