

Independent community newspaper delivered free to all residents and businesses in the Village of Kohler since 2005

2022 Media Kit

Deadlines = Rates = Demographic information

www.kohlervillager.com | kohler.news

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[Facebook.com/kohlervillager](https://www.facebook.com/kohlervillager)

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Circulation:

- 1,150 printed and distributed on the first of each month.

Distribution:

- Mailed free of charge to all residents and businesses in Kohler.
- Newsstand copies available at:
Woodlake Market, Falls Piggly Wiggly, Sports Core, Kohler Credit Union in Kohler, Kohler Schools office, Village Hall, Prevea Clinic in Kohler Woodlake Pharmacy, Village Realty

Mechanical Information:

- Tabloid Page, 10½"W x 16"D (Print area: 9-1/2" x 14.7")
- 5 columns to a page
 - 1 col. = 1.77"
 - 2 col. = 3.7"
 - 3 col. = 5.63"
 - 4 col. = 7.57"
 - 5 col. = 9.5"
- Digital files accepted: PDF, Word or image files.

Kohler demographics (2018)

Population: 2,081
Male: 47.2% | Female 52.8%
Median age: 44.3
Median household income: \$81,000
Median property value: \$236,900
Most common jobs: Management
Business, Science & Arts

See pages 2-8 for most popular sizes and their rates!
(I can accomodate any other size).

RATES

(per column inch):

See pages 2-12 for samples

For 2" - 8" pci ads

Black & white . . . \$6 pci

Color \$7.75 pci

For 9" - 27" pci ads

Black & white . . \$5.50 pci

Color \$6.50 pci

1/2 page

Black & white . . . \$250

Color \$325

3/4 page

Black & white . . . \$325

Color \$400

Full page

Black & white . . . \$450

Color \$525

Press Release \$30

Social Media Promotions

Email me about sharing a post from your Facebook page, link to your website, or post an ad on *The Kohler Villager* Facebook page and Twitter . . . \$12

Business Card Corner:

B&W: \$15 per month

Color: \$22.50/ month

2022 DEADLINES/PRINT DATES

○ = DEADLINE □ = Delivered

| January | February | March | April |
|--|---|---|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| May | June | July | August |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| September | October | November | December |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

Deadline

For edition

- December 24, 2020 . . . January 1, 2021
- January 24, 2021 February 1, 2021
- February 21, 2021 March 1, 2021
- March 28, 2021 April 1, 2021
- April 25, 2021 May 1, 2021
- May 23, 2021 June 1, 2021
- June 27, 2021 July 1, 2021
- July 25, 2021 August 1, 2021
- August 22, 2021 September 1, 2021
- September 26, 2021 . . . October 1, 2021
- October 24, 2021 November 1, 2021
- November 21, 2021 December 1, 2021
- December 26, 2020 January 1, 2021

Email: mary@kohlervillager.com

or call 920-331-4904



OUR AUDIENCE

The Kohler Villager is the Village of Kohler's only independent community newspaper and is mailed free to all residents and businesses in Kohler.

The Kohler Villager Market Reach

Population 2081 Reach (Monthly print edition) 100%

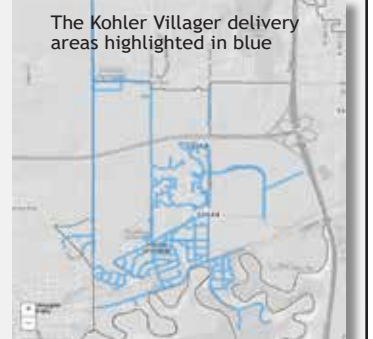
Kohler Villager Social 2,000+ Average Facebook reach per post

Average Age 44.3

Average Household Income \$81,000

Education Level
26.6% - Graduate degree
37% - Bachelors
11.4% - Some College

The Kohler Villager delivery areas highlighted in blue



POPULAR AD SIZES

Here are a few popular sizes, but The Kohler Villager can accommodate any other size!

Email mary@kohlervillager.com

1 column x 1"
(1.77" x 1")

Classified: \$5.00
(40 words max)

Order classifieds online at
kohlervillager.com/classified

(Processing fees apply)

2 column x 2"
(3.7" x 2")

B&W: \$24
Color: \$31

2 column x 4"
(3.7" x 4")

B&W: \$48
Color: \$62

1 column x 2"
(1.77" x 2")

B&W: \$12
Color: \$15.50

Front page

B&W: \$25
Color: \$28.50

2 column x 3"
(3.7" x 3")

B&W: \$36
Color: \$46.50

1 column x 3"
(1.77" x 3")

B&W: \$18
Color: \$23.25

Front page

B&W: \$31
Color: \$36.25

2 column x 5"
(3.7" x 5")

B&W: \$55
Color: \$65

2 column x 6"
(3.7" x 6")

B&W: \$66
Color: \$78

1 column x 4"
(1.77" x 4")

B&W: \$24
Color: \$31

Front page

B&W: \$37
Color: \$44

3 column x 3"
(5.63" x 3")

B&W: \$49.50
Color: \$58.50

TOP BANNER

5 column x 2"
(9.5" x 2")

B&W: \$60
Color: \$75

FRONT PAGE

5 column x 2"
(9.5" x 2")

B&W: \$85
Color: \$95

2 column x 8"
(3.7" x 8")

B&W: \$88
Color: \$104

3 column x 4"
(5.63" x 4")

B&W: \$66
Color: \$78

3 column x 5"
(5.63" x 5")

B&W: \$82.50
Color: \$97.50

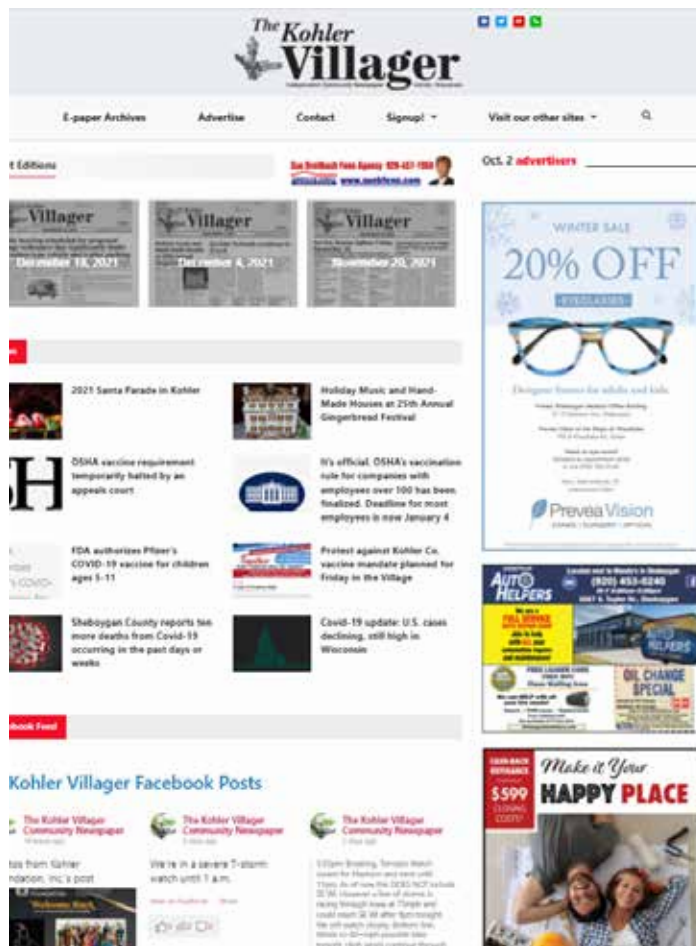
BOTTOM BANNER

5 column x 2"
(9.5" x 2")

B&W: \$55
Color: \$65

Place an ad in a print edition of The Kohler Villager, and your ad is displayed on the front page of kohler.news at no charge!

3 column x 7"
(5.63" x 7")
B&W: \$115.50
Color: \$136.50



4 column x 5"
(7.57" x 5")
B&W: \$110
Color: \$130

New for 2022 – Social media promotions



3 column x 8"
(5.63" x 8")
B&W: \$132
Color: \$156

3 column x 9"
(5.63" x 9")
B&W: \$148.50
Color: \$175.50

4 column x 6"
(7.57" x 6")
B&W: \$132
Color: \$156

Special Sizes

1/2 page
9.5" x 7.5"
B&W: \$250
Color: \$325

**The Kohler Villager will publish
your press release for \$30
(Free if you place a display ad).**

**3/4 page
7.57" x 13"**

**B&W: \$325
Color: \$400**



**Full page
9.5" x 14.8"**

B&W: \$450

Color: \$525