

2021 RATE CARD



– ROUSES MAGAZINE –

Rouses Magazine is one of the largest grocery store publications in the nation. Each issue focuses on the latest food trends and local food and culture. You'll find recipes, cooking articles, culinary profiles, tips from the area's best chefs and behind-the-scenes exclusives. Our roster of award-winning writers and photographers includes contributors to *The*

New York Times, *Saveur*, *Garden & Gun*, *Local Palate*, *Texas Monthly* and more.

– DISTRIBUTION –

- > **FREQUENCY:** 6x/year
- > **PRINTED CIRCULATION PER ISSUE:** 75,000
- > **DISTRIBUTION:** 65+ Rouses Markets in Louisiana, Mississippi and Alabama
- > **CROSS-CHANNEL PROMOTION:** We also have a digital version of the magazine, complete with ads. The digital version is promoted on Instagram and Facebook, and includes a link. We also include a link along with relevant content in our Weekly Newsletter, which goes to 110,000+ subscribers every week. Every issue is promoted in the Roux for 8 consecutive weeks.
- > **ROUSES.COM:** Current and past issues of *Rouses Magazine* are available in their entirety.
- > **FACEBOOK AND INSTAGRAM POSTS FOR YOUR BRAND:** We will promote your brand or product with a post on our Instagram and Facebook social media feeds. These posts provide access to an engaged audience. Magazine advertisers get a post on both Facebook and Instagram (same day) during the issues run. Image and caption to be supplied by vendor. Rouses has final approval of content.

We have significant web traffic and strong social media presence.

– AD PREPARATION SPECS –

CAMERA READY: Camera ready advertisement submission to My Rouses Everyday magazine must be provided as **high-resolution (300dpi), CMYK, PDF/X-1a** file format. Camera ready ads can be submitted to advertising@rouses.com. **Please put Rouses Magazine in the subject line.**

DESIGN: Rouses will design your ad for a fee of \$250.00. Please submit photos, copy, and any other materials needed to produce your ad two weeks before the materials deadline to allow for design time and approvals.

COUPONS: We welcome camera ready ads featuring coupons. Rouses will not build or edit ads featuring coupons.

– ADVERTISING RATES –

SIZE	1 ISSUES	3 ISSUES	6 ISSUES
Full Page	\$6,000	\$5,500/ISSUE	\$5,000/ISSUE
Half Page	\$3,500	\$3,250/ISSUE	\$2,550/ISSUE
Inside Covers	\$7,000		
Back Cover	\$8,000		

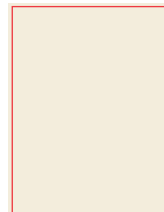
Ad rates are per issue. All ads are four color. All rates are net.

– RESERVATION DEADLINES –

ISSUE	SPACE	MATERIALS
September/October	7/16	8/3
November/December	9/17	10/5
January/February	11/19	12/1
March/April	1/21	2/3
May/June	3/18	4/5
July/August	5/20	6/7

– MECHANICAL REQUIREMENTS –

SIZE	WIDTH	HEIGHT	BLEED
Full Page w/bleed	8.375"	10.875"	.125"
Half Page	7.625"	4.825"	NONE



Full PG w/ bleed

INCHES
FINAL TRIM SIZE: W 8.375" H 10.875"
BLEED ON ALL SIDES: .125"
DOCUMENT SIZE w/ bleed: W 8.625" H 11.125"



Half PG

INCHES
W 7.625"
H 4.825"

For more information contact your category manager or:

Harley Breaux, Marketing Coordinator

- ✉ harley.breaux@rouses.com
- ✉ advertising@rouses.com
- ☎ (985) 447-5998 ext.99325

ROUSES MARKETS

2021 SIGN UP SHEET



– ROUSES MAGAZINE –

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Select your package:

Full Page

- 1 ISSUE | \$6,000
- 3 ISSUES | \$5,500/issue
- 6 ISSUES | \$5,000/issue

Half Page

- 1 ISSUE | \$3,500
- 3 ISSUES | \$3,250/issue
- 6 ISSUES | \$2,550/issue

Inside Cover

- 1 ISSUE | \$7,000

Back Cover

- 1 ISSUE | \$8,000

Select your issue(s):

- September/October 2021
- November/December 2021
- January/February 2022
- March/April 2022
- May/June 2022
- July/August 2022

Vendor Name: _____

Contact Name (Please Print): _____

Address: _____

Phone: _____

Email: _____

Signature: _____