

# 2024 MEDIA GUIDE



Photo by Bob Felderman Photography

Insightful content that moves readers to act

## JULIEN'S JOURNAL

49 Years Publishing

*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](http://juliensjournal.com).

### Print readership

approx. 17,600 readers view monthly

Subscriber base age 35-75

### Demographic information

Female Population = 59%

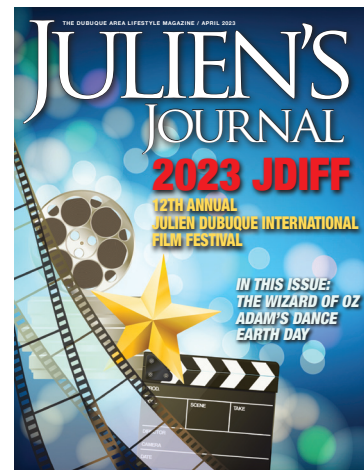
Male Population = 41%

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@JuliensJournal.com](mailto:Robin@JuliensJournal.com)

[www.JuliensJournal.com](http://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
<b>Premium Positions</b>				
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-scale orchestra of premier artists playing the music of Modest Mussorgsky and Camille Saint-Saëns. The concert will feature a performance by the Dubuque Symphony Orchestra's Young Artists Program.

The orchestra will play with the National and hold members of our orchestra. The concert will be held at the Grand Theater, 200 West 1st Street, Dubuque, IA 52001.

**Lorraine Hill  
Going Piano  
Concerto**

...impossible phrase shaping (and) crystalline sounds...  
 —Lisa Cook, *Rocky Mountain*

with Staff Artist, presenting original artwork created by local and regional artists during the concert.

After the finished night concert, we welcome the audience to meet our 2022 members, Lorraine Hill, and the artists for an evening. Don't miss this special "opening night" reception!

This concert is made possible by the generous support of Cologher & Butler.

**TICKETS START AT \$0**  
 DubuqueSymphony.org  
 The Grand Theater  
 200 West 1st Street, Dubuque, IA 52001

**Year-End Planning: 2020 Changes and End-of-Year Checklist**

Join us for a free seminar on Friday, October 7, 9:00 am to 11:00 am. This seminar will cover the latest changes in tax law and provide you with a checklist of items to complete before the end of the year.

Presented by: **TRUSTS**  
 Trusts & Estates  
 200 West 1st Street, Dubuque, IA 52001

**JULIEN'S JOURNAL**  
 The Dubuque Area Lifestyle Magazine

**Exploring Creativity and Craftsmanship - The Twenty Dirty Hands Pottery Tour**

**MEDICARE MADE EASY**  
 WITH A NATIONALLY RANKED PLAN

**EVENTS CALENDAR**

**SPONSORED CONTENT**

## 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@Julien'sJournal.com

Partners in marketing your business



# 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<sup>+</sup> 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	8.375"	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@JuliensJournal.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