

# DISTRICT **FRAY** MAGAZINE

**2021 MEDIA KIT**

# 2021 INNOVATIONS

DC'S LIFESTYLE & ENTERTAINMENT RESOURCE  
A Print & Digital Magazine

Elevating print publications and local events through  
a strategic partnership to make fun possible.



DC  
FRAY //

Est. 2010

JAX  
FRAY //

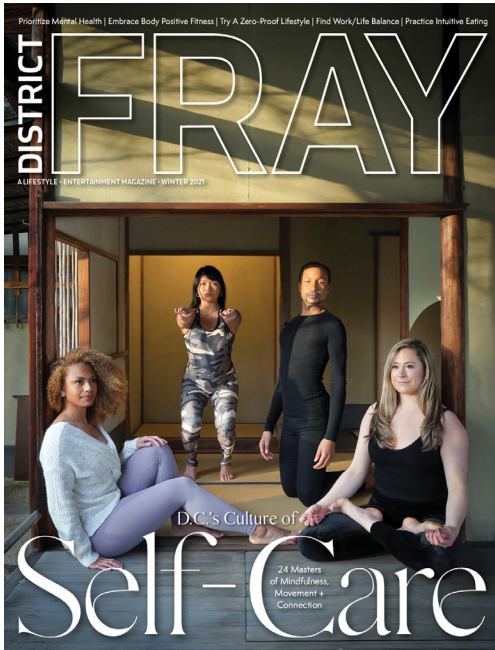
Est. 2017

PHX  
FRAY //

Est. 2017

DISTRICT  
FRAY  
MAGAZINE

Est. 1998  
Acquired: 2019



## HYPERLOCAL & AUTHENTIC CONTENT

Over **135,000+** attendees per year ATTEND EVENTS we produce or host

We have interviewed over **200** AWARD-WINNING musicians and over **50** GRAMMY NOMINATED ARTISTS

We have been featured on FOX NEWS, FOX 5, ABC 7, NEWS CHANNEL 8, 94.7 FRESH FM, MIX 107.3, DC101 and in THE WASHINGTON POST, Washingtonian, The City Paper

**SIX MILLION COPIES** (and counting) have been distributed in the DMV

We have interviewed over **120** pro athletes from the **CAPITALS, NATIONALS, REDSKINS, D.C. UNITED, KASTLES** and **WIZARDS, XFL**

We have RAISED over **\$100,000** for the Jimmy V Foundation, SCAN, the Cystic Fibrosis Foundation, King Street Cats, Humane Rescue Alliance and others

Over **3,000 PHOTO GALLERIES** have been posted to our website and social media featuring **CONCERTS, FESTIVALS** and more



Play

Eat

Music

Life

Drink

Culture

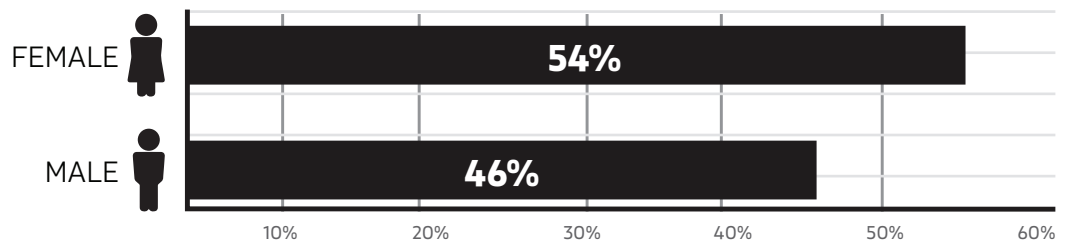
## OUR AUDIENCE (Since 1998)

“ We reach readers where they work, live and play ”

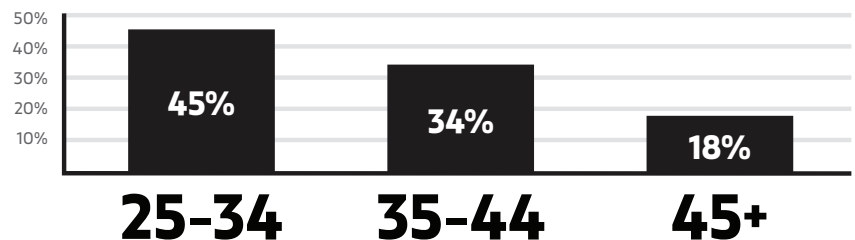
**43,000**  
Opt-in Subscribers

**150,000**  
Monthly Print & Digital Distribution

### AUDIENCE



### PEOPLE & PARTNERS



### 2021 SOCIAL STATISTICS

#### Facebook

4,600+  
FOLLOWERS

#### Instagram

5,800+  
FOLLOWERS

#### Twitter

9,000+  
FOLLOWERS



# WORKING TOGETHER

OUR CLIENTS INCLUDE



# 2021 MAGAZINE ISSUES

**WINTER**  
**THE HEALTH +  
WELLNESS ISSUE**

Friday, February 5

**MARCH**  
**THE ARTS +  
CULTURE ISSUE**

Friday, March 12

**APRIL**  
**THE GREEN  
ISSUE**

Friday, April 2

**SUMMER**  
**THE ADVENTURE  
ISSUE**

Friday, May 28

**JULY**  
**THE STYLE +  
AESTHETIC ISSUE**

Wednesday, July 7

**AUGUST**  
**THE DOERS +  
MAKERS ISSUE**

Friday, August 6

**SEPTEMBER**  
**THE PERFORMING  
ARTS ISSUE**

Thursday, September 2

**OCTOBER**  
**THE FOOD  
ISSUE**

Friday, October 1

**NOVEMBER**  
**THE LOCAL MUSIC  
ISSUE**

Friday, October 29

**DECEMBER**  
**THE BEST OF 2021  
ISSUE**

Friday, December 3

**NOTE:** ALL CONTENT AND DEADLINES ARE SUBJECT  
TO CHANGE.

# MAGAZINE ADVERTISING RATES (per month)

**DISTRICT FRAY MAGAZINE IS PUBLISHED 11 TIMES PER YEAR.**

Prices listed are NET to District Fray. All advertising must be prepaid.

SIZE	1X	3X	5X	10X
Discount		10%	15%	20%
Full Page	\$2,300	\$2,070	\$1,955	\$1,840
1/2 Page	\$1,610	\$1,449	\$1,369	\$1,288
1/4 Page	\$862	\$776	\$733	\$690

**Guaranteed positions:** Full pages only

**Center spread (pages 3 and 5):** 15% up charge

**Inside covers:** 25%

**Back cover:** call for availability

## SOCIAL MEDIA SUPPORT

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Ask us about our enhanced social media support for Facebook, Twitter and Instagram, including boosted posts

## PARTNERED EMAIL SEND

### EMAIL SENDS (per send)

Partnered Email Send: \$750 to full list, geo-targeting sends available, ask your rep for details \$250 banner ad in Wednesday's weekend picks roundup

Dedicated Email Sends: Start at \$1,250, geo-targeting sends available, ask your rep for details \$250 banner ad in weekly editorial sends Tuesday & Friday editorial emails

## WEBSITE ADVERTISING RATES

### FEATURED EVENT

\$500 to highlight your event on our homepage and calendar

### BANNER, SIDEBAR & MID-PAGE (weekly)

Standard: \$250 per week, \$550 per month

Hero Banner: \$500 per week, \$1,500 per month

Premium Leaderboard: \$500 per week, \$1,500 per month

# DESIGN SPECS

Print Ads

DIMENSION	WIDTH	HEIGHT
1/4 Standard	3.56"	4.8"
1/2 Vertical	3.56"	9.87"
1/2 Horizontal	7.375"	4.8"
Full Page	8.125"	10.625"
Full Page w/ Bleed	8.625"	11.125"

- Please use full page w/ bleed if graphic touches the edge
- Safe area of 7.25 X 9.625 " (text margins)
- EPS, TIFF, JPG, Adobe PDF (packaged inDesign and Illustrator files are also acceptable)
- 300 dpi, CMYK color, maximum ink 240%
- Email [julia@unitedfray.com](mailto:julia@unitedfray.com) for any questions

## EMAIL SENDS

### DEDICATED EMAIL SENDS

- Image up to 800 pixels wide x 500 pixels tall
- RGB color, JPG or GIF – no animation
- 100 words of text, subject line and linking URL
- For accessibility purposes, emails need to contain both an image and text. Ideally, emails are not fully image based.
- If sending HTML link or source code, all images must be correctly loaded

### INCLUSION EMAIL SENDS

- Banner ads must be 600x200 pixels
- RGB color, JPG or GIF – no animation

## BANNER ADS

### STANDARD BANNER ADS

300 pixels wide x 300 pixels tall, 72 dpi, up to three frames of animation  
RGB color, JPG or PNG

## FEATURED EVENTS

**IMAGE:** 800 pixels wide x 500 pixels tall & 800 pixels wide x 250 pixels tall  
**DETAILS:** Up to 100 words of text, date, time, price, location and ticket link

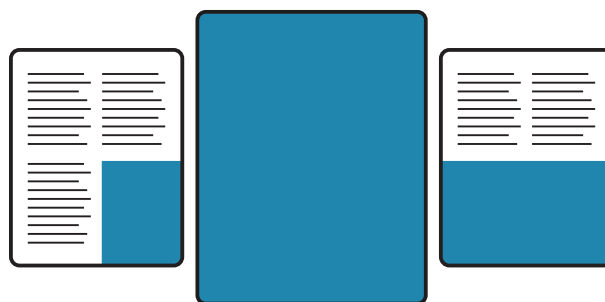
## NEED HELP?

We offer complete design services for \$60 per hour. This includes use of images from our collection of stock art and two rounds of proofing.



# VISIBILITY PACKAGES

	1 MONTH	2 MONTHS	3 MONTHS
Discount		10%	15%
Standard	\$1,725	\$1,550	\$1,380
Enhanced	\$2,150	\$1,935	\$1,720
Premium	\$3,100	\$2,770	\$2,480



## STANDARD - \$1,380 – \$1,725

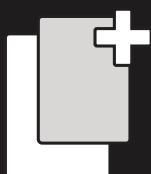
Quarter-page color ad in monthly magazine  
 Four email banners  
 One monthly banner ad at districtfray.com  
 (1) Facebook post (Boost Available)  
 (1) Tweet

## ENHANCED - \$1,720 – \$2,150

Half-page color ad in monthly magazine  
 One partnered email send  
 One monthly banner ad at districtfray.com  
 Featured event on website  
 Editorial inclusion in one email send  
 (1) Facebook post (Boost Available)  
 (1) Tweet

## PREMIUM - \$2,480 – \$3,100

- Full-page color ad in monthly magazine
- One dedicated email send
- Premium monthly banner ad at Districtfray.com
- Instagram Story takeover with highlight for 1 month
- (1) Facebook post (Boost Available)
- (1) Tweet



### WANT MORE?

- Glossy inserts
- Custom publication production
- Distribution services
- Front cover Post-it notes
- Page skins, site and network takeovers
- Text-2-win campaigns
- End-to-end event production
- On-and-off premise sampling programs
- Event photo coverage
- Design services

All insertions must be paid for prior to run date unless otherwise agreed and all pricing is NET.

Deadline for print publication is 10 days prior to insertion. Deadline for online is one week prior to loading or sending. Cancellations must be made in writing 10 days prior to insertion date.