



## 2012 MEDIA KIT

*One* is a quarterly magazine produced by the Reading Berks Conference of Churches to promote community unity through faith and fellowship

*One* is written and read by family members, church groups, prayer groups, school administrators and staff, social service practitioners, and business and health care professionals. It also is found in reading rooms within churches and senior living centers and professional and health care provider waiting rooms.



### Core Distribution

Postal Delivery to 2500+ RBCC Members and Supporters

Delivery of 25-200+ copies each to over 290 Congregations

### Controlled Distribution

Senior Living Centers

Social Service Partners and Agencies

Health Care Provider Facilities

Schools and Professional Offices

**15,000+**  
Quarterly Circulation

**60,000+**  
Total Readership

*One* is not a publication filled with dates, events and addresses; it is a vibrant resource filled with topics covering the most relevant issues of our time and our community, written to help readers find peace and purpose within their lives.





## Reading Berks Conference of Churches

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### Publisher

Niemczyk Hoffmann Group, Inc.  
117 Philadelphia Avenue Shillington, PA 19607  
610.685.0914 | [Tracy@nhgi.net](mailto:Tracy@nhgi.net)  
[www.nhgi.net/media](http://www.nhgi.net/media)

### Ad Sales Tom Plasket

610.685.0914 | [RBCCSales@nhgi.net](mailto:RBCCSales@nhgi.net)

## CHURCHES IN MINISTRY TOGETHER

The Reading Berks Conference of Churches serves over 240,000 members of the Christian community through ministries and congregations throughout greater Berks County.

## EDITORIAL FOCUS

*One* serves the Berks County Pennsylvania market, fulfilling a growing need for a publication that addresses and explores issues relevant to community, family, marriage, spirituality, fellowship and service in a faith driven manner. It provides thought provoking articles and uplifting stories concerning faith, fellowship, outreach and ministry that occur within our community. Each issue contains articles representing various faiths and denominations within our community, providing a window to the many religious and cultural traditions that contribute to our diverse population. Feature contributors include members of the religious, education, business, and arts and entertainment communities, health care professionals, and community members who make a difference.

## MARKET AND AUDIENCE PROFILE

*One* reaches Berks County residents with purchasing power. Our readers include individuals and families who represent over 60 percent of the community's economic wealth. They include people from every walk of life – from the corporate world, to the factory floor, to the family home. They are loyal consumers who care about their families and their community and are bound by the belief that hope, prayer and compassionate commitment to fellow human beings can make our community and our world a better place.



## March 2012

- ✂ A Season of Rebirth and Revitalization
- ✂ National Day of Prayer Planning

Ad Reservations Due: February 5th, 2012  
Ad Materials Due: February 10th, 2012

## June 2012

- ✂ A Time to Grow & Share
- ✂ Doing More with Summer Break

Ad Reservations Due: May 5th, 2012  
Ad Materials Due: May 10th, 2012

## September 2012

- ✂ Education & Our Community
- ✂ Mayors' Prayer Breakfast

Ad Reservations Due: August 5th, 2012  
Ad Materials Due: August 10th, 2012

## December 2012

- ✂ Giving Within Our Communities
- ✂ Annual Assembly Topics

Ad Reservations Due: November 5th, 2012  
Ad Materials Due: November 10th, 2012

# SUGGESTED 2012 EDITORIAL CALENDAR



## Quarterly Features:

- ✂ Member Profiles
- ✂ Youth in Our Community
- ✂ Marriage & Family
- ✂ Community Outreach
- ✂ Faith in Action
- ✂ Denomination Updates
- ✂ Service to Our Community
- ✂ Milepost Announcements

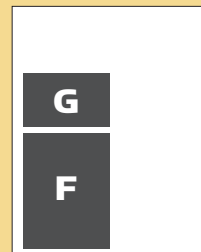
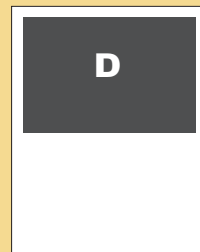
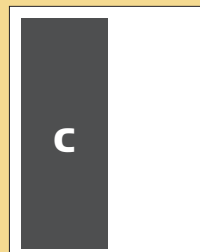
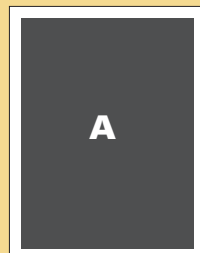
## Advertising Rates for 2012

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Tom Plasket  
RBCCSales@nhgi.net  
610-685-0914

Insertion Frequency	1x	2x	3x	4x
<b>Full Page</b>	\$1,900	\$1,800	\$1,700	\$1,600
<b>½ Page Island</b>	\$1,300	\$1,250	\$1,200	\$1,150
<b>½ Page (V or H)</b>	\$1,150	\$1,100	\$1,050	\$1,000
<b>¼ Page</b>	\$750	\$700	\$650	\$600
<b>1/8 Page</b>	\$450	\$425	\$400	\$375
<b>Inside Covers</b>	\$2,500	\$2,400	\$2,300	\$2,200
<b>Back Cover</b>	\$2,800	\$2,700	\$2,600	\$2,500

## Mechanical Requirements

- A. Full Page . . . . . 7.375 x 9.875
- B. Full Page Bleed . . . . . 8.625 x 11.125  
(trim size is 8.375x10.875)
- C. 1/2 Page Vertical . . . . . 3.5625 x 9.875
- D. 1/2 Page Horizontal . . . . . 7.375 x 4.833
- E. 1/2 Page Island . . . . . 4.833 x 7.375
- F. 1/4 Page . . . . . 3.5625 x 4.833
- G. 1/8 Page . . . . . 3.5625 x 2.2813



FORWARD AD MATERIAL TO RBCCADS@NHGI.NET

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Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Size of ad: \_\_\_\_\_ RATE: \_\_\_\_\_

Months to run:        MARCH                JUNE                SEPTEMBER                DECEMBER

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I understand that Reading Berks Conference of Churches does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment in full is due within 30 days of publication date.

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MAIL: Niemczyk Hoffmann (Publisher), 117 Philadelphia Avenue, Shillington, PA 19607

EMAIL: Tom Plasket at RBCCSales@nhgi.net

FAX: (610) 685-0916    QUESTIONS: (610) 685-0914

## 2012 NET ADVERTISING RATES

	1x	2x	3x	4x
Back Cover	\$2800	\$2700	\$2600	\$2500
Inside Back Cover	\$2500	\$2400	\$2300	\$2200
Inside Front Cover	\$2500	\$2400	\$2300	\$2200
Full Page	\$1900	\$1800	\$1700	\$1600
Half Page Island	\$1300	\$1250	\$1200	\$1150
Half Page (H or V)	\$1150	\$1100	\$1050	\$1000
Quarter Page	\$750	\$700	\$650	\$600
Eighth Page	\$450	\$425	\$400	\$375

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## POLICY INFORMATION

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Publisher will invoice the agency or advertiser after the publication has been mailed to the membership. Publisher will provide one tear sheet as proof of insertion. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

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Authorized Signature

\_\_\_\_\_  
Date