

2027 MEDIA GUIDE

JULIEN'S JOURNAL



ABOUT JULIEN'S JOURNAL

Julien's Journal is the premier monthly lifestyle publication serving the greater Dubuque area. Printed on premium high-gloss stock, our magazine delivers a visually stunning, high-image environment that elevates your brand and connects you directly with the region's most affluent consumers.

Through a targeted combination of direct-mail subscriber delivery, high-visibility distribution at over 60 local newsstands, and a fully interactive digital edition at JuliensJournal.com, your business gains multi-channel exposure to an engaged local audience.

AUDIENCE & DEMOGRAPHICS

Our readers are established, active community members with substantial disposable income—making Julien's Journal the most effective print and digital platform to grow your local market share.

- **Target Age Demographic:** 30–70
- **Family Households:** 69%
- **Reader Gender Split:**
59% Female | 41% Male
- **Household Income Range:**
\$85,000 – \$600,000+

PARTNER WITH US

Ready to position your brand in front of Dubuque's premier audience? Contact us today to reserve your placement in our 2027 editorial calendar or to request custom ad rates and specifications.

EDITORIAL HIGHLIGHTS & RECURRING FEATURES

Every issue combines compelling local feature stories with curated lifestyle content that keeps readers coming back each month:

- **Feature Stories:** Highlighting Local Culture, People, and Regional Developments
- **Arts & Culture:** Comprehensive regional Upcoming Events calendar
- **Food & Beverage:** Local Restaurant Reviews, Wine Reviews, and Craft Beer Reviews
- **Business & Economy:** Business & Community News keeping leaders informed
- **Living Well:** Dedicated Health & Wellness coverage

Robin Nichols | Publisher

Phone: 563.557.7571 Email: Robin@JuliensJournal.com Web: JuliensJournal.com

JULIEN'S JOURNAL

2027 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

Issue Date	Editorial Focus	Editorial Deadline	Advertising & Artwork Deadline
January	Theme: State of Dubuque Economy Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News	11-18-2026	12-2-2026
February	Theme: State of Dubuque Housing Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News Supplement: <i>CHOICES For Fifty Plus</i>	12-21-2026	1-5-2027
March	Theme: Heart Health Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News Supplement: <i>Tri-State Home TRENDS</i>	1-22-2027	2-3-2027
April	Theme: Sustainability & Conservation Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News Supplement: <i>CHOICES For Fifty Plus</i>	2-16-2027	3-2-2027
May	Theme: Health & Wellness Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News	3-23-2027	4-2-2027
June	Theme: It's Wedding Month! Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News Supplement: <i>CHOICES For Fifty Plus</i>	4-20-2027	5-5-2027
July	Theme: County Fair Month Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News Supplement: <i>Tri-State Home TRENDS</i>	5-19-2027	6-2-2027
August	Theme: Education Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News Supplements: <i>CHOICES For Fifty Plus</i>	6-17-2027	7-2-2027
September	Theme: Pain Awareness & Management Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News Supplement: <i>Tri-State Home TRENDS</i>	7-20-2027	8-3-2027
October	Theme: Season of the Arts Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News Supplement: <i>CHOICES For Fifty Plus</i>	8-19-2027	9-2-2027
November	Theme: Philanthropy Departments: Restaurant Review, Sips & Tips Wine Review, Health & Wellness, Business & Community News	9-20-2027	10-5-2027
December	Theme: Celebrate the Holidays Departments: Restaurant Review, Sips & Tips Wine Review & The Frosted Glass Craft Beer Review, Health & Wellness, Business & Community News Supplement: <i>CHOICES For Fifty Plus</i>	10-19-2027	11-2-2027

ADVERTISING RATES

All rates are per issue and include color

	1 Issue	3 Issues	6 Issues	12 Issues
Two Page Spread	\$1,435	\$1,371	\$1,289	\$1,184
Full Page	\$798	\$759	\$717	\$659
Two Thirds Page	\$631	\$601	\$567	\$504
Half Page	\$578	\$529	\$499	\$433
One Third Page	\$396	\$379	\$364	\$321
Sixth Page	\$290	\$268	\$247	\$219
Business Card	\$85	\$80	\$75	\$70

PREMIUM POSITIONS

Centerfold Spread	\$1,506	\$1,436	\$1,356	\$1,243
Inside Front Cover	\$886	\$835	\$801	\$730
Inside Back Cover	\$844	\$806	\$763	\$698
Back Cover	\$968	\$919	\$871	\$801

PREMIER EVENT PACKAGE

Maximize your event's reach across print, digital, and social channels with our comprehensive promotional package.

WHAT'S INCLUDED:

- **Print Exposure:** Feature article previewing your event + a 1/3-page, full-color ad in *Julien's Journal*.
- **Digital Reach:** Featured event listing on the JuliensJournal.com homepage.
- **Social Amplification:** Dedicated highlight across our official social media channels.

INVESTMENT OPTIONS

Package Level	Features Included	Package Price
Standard Feature	1-Page Article + 1/3-Page Full-Color Ad + Digital & Social	\$629
Expanded Feature	2-Page Article + 1/3-Page Full-Color Ad + Digital & Social	\$729



WEBSITE BANNER ADS



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[SUBSCRIBE](#)
[DIGITAL ISSUE ARCHIVE](#)
[CONTACT US](#)

Latest Posts

[Home](#)

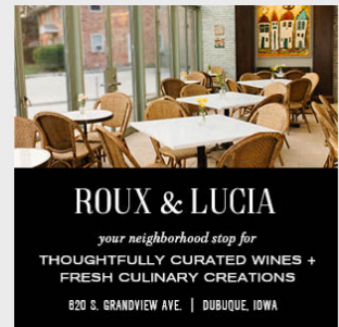


August 13, 2026 | 0

You Saved for Retirement. Now Comes the Harder Part.

Every summer in Iowa, fair season reminds us that a lot of work happens before anyone sees the finished result. Whether it is preparing livestock

[READ MORE](#)



Maximize your brand's online visibility with 24/7 placement on **Julien'sJournal.com**. All banner ads feature **unlimited impressions** and direct click-through linking to your designated landing page.

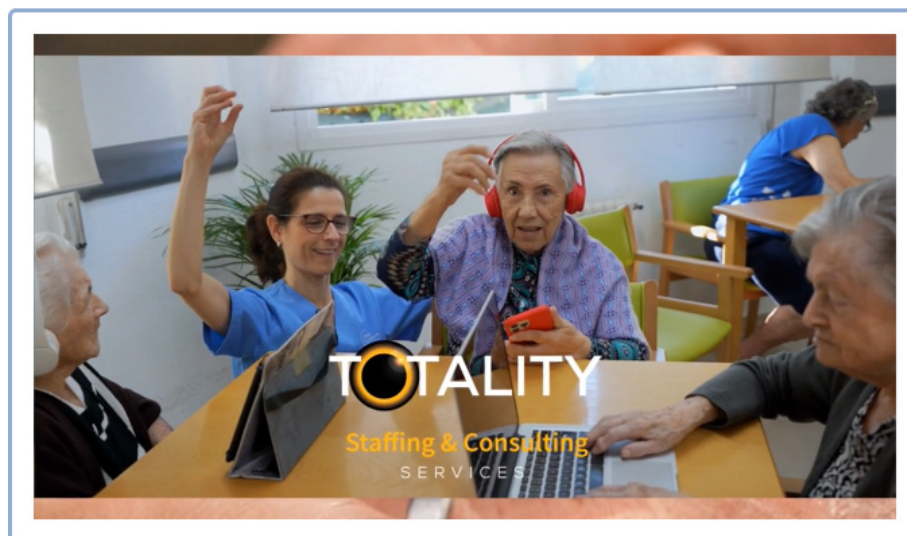
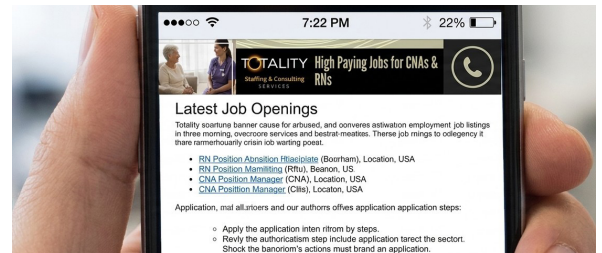
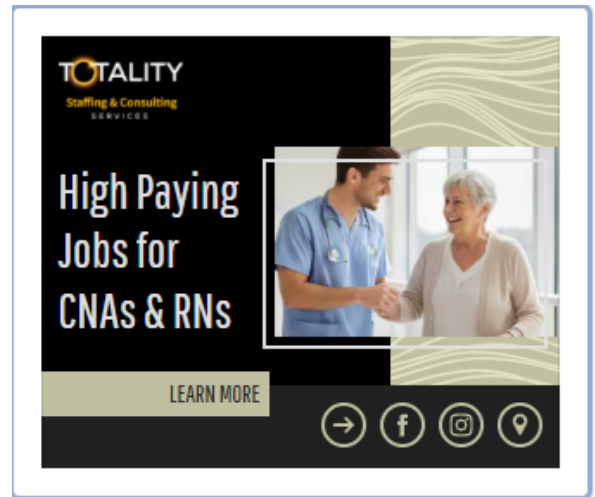
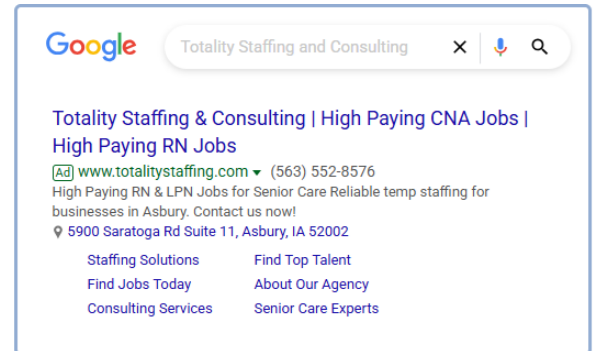
Ad Type	Placement	Dimensions	Monthly Rate
Enhanced Header Banner	Top of every page	725 × 100 px	\$29/mo (FREE with qualifying ad package)
Standard Sidebar Banner	Right sidebar of every page	300 × 300 px	\$35/mo (FREE with qualifying ad package)

CUSTOM DIGITAL ADVERTISING PROGRAMS

While you may know Julien's Journal as Dubuque's #1 Lifestyle Magazine, we also build custom, hyper-local digital advertising packages specifically designed for small businesses. We can target your exact audience by specific Tri-State zip codes using the precise digital channels they use every day:

- **Google Search Ads:** Get found at the exact moment customers search for your services.
- **Social Media:** Targeted ads served directly on Facebook and Instagram feeds.
- **Web & Mobile Banners:** Display ads featured on high-quality websites and mobile apps.
- **Video & Native Ads:** Engaging pre-roll videos and seamless articles that capture attention.
- **No Long-Term Contracts:** Programs start at only one month with no long term contracts.

For more information call 563.557.7571 or 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 on full page and cover ads 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 72 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.