

2024 MEDIA GUIDE

Photo by Bob Felderman Photography



Insightful content that moves readers to act

JULIEN'S 49 Years Publishing JOURNAL

Julien's Journal is the Dubuque area lifestyle magazine. It is entertaining and informative in its mission to promote surrounding community, arts, institutions, and people who make a difference. *Julien's Journal* has a broad-based appeal to residents and visitors alike.

Every issue is viewed monthly to approximately 14,000 and is mailed to a subscriber base who prefer to have home delivery. It is also distributed free on newsstands in Dubuque, Jackson, Grant and Jo Daviess counties within 180 miles of Dubuque, western Wisconsin and Illinois.

Magazines are also available in select area hotels, entertainment venues, businesses, and health care centers.

E-edition: Digital copies are available at juliensjournal.com.

Print readership

approx. 17,600 readers view monthly

Subscriber base age 35-75

Demographic information

Female Population = 59%

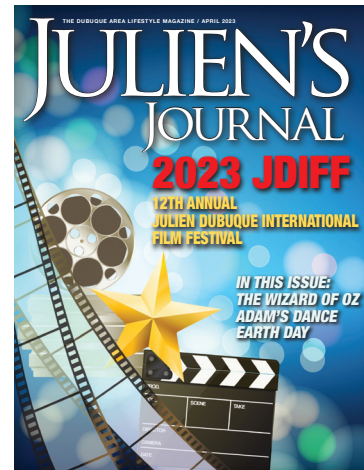
Male Population = 41%

Average Household Size = 3.25

Family Households = 69%

Our subscribers are residents with incomes ranging from \$85,000 to \$649,500.

Subscriptions are available for one or two years.



Julien's Journal includes monthly departments

- Restaurant Review
- Wine and Spirits
- Health and Wellness
- Medical Briefs
- Spiritual Wellness
- Business Faces
- Business Enterprises
- Dubuque Chamber News

Contact Robin Nichols

Phone: 563.557.7571 | **Fax:** 563.557.7641

Email: Robin@VermontMaturity.com
www.JuliensJournal.com

ADVERTISING RATES

All rates are per issue and include color

	1 Issue	3 Issues	6 Issues	12 Issues
Two Page Spread	\$1,340	\$1,280	\$1,205	\$1,105
Full Page	\$745	\$710	\$670	\$615
Two Thirds Page	\$590	\$560	\$530	\$470
Half Page	\$540	\$495	\$465	\$405
One Third Page	\$370	\$355	\$340	\$299
Sixth Page	\$270	\$250	\$230	\$205
Premium Positions				
Centerfold Spread	\$1,405	\$1,340	\$1,265	\$1,160
Inside Front Cover	\$820	\$780	\$740	\$675
Inside Back Cover	\$780	\$745	\$705	\$645
Back Cover	\$895	\$850	\$805	\$740

Premier Event Package

Premier Event Content: Receive a 1/3 page ad and a full page editorial in *Julien's Journal*. Plus an added value of our website home page, and 4 weekly postings of your event details on our social media. **Monthly Sponsor Page is \$549**

Sponsor Package

Sponsored Content: Receive a full page editorial in *Julien's Journal*. With the added value of posting your article to the "Sponsored" section of the *Julien's Journal* website (paired with a paid insertion in an issue of the magazine). **Monthly Sponsor Page is \$488**

Pictures at an Exhibition
 SATURDAY, OCTOBER 7, 2:30 pm | SUNDAY, OCTOBER 8, 2:00 pm
 THE GRAND THEATER • Dubuque, IA, USA

The Dubuque Symphony Orchestra's 2022-23 season celebrates its long history as a cultural cornerstone of the arts in Dubuque. You will experience music with thrilling, evocative sonorities as you listen to the full orchestral repertoire of program including The Ring, Swan Lake, Tchaikovsky and Mahler's Violin Concertos. The full orchestra will perform Tchaikovsky's Fourth Concerto. This will be the last year of our collaboration with Maestro "Hans" von Heide. You will hear the last complete performance he conducted in our orchestra.

The orchestra will perform a special concert with the orchestra in 2023. The concert will be a special event for the community. The concert will be a special event for the community. The concert will be a special event for the community.

Lorraine Hill's Going Home Concert
 FRIDAY, OCTOBER 7, 7:30 pm • Free to attend
 The Grand Theater • Dubuque, IA, USA

Lorraine Hill's "Going Home" concert is a special event for the community. The concert will be a special event for the community. The concert will be a special event for the community.

Year-End Planning: 2020 Changes and End-of-Year Checklist
 SATURDAY, OCTOBER 7, 9:00 am • Free to attend
 The Grand Theater • Dubuque, IA, USA

This event is a special event for the community. The event will be a special event for the community. The event will be a special event for the community.

Partners in marketing your business

JULIEN'S JOURNAL
 The Dubuque Area Lifestyle Magazine

Home About Events Taste Lifestyle Business Finance Sponsored Editions

Frank O'Donnell's Irish Pub - A Taste of Ireland in the Heart of the Midwest

From Art to DIY - Dubuque Area Artists Showcase

Exploring Creativity and Craftsmanship - The Twenty Dirty Hands Pottery Tour

Medicare Made Easy

Events Calendar

Sponsored Content

Now & 2023 - 27 Days of Hope & Love

Sips & Tips: Three-Wine Tasting & Fine Wine Winery

Julien'sJournal.com Banner Ads Locations & Rates

Enhanced Top of Page Digital Ad that is located at the top of every Julien'sJournal.com page 24/7. Impressions are unlimited and ads are linked to your designated landing page.

- Dimensions 725 pixels wide x 100 pixels high
- Price only \$45 per month or Free with Qualifying *Julien's Journal* advertising package.

Standard Digital Ad that is located on the right-hand side of every Julien'sJournal.com page 24/7. Impressions are unlimited and ads are linked to your designated landing page.

- Dimensions 300 pixels wide x 300 pixels high
- Price only \$35 per month or Free with Qualifying *Julien's Journal* advertising package.

Contact Robin Nichols at 563.557.7571 for more information and to reserve your location.
 Email: Robin@VermontMaturity.com

ARTWORK SPECIFICATIONS & SUBMISSION GUIDELINES

Digital Advertising Submissions

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final ad artwork provided preferably as a high resolution Adobe Acrobat PDF document, or in InDesign for Macintosh* on Flash Drive. All supporting files – fonts, scans, logos, etc. – Along with a full size printout (color if applicable), must be included so we can be sure your ad prints correctly and the colors are as intended. Without the required artwork and proofs, we cannot guarantee the print quality of an ad. Other formats may be acceptable. Contact 802.332.3254 or Robin@VermontMaturity.com for more details.

Artwork files 20 megabytes or smaller can be emailed to Robin@VermontMaturity.com. Larger files should be submitted through a 3rd party transfer service like WeTransfer.com or DropBox. The file notification should be sent to Robin@VermontMaturity.com.

Magazine Ad Size Dimensions

Publisher does not guarantee any material that is outside these dimensions.

Add .25" For Bleed on Covers and Full-Page Ads

Ad Size	Width	Height
Back Cover	8.375"	8.5"
Inside Front & Back Covers	8.375"	10.82"
Full Page	10.375"	10.82"
Two Thirds Page	4.75"	9.7"
Half Page Vertical	4.75"	7"
Half Page Horizontal	7.25"	4.75"
Third Page Square	4.75"	4.75"
Third Page Vertical	2.25"	9.7"
Third Page Horizontal	7.25"	3.25"
Sixth Page Vertical	2.25"	4.75"
Sixth Page Horizontal	4.75"	2.25"

JuliensJournal.com Artwork Requirements

(All artwork or questions should be emailed to Robin@VermontMaturity.com)

Digital Display and Banner Ads should be no larger than 75K and submitted as .jpg or .tif files at 96 dpi. Animated banner ads are accepted. Include the website the banner should be linked to.

- Standard digital display ads are 300 pixels w x 300 pixels h.
- Standard banners are 300 pixels w x 300 pixels h or 724 pixels w x 95 pixels h.
- Videos: Provide a link to an existing YouTube video or channel...

Sheetfed Printing Specifications

Including Four Color Process

Binding: Saddle Stitch

Trim Size: 8.25" w x 10.8125" h

Electronic Artwork Only should be submitted. Any film submitted will be assessed a fee since it will need to be converted for use in electronic files. The print quality of these files cannot be guaranteed.

Magazine Ad Size Dimensions

Add .25" to trim size for bleed on Covers and Full-Page Ads

Publisher does not guarantee any material that is outside these dimensions

*Magazine is issued 3 weeks after closing date of each issue.

*Bleed Advertisements – Add .125" to publication trim size

Mailing Instructions – All Advertisers

All correspondence, contracts, insertion orders, and special instructions should be sent to:

RTN Publishing

6170 Forest Hills Drive | Dubuque, IA 52002

Phone: 563.557.7571 | **Fax:** 563.557.7641

Email: Robin@VermontMaturity.com
www.JuliensJournal.com

JULIEN'S JOURNAL 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

Issue Date	Editorial Focus	Editorial Deadline	Advertising & Artwork Deadline
January	State of Our Economy Building & Growth	11-22-2023	12-7-2023
February	Spring Home Ideas Health – Heart Health CHOICES For Fifty Plus	12-20-2023	1-4-2024
March	Community Update Women's History Month Health – Advocacy for People with Disabilities Tri-State Home TRENDS	1-24-2024	2-8-2024
April	Sustainability & Conservation CHOICES For Fifty Plus	2-21-2024	3-7-2024
May	Community Health Report Health & Wellness - Mental Health Awareness - Older Americans Month	3-20-2024	4-4-2024
June	Summer Festivals Weekend Get Aways CHOICES For Fifty Plus	4-17-2024	5-2-2024
July	Summer Vacations County Fairs	5-22-2024	6-6-2024
August	Education CHOICES For Fifty Plus	6-19-2024	7-3-2024
September	New Season Theater National Suicide Prevention Month Tri-State Home Trends	7-24-2024	8-8-2024
October	Cancer Awareness Season of the Arts Health – Mental Health Awareness CHOICES For Fifty Plus	8-21-2024	9-5-2024
November	Philanthropy Health – National Caregivers Month	9-18-2024	10-3-2024
December	Celebrate the Holidays CHOICES For Fifty Plus	10-23-2024	11-7-2024

Age 35+

Consumer Purchasing Power

Julien's Journal feature sections offers an effective format to reach this community's key 35+ consumer demographic that:

- Gen X (ages 36-54 years old) follow Boomers with \$357 billion annual spend.
- Baby Boomers (ages 55-75 years old) spend a total of \$548.1 billion annually.
- The Silent generation (ages 76 years and older) spend \$162.9 billion annually.

*Generational Consumer Spending 2019



Special monthly features