

the Hippo *NH's largest print audience.*

Content drives the audience

Studies show that quality content creates better recall on brands

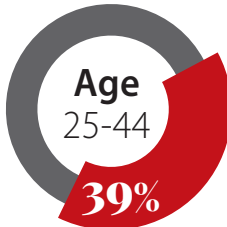
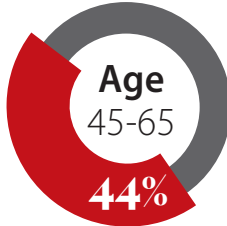
285K Monthly Readers



60% Women
40% Men



72% Own their own home



Engagement

90% read the ads in the Hippo

73% are specifically seeking activities

56% keep the Hippo in their home more than a week

91% decide what to do by reading the Hippo

Advertising Rates

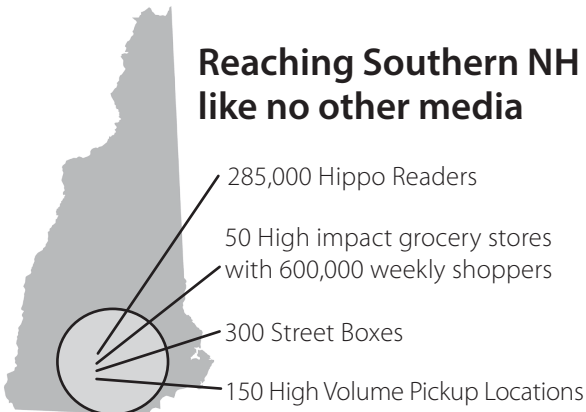
PER ISSUE RATES	1-3 Issues	4-13 Issues	14-25* Issues	26-51 Issues	52+ Issues
FULL PAGE	\$2060	\$1648	\$1442	\$1236	\$1030
1/2 PAGE	\$1118	\$894	\$783	\$671	\$559
1/4 PAGE	\$560	\$448	\$392	\$336	\$280
1/8 PAGE	\$294	\$235	\$206	\$176	\$147
1/16 PAGE	\$166	\$133	\$116	\$100	\$83

Deadlines: Reserve ad space by noon on Friday for the following week's issue. Ads need to be finalized by 2PM on Monday.

Ad rates are per issue and ads must run in a 12 month period. Sticky notes and inserts are available, ask your sales rep for more information.

*Event Rate

Reaching Southern NH like no other media



Ask About our annual glossy magazine with year round distribution!



Contact Us!

sales@hippopress.com

603-625-1855

Combo rates available for the Seacoast Scene, The Granite Senior Journal and In Season magazine.

Ask about: Supermarket brochure & billboard program • Printing & direct mail • Placement in our weekly newsletter, Hippo's Long Weekend