

# 2026

## MEDIA GUIDE

Insightful content that moves readers to act.

# JULIEN'S JOURNAL

50 Years Publishing

**Julien's Journal** is a Dubuque area lifestyle magazine that is published monthly. Our readers are 30-70 years old and have above average household incomes. It is printed on high-gloss paper and provides an image-enhancing look for our advertisers. Julien's Journal is mailed directly to subscribers and distributed to over 70 newsstand locations in Dubuque. A digital version of each issue is also published on [JuliensJournal.com](http://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+

Each issue includes feature articles and the following departments:

- Upcoming Events
- Restaurant Review
- Wine Rivew
- Local Craft Beer Review
- Business & Community News
- Health and Wellness

For More Information Contact

**Robin Nichols**

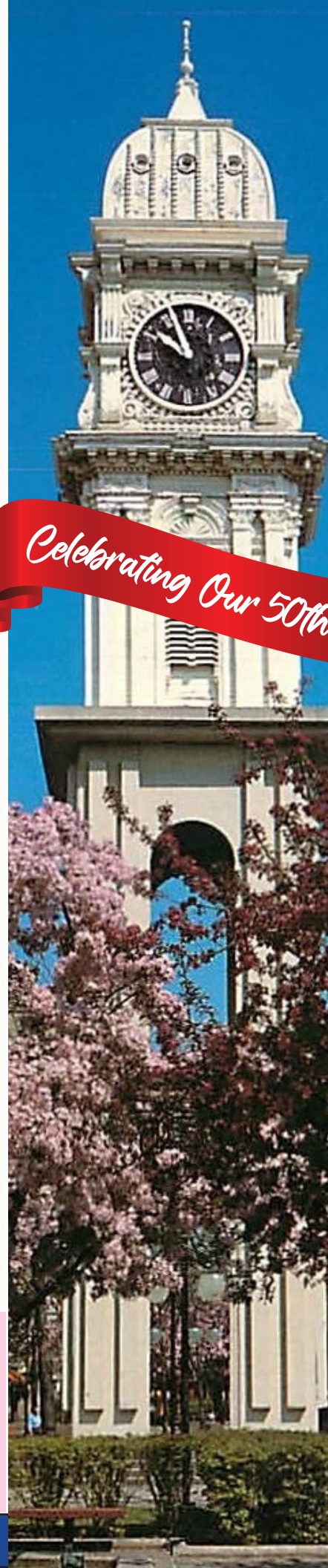
Phone – 563.557.7571

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

[JuliensJournal.com](http://JuliensJournal.com)

*Celebrating Our 50th Year!*

DUBUQUE AREA LIFESTYLE MAGAZINE



## Julien's Journal 2026 Editorial Calendar & Publishing Schedule

Issue Date	Editorial Focus	Editorial Deadline	Advertising & Artwork Deadline
January	<b>Features:</b> State of Dubuque Economy <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review, Shades of Dubuque, Health & Wellness, Business & Community News	11-19-2025	12-3-2025
February	<b>Features:</b> Julien's Journal 50th Anniversary Issue <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News <b>Supplements:</b> CHOICES For Fifty Plus	12-17-2025	1-6-2026
March	<b>Features:</b> Heart Health & State of Dubuque Housing <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News <b>Supplements:</b> Tri-State Home TRENDS	1-21-2026	2-4-2026
April	<b>Features:</b> Sustainability & Conservation <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Shades of Dubuque, Health & Wellness, Business & Community News <b>Supplements:</b> CHOICES For Fifty Plus	2-19-2026	3-4-2026
May	<b>Features:</b> Health & Wellness <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News	3-18-2026	4-6-2026
June	<b>Features:</b> People and Pets <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News <b>Supplements:</b> CHOICES For Fifty Plus	4-15-2026	5-5-2026
July	<b>Features:</b> Medical Spa Treatments <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review, Shades of Dubuque, Health & Wellness, Business & Community News <b>Supplements:</b> Tri-State Home TRENDS	5-20-2026	6-2-2026
August	<b>Features:</b> Education <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News <b>Supplements:</b> CHOICES For Fifty Plus	6-17-2026	7-2-20256
September	<b>Features:</b> Pain Awareness & Management <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News <b>Supplements:</b> Tri-State Home TRENDS	7-22-2026	8-4-2026
October	<b>Features:</b> Season of the Arts & Cancer Awareness <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Shades of Dubuque, Health & Wellness, Business & Community News <b>Supplements:</b> CHOICES For Fifty Plus	8-19-2026	9-3-2026
November	<b>Features:</b> Philanthropy & National Caregivers Month <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News	9-16-2026	10-5-2026
December	<b>Features:</b> Celebrate the Holidays <b>Departments:</b> Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News <b>Supplements:</b> CHOICES For Fifty Plus	10-21-2026	11-2-2026

## Advertising Rates

All rates are per issue and include color

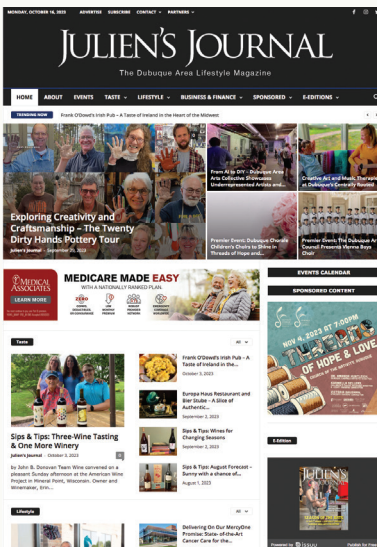
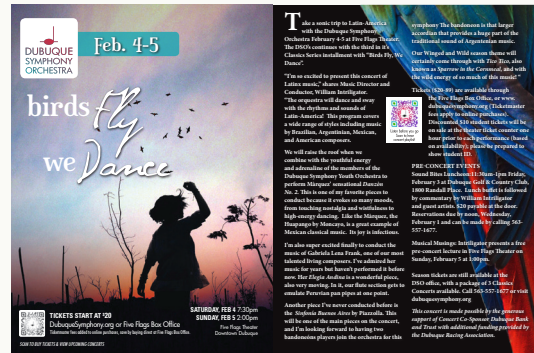
	1 Issue	3 Issues	6 Issues	12 Issues
Two Page Spread	\$1,407	\$1,344	\$1,264	\$1,161
Full Page	\$782	\$744	\$703	\$647
Two Thirds Page	\$619	\$589	\$556	\$494
Half Page	\$567	\$519	\$489	\$425
One Third Page	\$388	\$372	\$357	\$314
Sixth Page	\$278	\$263	\$242	\$215
Business Card	\$80	\$80	\$75	\$70

Premium Positions				
Centerfold Spread	\$1,476	\$1,408	\$1,329	\$1,219
Inside Front Cover	\$869	\$819	\$785	\$716
Inside Back Cover	\$827	\$790	\$748	\$684
Back Cover	\$949	\$901	\$854	\$785

### Premier Event Package

Receive a full-page editorial and a third page, full color ad in Julien's Journal plus have your event published on the JuliensJournal.com homepage and highlighted in our social media.

Price is only \$629



### JuliensJournal.com Banner Ads

#### Locations & Rates

#### Enhanced Top of Page Digital Ad

that is located at the top of every JuliensJournal.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 JuliensJournal.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@JuliensJournal.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. 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: 8.25" 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 is issued 3 weeks after closing date of each issue.

### Mailing Instructions – All Advertisers

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

#### RTN Publishing

6170 Forest Hills Drive | Asbury, IA 52002

Phone: 563.557.7571

Email: Robin@JuliensJournal.com

www.JuliensJournal.com

### Magazine Ad Size Dimensions

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

All copy and photos must be 1/2" from the trim dimensions.

For a bleed on full page and cover ads, add 1/2" to the trim dimensions

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"
Business Card	3.375"	1.875"

### JuliensJournal.com Artwork Submission Guidelines

JuliensJournal.com Artwork Requirements

(All artwork or questions should be emailed to Robin@JuliensJournal.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 URL of the website address the banner should be linked to.

Standard banners are 300 pixels w x 300 pixels h

Enhanced banners are 725 pixels w x 100 pixels h

### Videos

Provide a link to an existing YouTube video or channel.