

BUCKS COUNTY HERALD

Meet the region's strongest independent media company.

Serving Bucks, Hunterdon and surrounding counties

**20 MEDIA
25 KIT**

The Bucks County Herald, an award-winning local news organization, reaches over 300,000 readers across Bucks and surrounding counties. With 23 years of trusted journalism, the Herald delivers comprehensive and reliable news both online and in print.

With unmatched reporting on topics like local government, schools, arts, health, and the environment, the Herald provides in-depth stories that matter most to the community. Our experienced journalists ensure that every edition delivers valuable insights and updates to every story.

Loved by readers and advertisers alike, the Herald is celebrated for its quality and integrity. With engaging features, it remains Bucks County's and the River Towns go-to source for trusted news.



Reach customers across multiple Herald platforms:

- Website: 200K+ monthly visitors with daily news and features.
- Newspaper: 120K+ weekly print readers.
- Magazines: Niche topics like arts, culture, and history.
- Newsletters: Curated news for loyal subscribers.
- Social media: Active on Facebook, Instagram, and LinkedIn for updates and engagement.

Bucks County Herald is the most trusted news source for Bucks County and surrounding communities.

**For reservations contact your Herald representative or call 215.794.1096
or email: advertising@buckscountyherald.com.**

OUR CONTENT

News and Features

The Herald has five main sections, chock-full of local news, features and photos that are presented in an accurate, non-partisan manner.



Sports

- Local Sports
- Education
- Health, Fitness and Wellness



Business Journal

- Business news
- Crossword
- Classified



Living

- Arts and Galleries
- Dining
- Entertainment
- Calendar
- Senior Living
- Spiritual
- Obituaries



Area Guide to Homes

- Real estate news
- Home and garden
- Real estate classified

Main News

- Local News
- People
- Weekends and Beyond
- Opinion and Letters

Special Sections and Publications

In addition to the main paper, we produce an array of special publications that are inserted into the Herald and available on multiple digital platforms and app. Many are distributed as stand-alone publications and designed for lasting shelf life.

01 JAN <i>The Big Deal</i> Prime Time	02 FEB Ultimate Summer Camp Guide <i>Bucks Family</i>	03 MAR Prime Time <i>River Towns Magazine Spring</i>	04 APR Spring Fun Guide
05 MAY Delaware River Towns Visitor Guide Prime Time League of Women Voters Guide Summer Fun Guide	06 JUN Bucks Family Education Guide <i>River Towns Magazine: Summer</i>	07 JUL Prime Time Middle Town Grange Fair Guide	08 AUG Bucks Family Education Guide <i>River Towns Magazine: Fall</i>
09 SEP Arts & Culture & Events/Doylestown Arts Festival Prime Time	10 OCT Bucks Family League of Women Voters Guide	11 NOV Prime Time <i>Tis the Season</i> Shady Brook Light Show Guide Winter Arts & Culture & Events <i>River Towns Magazine: Winter</i>	12 DEC Best of the Region Winners

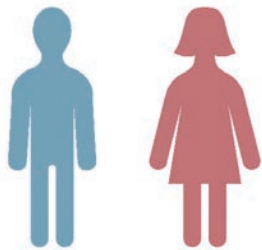
River Towns Magazine is an upscale seasonal lifestyle magazine published in March, June, August and November. Please inquire about special rates for Herald advertisers.

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Who reads the Herald?



42% **58%**
Men Women

55% Household Income
over \$75K

14% of Adults Age
18-24

40% of Adults Age
25-54

65% of Adults Age
55 and older

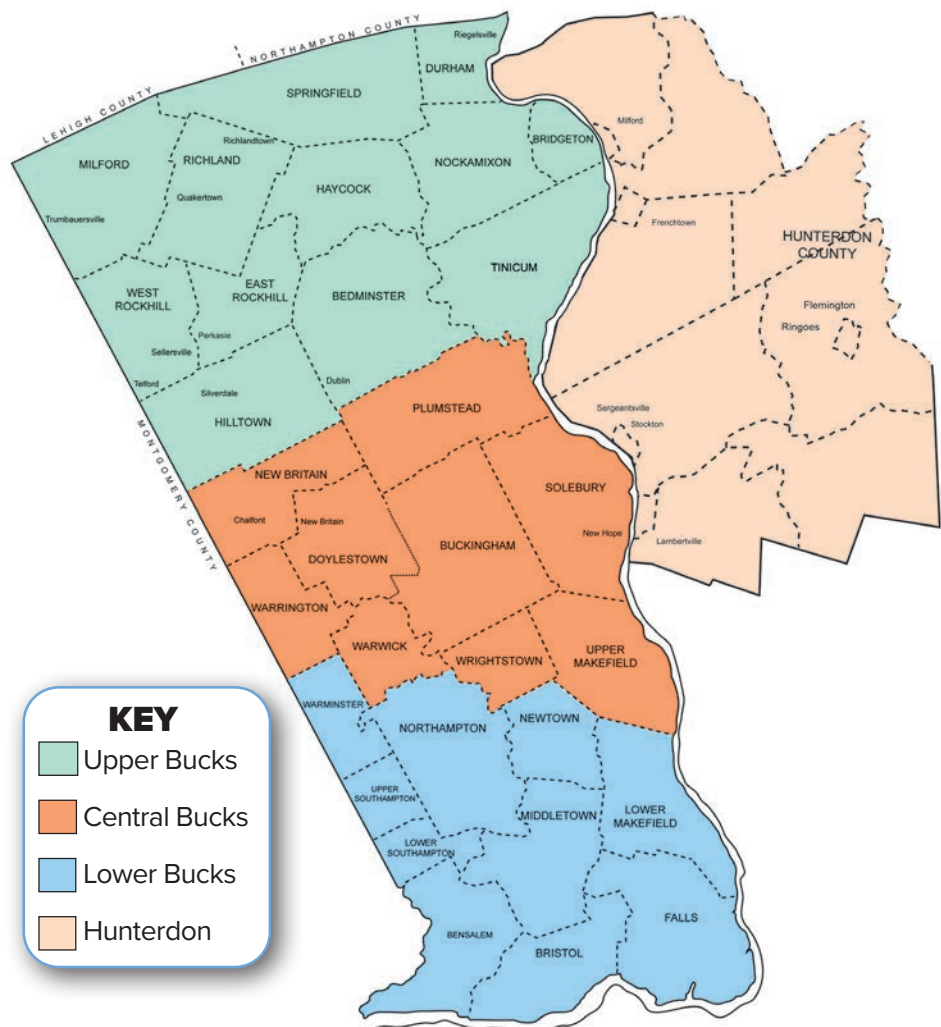
82% Own Their
Homes

56% Have Children
Under 17

Scarborough Research



Distribution Footprint:



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