

2025 MEDIA GUIDE

Photo by Bob Felderman Photography



Insightful content that moves readers to act.

JULIEN'S 49 Years Publishing JOURNAL



Julien's Journal is a Dubuque area lifestyle magazine that is published monthly in both a print and digital format. It is entertaining and informative in its mission to promote the Dubuque area, events, institutions, and people who make a difference.

Julien's Journal is mailed directly to subscribers and distributed to over 80 newsstand locations in Dubuque and the tri-state area. It also enjoys a traditional presence in the lobbies and waiting rooms of professional offices and clinics. A digital version of each issue is available to read on JuliensJournal.com website.

Julien's Journal provides a high image and a readership with a high-income level. Our average subscribers are:

Age 30-70

Family Households 69%

Female 59%

Male 41%

Subscriber income ranging from \$85,000 to \$600,000+

Editorial includes monthly feature articles and departments written by local professionals:

- Upcoming Events
- Restaurant Review
- Wine Rivew
- Local Craft Beer Review
- Health and Wellness

For More Information Contact

Robin Nichols

Phone – 563.557.7571

Robin@JuliensJournal.com

JuliensJournal.com

ADVERTISING RATES

All rates are per issue and include color

	1 Issue	3 Issues	6 Issues	12 Issues
Two Page Spread	\$1,379	\$1,318	\$1,239	\$1,138
Full Page	\$767	\$729	\$689	\$634
Two Thirds Page	\$607	\$577	\$545	\$484
Half Page	\$556	\$509	\$479	\$417
One Third Page	\$381	\$365	\$350	\$308
Sixth Page	\$278	\$258	\$237	\$211
Business Card	\$80	\$75	\$70	\$65
Premium Positions				
Centerfold Spread	\$1,447	\$1,380	\$1,303	\$1,195
Inside Front Cover	\$844	\$803	\$762	\$695
Inside Back Cover	\$803	\$767	\$726	\$664
Back Cover	\$922	\$875	\$829	\$762

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.

Monthly Sponsor Page is \$599



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 \$29 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

ARTWORK SPECIFICATIONS & SUBMISSION GUIDELINES

Digital Advertising Submissions for Magazine Ads

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 support- ing 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. Other formats may be acceptable. Contact 563.557.7571 or Robin@JuliensJournal.com for more details.

Artwork files 20 megabytes or smaller can be emailed to Robin@JuliensJournal.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@JuliensJournal.com.

Magazine Ad Size Dimensions

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

Sheetfed Printing Specifications

Including Four Color Process

Binding: Saddle Stitch

Trim Size: 8.5”w x 10.875”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 is issued 3 weeks after closing date of each issue

Bleed Advertisements – Add .25” to publication trim size

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 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

Email: Robin@JuliensJournal.com.com

www.JuliensJournal.com

JuliensJournal.com Artwork Submission Guidelines

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

Enhanced banners are 724 pixels w x 95 pixels h

Videos

Provide a link to an existing YouTube video or channel.

Ad Size	Width	Height
Back Cover	Includes bleed 8.75”	9”
Inside Front & Back Covers	Includes bleed 8.75”	11.2.5”
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”

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

JULIEN'S JOURNAL 2025 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

Issue Date	Editorial Focus	Editorial Deadline	Advertising & Artwork Deadline
January	<p>Features: State of Dubuque Economy</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review, Shades of Dubuque, Health & Wellness, Business & Community News</p>	11-20-2024	12-4-2024
February	<p>Features: Spring Home Ideas & Heart Health</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News</p> <p>Supplements: CHOICES For Fifty Plus</p>	12-18-2024	1-7-2025
March	<p>Features: Community Update</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News</p> <p>Supplements: Tri-State Home TRENDS</p>	1-22-2025	2-5-2025
April	<p>Features: Sustainability & Conservation</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Shades of Dubuque, Health & Wellness, Business & Community News</p> <p>Supplements: CHOICES For Fifty Plus</p>	2-19-2025	3-4-2025
May	<p>Features: Community Update & Health & Wellness</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News</p>	3-19-2025	4-7-2025
June	<p>Features: Summer Festivals & Getaways</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News</p> <p>Supplements: CHOICES For Fifty Plus</p>	4-16-2025	5-6-2025
July	<p>Features: County Fairs & Tri-State Summer Staycations</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review, Shades of Dubuque, Health & Wellness, Business & Community News</p> <p>Supplements: Tri-State Home TRENDS</p>	5-21-2025	6-3-2025
August	<p>Features: Education</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News</p> <p>Supplements: CHOICES For Fifty Plus</p>	6-18-2025	7-3-2025
September	<p>Features: Pain Awareness & Management</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News</p> <p>Supplements: Tri-State Home TRENDS</p>	7-23-2025	8-5-2025
October	<p>Features: Season of the Arts & Cancer Awareness</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Shades of Dubuque, Health & Wellness, Business & Community News</p> <p>Supplements: CHOICES For Fifty Plus</p>	8-20-2025	9-4-2025
November	<p>Features: Philanthropy & National Caregivers Month</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News</p>	9-17-2025	10-6-2025
December	<p>Features: Celebrate the Holidays</p> <p>Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News</p> <p>Supplements: CHOICES For Fifty Plus</p>	10-22-2025	11-3-2025

Special monthly features