

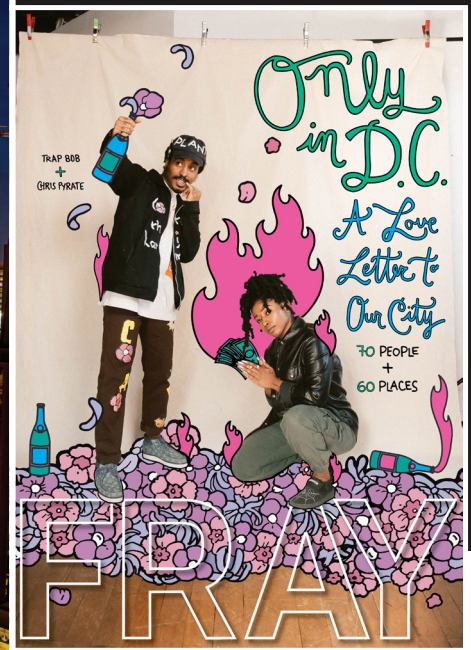
DISTRICT **FRAY**
MAGAZINE

2023 MEDIA KIT

2023 INNOVATIONS

A HYPERLOCAL PRINT + DIGITAL MAGAZINE

Making fun possible by highlighting
lifestyle + entertainment in the District



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



OUR AUDIENCE (Since 1998)

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

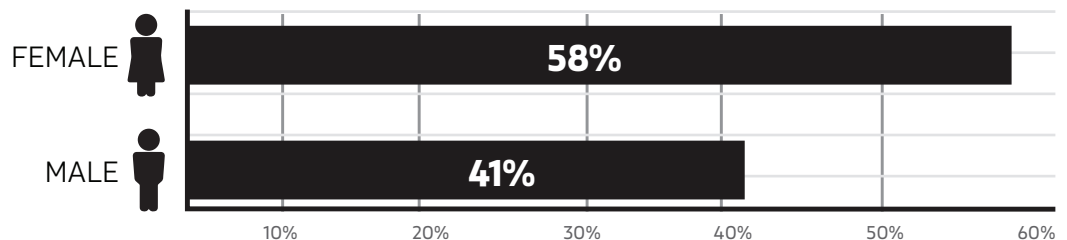
96,000

Opt-in Subscribers

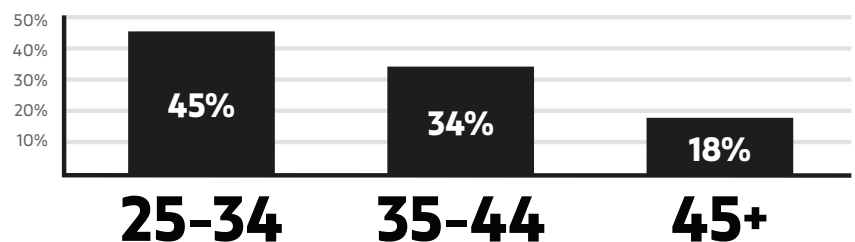
250,000

Monthly Print + Digital Impressions

AUDIENCE



PEOPLE & PARTNERS



2022 SOCIAL STATISTICS

Facebook

5,200+
FOLLOWERS

Instagram

9,100+
FOLLOWERS

Twitter

9,100+
FOLLOWERS

WORKING TOGETHER

OUR CLIENTS INCLUDE



2023 EDITORIAL CALENDAR

District Fray Magazine is now carried at 30+ locations throughout the D.C. area.

WINTER

TRANSFORMATION

Health + wellness, active life,
self-care, mindfulness

Ad deadline: December 27

Publication date: February 1

APRIL // MAY

MOVE

Neighborhood guides, home design,
fitness, spring events

Ad deadline: February 21

Publication date: April 1

MAY // JUNE

STYLE

Fashion, design, eco-friendly,
eating green, cannabis culture

Ad deadline: March 28

Publication date: May 1

JUNE // JULY

CAMP

Outdoor adventures, weekend
getaways, festival guide, Pride Month

Ad deadline: April 25

Publication date: June 1

AUGUST // SEPTEMBER

BACK TO SCHOOL

Adulting, entrepreneurship,
work/life balance, hobbies

Ad deadline: June 27

Publication date: August 1

SEPTEMBER // OCTOBER

ARTS + CULTURE

Performing arts guide, creators,
artists + makers to know

Ad deadline: July 25

Publication date: September 1

OCTOBER // NOVEMBER

SPOOKY

Haunted D.C., spooky pop culture,
fall events, late-night guide

Ad deadline: August 29

Publication date: October 1

NOVEMBER // DECEMBER

FOOD + DRINK

New restaurants + bars,
what makes our dining scene unique

Ad deadline: September 26

Publication date: November 1

***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

SOCIAL MEDIA SUPPORT

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 Thursday's weekend picks roundup

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

WEBSITE ADVERTISING RATES

FEATURED EVENT

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

BANNER, SIDEBAR & MID-PAGE (weekly)

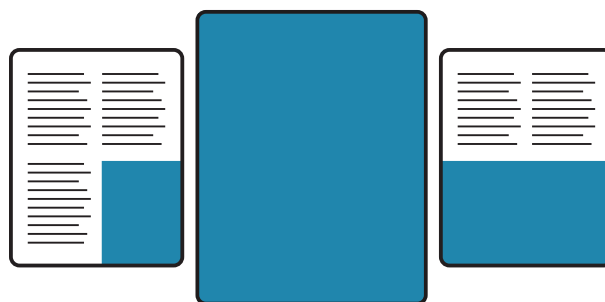
Standard: \$250 per week, \$550 per month

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

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

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

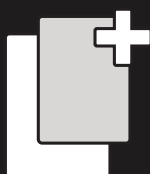
Quarter-page color ad in monthly magazine
 Four email banners
 One monthly banner ad at districtfray.com
 (1) Facebook post (Boost Available)
 (1) Tweet

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.

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 for any questions

EMAIL SENDS

DEDICATED EMAIL SENDS

- Image up to 800 pixels wide and between 500-1000 pixels tall.
- RGB color, JPG or GIF – no animation
- 100 words of text, subject line and linking URL with a CTA (Call to Action)
- 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/ packaged in a folder

INCLUSION EMAIL SENDS

- Banner ads must be 800 wide X 250 tall.
- RGB color, JPG or GIF – no animation
- linking URL with a CTA (Call to Action)

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.