

MULTI-MEDIA PLATFORM

Rhode Island Monthly has developed a platform that connects advertising partners with readers through print, digital, events, social media and custom publishing. With the potential to reach more than 326,000 engaged readers each month, your marketing message will go further with a package that utilizes all these channels.



Rhode Island
MONTHLY

2017 MEDIA KIT

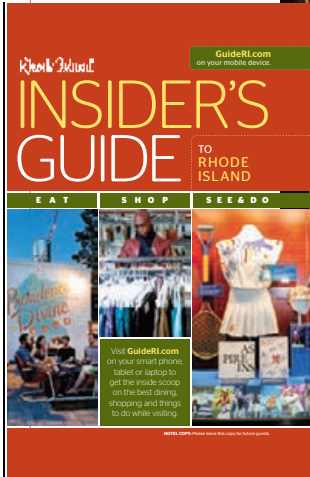
For more info contact **Kieran Keating** at kkeating@rimonthly.com or 401.649.4888

In addition to our award-winning print publications, we also provide a host of opportunities to extend your reach with our branded events, customized sponsorships, and comprehensive digital offerings.

PRINT

Rhode Island Monthly

Insider's Guide



Engaged



Custom Publishing



EVENTS



- Top Doctors
- Top Dentists
- Excellence in Nursing Awards
- Tech10 Awards

- Design Awards
- Best of Rhode Island®
- Rhode Islanders of the Year
- Leading Women Awards



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DIGITAL



RIMonthly.com



Mobile



E-Newsletters



Social Media

SPONSORSHIPS

Special Sections & Supplements Include:

- Guide to Health & Wellness
- Women on the Rise
- Rhode Island Philanthropic Events Calendar
- Whole Woman
- Breast Health Resource Guide & Annual Calendar
- Higher Learning
- Faces of Rhode Island



SMALL STATE. BIG REACH.

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Know more. Live better.

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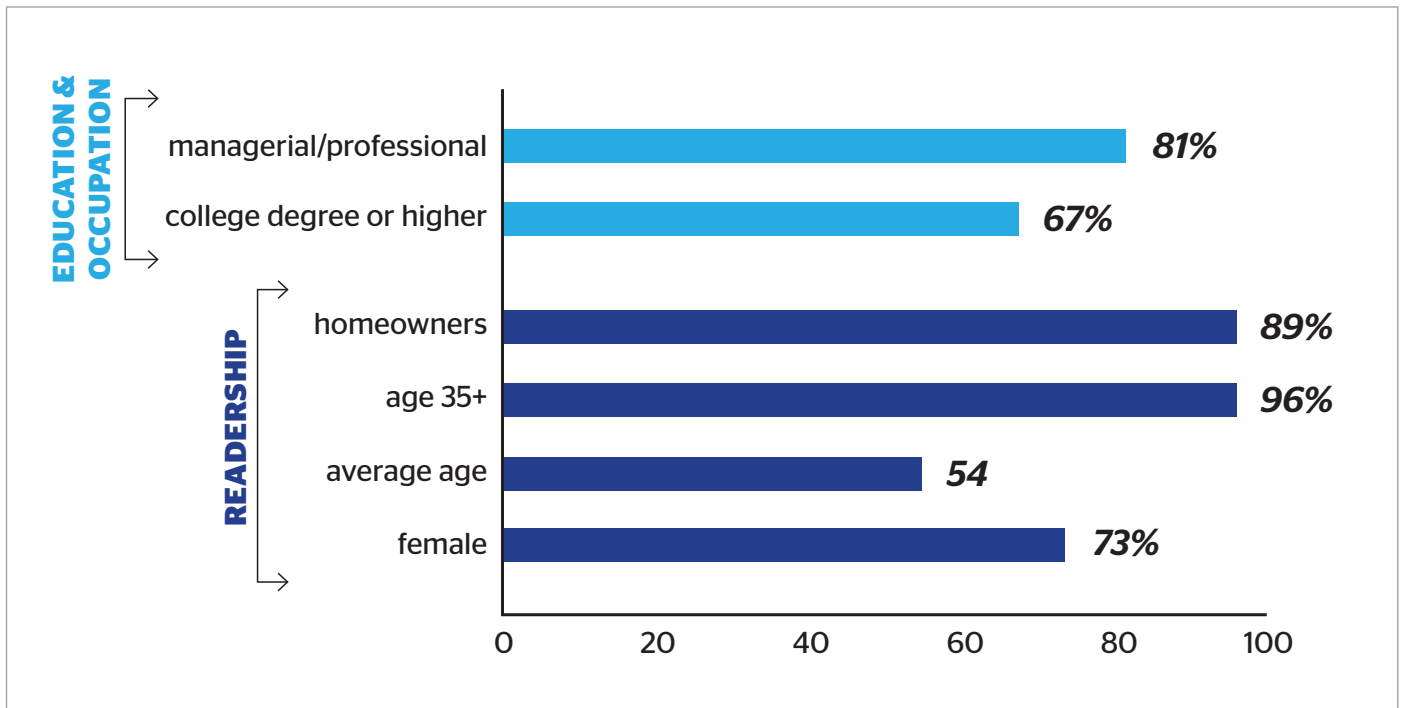
Our Readership Profile

As the state's ONLY magazine with a **paid and audited** circulation, we can guarantee a targeted audience of affluent, educated and influential readers.

166,000 Monthly Readers *

41,325 Monthly Audited Circulation *

Rhode Island Monthly readers are affluent, educated professionals:



FINANCIAL LEADERS

- \$193,445 Average household income
- \$1,087,000 Average household net worth
- 59% \$500,000 or more household net worth

READERSHIP HABITS

- 60 minutes: Average time spent reading an issue
- 36% Spend 1 - 3 hours reading an issue
- 94% Read all of the last four issues
- 57% Saved one or more issues
- 59% Passed magazine on to someone else

TRUSTED RESOURCE

In the past 12 months, as a direct result of reading Rhode Island Monthly, our subscribers:

- 75% Dined at a specific restaurant
- 67% Discussed something read with another person
- 41% Saved items of interest

* CVC, March 2015; Ipsos Mendelsohn subscriber study, October 2012

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