



COVERING 16 COUNTIES
IN SOUTHEAST KANSAS

Allen, Anderson,
Bourbon, Chautauqua,
Cherokee, Crawford,
Coffey, Elk, Greenwood,
Labette, Linn, Lyon,
Montgomery, Neosho,
Wilson, Woodson

2024
advertising
guidelines

In print since 2002

Advertising in SEK Living

is a solid investment for your business, organization or event.

Print media is alive and well. Especially niche magazines like ours providing engaging content to a very specific audience. In print since 2002, SEK Living is going strong with a loyal readership base and several attributes that make it the ideal vehicle for regional advertisers.



WE'RE TARGETED - Our audience is your audience. We celebrate the Southeast corner of the state, and our readers have strong ties to the region and a deep interest in supporting local businesses and attractions to help maintain the quality of life we enjoy here.



WE'RE COLLABORATIVE: We work with you to help ensure your ad is effective, attractive, timely, accurate and best represents you. We have decades of design and advertising experience, so we can offer advice and design assistance.



LONG SHELF LIFE: SEKL offers timeless features about special people, places, businesses, programs, events and attractions. Our readers often refer to past issues to discover things to do, places to visit and interesting history to learn about. They will see your ad each time they open and re-open an issue.



QUALITY REPUTATION: With a high-quality format and interesting articles, the magazine's presentation moves readers seamlessly between stories and advertisements. In fact, we're obsessed with quality, detail, creative design and continuous improvement. You can be proud to showcase your business, organization or event within our pages.



GROWTH ORIENTED: We've added many new subscribers since assuming the magazine in 2019, and we're doing more every day to get our magazine in the hands of more readers. We have many exciting new ideas to come to build circulation and bring more exposure to our wonderful region and our advertisers.

More Information

620.330.3006

www.sekliving.com

sekliving@gmail.com



2024 Ad Rates & Dates

SIZE	RATE PER AD	4-ISSUE DISCOUNT
2-PAGE SPREAD (Contact us for sizing)	\$850	5% - \$807.50
INSIDE FRONT COVER (Premium Placement)	\$550	5% - \$522.50
FULL PAGE 8 x 10.5" (Centered) 8.5 x 11 w/.125 bleed (Full Bleed)	\$475	5% - \$451.25
HALF PAGE 7.5 x 5.5" (Horizontal) 3.66 x 10" (Vertical)	\$325	5% - \$308.75
THIRD PAGE 5 x 5"	\$250	5% - \$237.50
QUARTER PAGE 3.66 x 5"	\$175	5% - \$166.25
SEK CALENDAR SPONSORSHIP (2-page-spread 1" x 16")	\$150	_____
BACK PAGE AD RESERVED FOR CHAMBERS & TOURISM AGENCIES (Limited # of spaces; spaces may be combined for larger ad.) 3.5" x 1.75"	\$75	_____

FACEBOOK FEATURE ADD-ON

Advertisers may choose to add a customized quarterly shout-out on the magazine's Facebook page, which has more than **5,600** followers, an average quarterly reach of about **10,000** and continues to grow. Cost is **\$25 per quarter** for a post designed specifically for you to generate more exposure for your business, attraction or event.



FAQ'S

COMMUNICATION

Email is the best way to contact us. No contracts or forms to fill out, you may reserve your ad space and submit print-ready ads via email.

AD DESIGN

- Print-ready ads should be submitted in PDF format. Please add a .125" bleed for full-bleed ads. Registration marks are not necessary.
- If you commit to all 4 issues for the year, your ad design may be updated for each issue. **WE ARE HAPPY TO HELP YOU** with your ad design **AT NO ADDITIONAL COST**. We will collaborate with you until the ad is exactly the way you want it.

AD PAYMENTS

Each issue's ad must be paid in full before the advertising deadline for the next issue in order for your ad to be continued. We very much appreciate payment via check if possible (to avoid steep processing fees), but we also can accept payments via ACH draft, credit card, PayPal or Venmo.

IMPORTANT ISSUE DATES

SPRING | MARCH

AD DEADLINE: **FEBRUARY 2**

SUMMER | JUNE

AD DEADLINE: **MAY 3**

FALL | SEPTEMBER

AD DEADLINE: **AUGUST 2**

WINTER | DECEMBER

AD DEADLINE: **OCTOBER 25**



THE COOL THING ABOUT US...?

We aren't just magazine publishers, we're also marketing professionals, your neighbors and Southeast Kansas natives. Let us use our skills to help you meet your advertising goals. We are truly and deeply invested in your success and in SEK!

- Approximately 900 subscribers
- 2.5 pass-along rate (conservative estimate)

- Newsstands/Add'l Circulation: 150
- Readership estimate 2,500 per issue

sekliving@gmail.com

Joanne Smith, Owner/Publisher

620.330.3006