

house calls

magazine



Media Kit 2018

*Charleston's source for the latest in everyday
wellness and disease prevention*

editorial calendar 2018

IN EVERY ISSUE

- *the buzz*
Research studies, wellness tips, health myths, and more
- *for the family*
Health news for the family
- *senior health*
Health news for seniors
- *eating well*
Nutritious local dishes, diet myths busted, and cooking how-tos
- *body and mind*
Exercise tips and stress-relief tricks
- *picture of health*
A profile of a local health professional
- *specials board*
Healthy, delicious recipes
- *new horizons*
The latest in high-tech healthcare



house calls

publication information

ABOUT *House Calls*

House Calls is the Lowcountry's only health and wellness magazine, a full-color publication packed with diet tips, fitness ideas, nutritious (and tasty!) recipes, and the latest research findings for disease prevention. A fixture in the Charleston community and sponsored by Roper St. Francis, *House Calls* is sent to more than 122,000 households in Charleston, Berkeley, and Dorchester counties, more than any other per-issue magazine or newspaper mailing in the area. The publication is also distributed to more than 1,500 local physicians' residences as well as to the waiting rooms of Lowcountry area doctors' offices.

AT A GLANCE

FREQUENCY: Quarterly

ESTABLISHED: 1992

PRINT RUN: 124,500

READERSHIP: 622,500*

*based on 5.0 standard pass-along rate

DISTRIBUTION

House Calls is distributed through a carrier list, or "saturation list," meaning every home on select mail routes in the tri-county area receives a copy. Recipients have an average household income of \$50,000 and above.

Mail List Snapshot

Where do the magazines go?

Here's a geographical breakdown:

- 32%** Mount Pleasant
- 18%** Summerville
- 7%** Berkeley County
- 11%** West Ashley
- 10%** James Island
- 7%** Johns Island/Kiawah Island

with remaining sent to residences downtown, at the beaches, and in outlying towns, along with doctors' waiting rooms throughout the Lowcountry.



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sizing & specs

SPECS

Accepted file formats

- InDesign CS3 (packaged with fonts and images); QuarkXPress 7.0 (collected with fonts and images); PDF (Press ready – see PDF Specifications); Photoshop (flattened and converted to CMYK); Illustrator (fonts outlined and converted to CMYK).
- If changes are to be made to an ad, source files must be provided.
- All disks must be MAC-compatible.
- If an ad is submitted that does not contain a rule around the outside, we retain the right to add a border if we deem necessary.
- **If you are working through an ad agency or a graphic designer and do not understand this process, it is your responsibility to make sure that we receive formats with which we can work.**

pdf specifications

- Prior to the creation of the PDF, colors and images should be converted to CMYK (no spot colors or RGB).
- Finished PDF should be hi-resolution with fonts and images embedded.
- **If using InDesign**, simply export the file as a “press quality” PDF.
- **If using QuarkXpress**, PDFs should be created by making a postscript file and distilling with Acrobat Distiller.
- **House Calls magazine cannot be held responsible for printing errors due to incorrectly created files. If there are any questions about creating your PDF please email the advertising production department at ads@charlestonmag.com.**

dpi specifications

House Calls is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

trim size

8.5" x 10.875"

live area

All type or graphics not intended to trim should be positioned .25" from trim.

gutter safety (full page ads only)

All copy should be placed 3/8" (.375") from the gutter on full-page ads.

bleed specifications

- Material intended to bleed must be furnished with a minimum of 1/8" (.125") image area beyond the trim (making the document size 8.75" x 11.125")
- **On anything less than 1/8" bleed, publisher cannot guarantee consistent bleed.**

materials submission

- Files need to be stuffed or compressed with fonts and images included.
- **All materials must be clearly labeled with magazine title and issue.**
- A color-match proof must be provided for accuracy in color and content.

Mail: Advertising Production, 782 Johnnie Dodds Blvd., Suite C, Mt. Pleasant, SC 29464.

E-mail: For files 10 megabytes and under email file to ads@charlestonmag.com. Files over 10 megabytes please email ads@charlestonmag.com for Web Upload or FTP site instructions.

SIZES

Full Page
(with bleed)

8 1/2" x 10 3/8" (trim)
8 3/4" x 11 1/8" (bleed)
8" x 10 3/8"
(suggested live area)

2/3 Page
Vertical

4 7/8" x 9 3/4"

1/2 Page
Horizontal

7 7/16" x 4 13/16"

1/3 Page
Horizontal

4 7/8" x 4 13/16"

1/3 Page Vertical
2 3/8" x 9 3/4"

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rates & closing dates

FOUR COLOR

	1X	2X	3X	4X
Full page	\$2750	\$2450	\$2250	\$1950
2/3 vertical	\$2250	\$2050	\$1850	\$1550
1/2 horizontal	\$1850	\$1750	\$1450	\$1200
1/3 horizontal	\$1500	\$1350	\$1200	\$950
1/3 vertical	\$1500	\$1350	\$1200	\$950

COVER PLACEMENT

	1X	2X	3X	4X
Back Cover				Call for availability
Inside Front Cover				Call for availability
Inside Back Cover				Call for availability

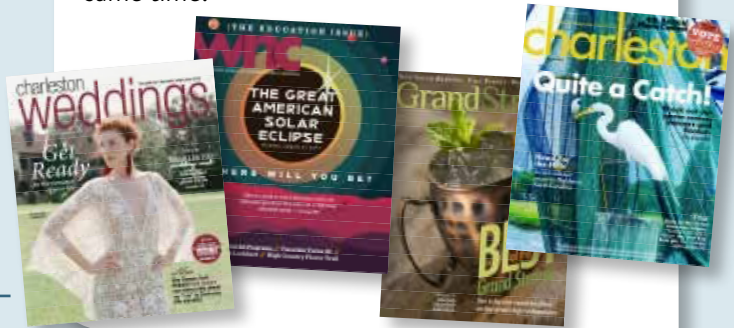
CLOSING DATES

ISSUE	SPACE	MATERIALS	IN HOMES
Winter	12/5	12/12	1/10
Spring	3/5	3/12	4/10
Summer	6/5	6/11	7/10
Fall	9/4	9/11	10/9

**Note: Dates subject to change. Talk with your account executive to reconfirm dates.*

BUNDLE & SAVE

Purchase ads in other Gulfstream Communications titles, such as Charleston magazine, Charleston Weddings, Grand Strand, or WNC magazine and receive 10% off if placed at the same time.



AD PRODUCTION

We have limited capability to produce your ad but can recommend freelance graphic designers to you. If you wish to utilize our services, please have photos, copy, and other materials needed to produce your ad one week before the materials deadline to allow for design time and approvals. We can only provide up to three proofs.

POSITION

Guaranteed positions are available for 10% premium of space charge. Preferred positions are on a space-available basis as determined by publisher. Please check with your account executive.

APPROVAL

Advertisers are subject to approval by Roper St. Francis.

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