

CHARM

EAST TEXAS

a publication of
THE LUFKIN DAILY NEWS
and
★The Daily Sentinel



20
25
MEDIA KIT

MISSION

what we do

Charm embodies the **spirit, style** and **values of our region**. From the great outdoors of the Pineywoods, to the best shopping and dining, we are **the premier lifestyle publication in East Texas**.

Our readers are passionate and **engaged**, and they know Charm brings them the best of what East Texas has to offer every month.

who we are

We have an **award-winning team** of experienced writers, photographers and designers, and our newsroom is filled with trophies from prestigious groups such as the Associated Press Media Editors and the Texas Press Association. But our creators aren't focused solely on content. We **leverage the talents** of our team to provide you with the highest-quality ad creative **to help you achieve your** advertising and marketing goals.



REACH

our editorial coverage

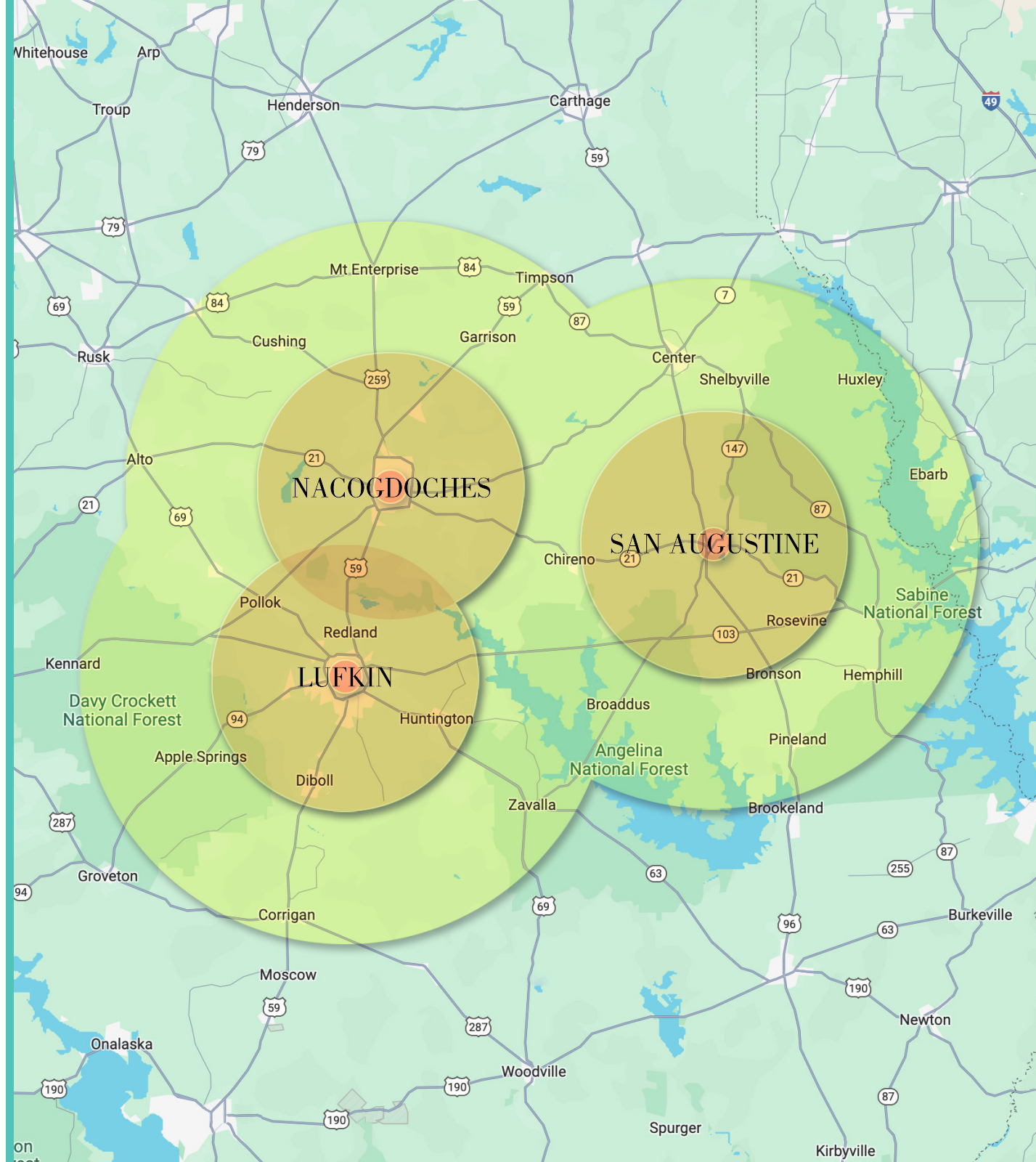
Charm covers **Deep East Texas** including **Lufkin, Nacogdoches** and **San Augustine** communities.

our distribution

- Charm is **read by** more than **70,000 East Texans** each month.
- Distributed in the **home delivery** of The Lufkin Daily News and The Daily Sentinel
- At dedicated distribution points in the most popular **shops and restaurants**
- **Via mail directly** to more than 700 of the most **affluent households (HHI \$200K+)** throughout Angelina and Nacogdoches counties

our website and social media

We also have cultivated a strong presence online through **charmeasttexas.com**, our monthly email newsletter and social media.



BRAND PILLARS



what makes us different

Charm differentiates itself by embodying the complete East Texas lifestyle and this is reflected in our brand pillars.

- Local culture
- Retail, fashion and design
- Dining and entertaining
- Regional travel
- Home and garden
- Artists and makers



READERSHIP

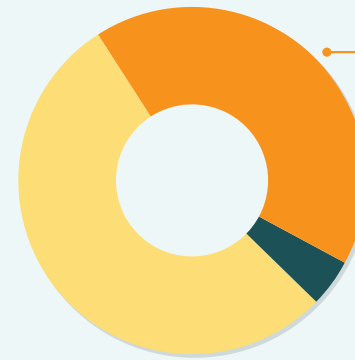
our audience

Charm's audience is the affluent and active men and women who are **engaged and energized consumers**. They enjoy the finest things that East Texas has to offer — boating and hunting, the best new restaurants and shops, and all the experiences that make this region unique.

our readers

Charm readers are enthusiastic and vocal. We get **constant engagement** through social media and our monthly "Find-The-Charm" feature. They love the way **Charm depicts their lifestyle**, and this is reflected in the way they respond to advertisers in Charm.

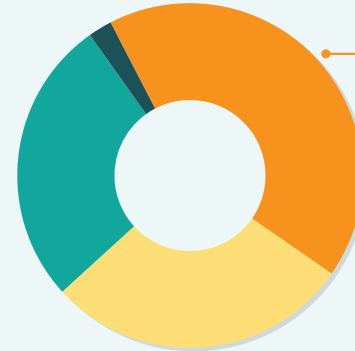
DO YOU READ THE ADS IN CHARM?



42% of our readers say magazine ads influence their decisions.

- Occasionally
- Yes, the ads influence my buying decisions
- No, I skip them

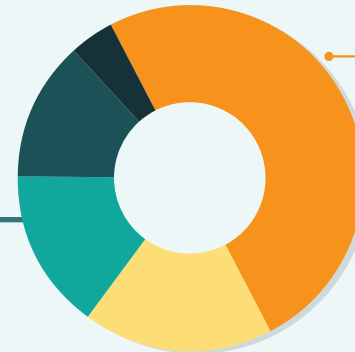
HOW OFTEN DO YOU READ CHARM?



42.3% of our readers read every issue.

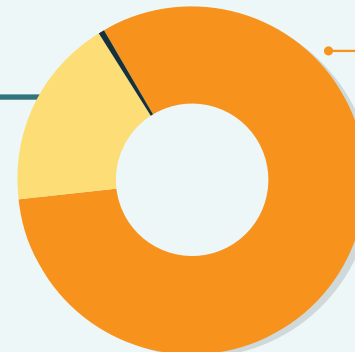
- Every issue
- When I see it around town
- Occasionally
- Never

DEMOGRAPHICS



50% of our readers are 55+.

- 55+
- 45-54
- 35-44
- 25-34
- 18-24



81.7% of our readers are female.

- F
- M
- Prefer not to say

SCHEDULE

our 2025 print schedule

We present a different theme in Charm each month. Our editorial, design and advertising teams collaborate to make every issue of the magazine special, while maintaining the Charm look and feel that our readers and advertisers have come to expect.

There is a unique color palette for every issue, and our team coordinates with advertisers to use only the best imagery and color schemes so that our content complements the ad creative and vice-versa.

2025

january

CREATE

Ad Space Deadline: **Nov. 27**
Approved Ad Deadline: **Dec. 4**
Publish Date: **Dec. 27^L / 28^N**

february

LOVE LOCAL

Ad Space Deadline: **Jan. 3**
Approved Ad Deadline: **Jan. 10**
Publish Date: **Jan. 29**

march

WOMEN WHO LEAD

Ad Space Deadline: **Jan. 31**
Approved Ad Deadline: **Feb. 7**
Publish Date: **Feb. 26**

april

ADVENTURE

Ad Space Deadline: **Feb. 28**
Approved Ad Deadline: **March 7**
Publish Date: **March 26**

may

KIDS

Ad Space Deadline: **March 28**
Approved Ad Deadline: **April 4**
Publish Date: **April 30**

june

TRAVEL

Ad Space Deadline: **May 2**
Approved Ad Deadline: **May 9**
Publish Date: **May 28**

july

WELLNESS

Ad Space Deadline: **May 30**
Approved Ad Deadline: **June 6**
Publish Date: **June 25**

august

EDUCATION

Ad Space Deadline: **July 3**
Approved Ad Deadline: **July 11**
Publish Date: **July 30**

september

OUTDOOR GUIDE

Ad Space Deadline: **Aug. 1**
Approved Ad Deadline: **Aug. 8**
Publish Date: **Aug. 27**

october

HARVEST

Ad Space Deadline: **Aug. 28**
Approved Ad Deadline: **Sept. 4**
Publish Date: **Sept. 24**

november

GRATITUDE

Ad Space Deadline: **Oct. 3**
Approved Ad Deadline: **Oct. 10**
Publish Date: **Oct. 29**

december

GIVING GUIDE

Ad Space Deadline: **Oct. 31**
Approved Ad Deadline: **Nov. 7**
Publish Date: **Nov. 26**

L indicates Lufkin publication date.
N indicates Nacogdoches publication date.

RATES

our rate card

All rates are net. Cost based on 3x, 6x or 12x rate. Ad size can change monthly. Agency commission is available to qualified agents.

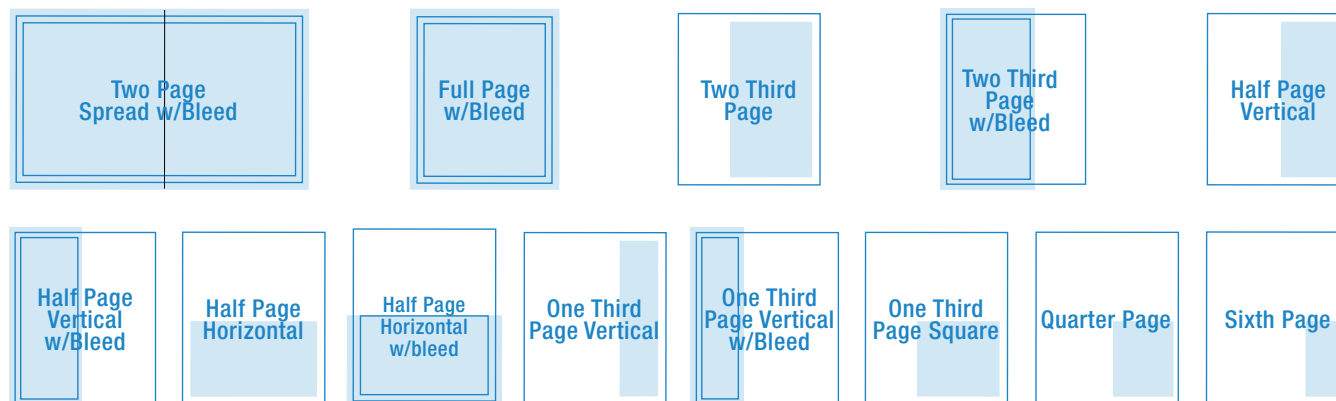
digital opportunities

- Charm Monthly Email Newsletter
- \$300/month
- Digital Banner Ads charmeasttexas.com
\$12 CPM per thousand impressions

branded content

Let's work together to tell your business's story.

PRINT



PREMIUM POSITIONS	12x	6x	3x	OPEN
BACK COVER	\$1,310	\$1,500	\$1,590	\$1,875
INSIDE COVER	\$1,490	\$1,440	\$1,530	\$1,800
PLACEMENT REQUESTS	+ 10%			

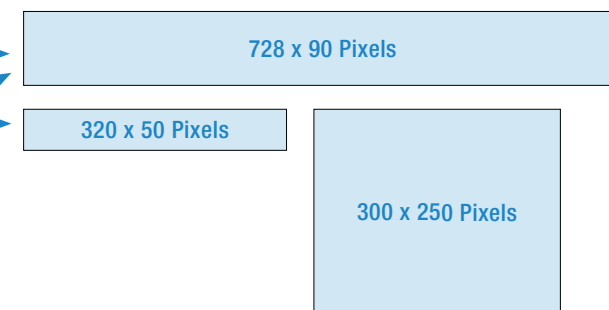
BRANDED CONTENT	12x	6x	3x	OPEN
FEATURE STORY + PHOTOS AND FULL PAGE SPREAD, EMAIL & ONLINE	\$1,750	\$2,000	\$2,125	\$2,500

RATES	12x	6x	3x	OPEN
TWO PAGE SPREAD WITH BLEED	\$1,750	\$2,000	\$2,125	\$2,500
FULL PAGE WITH BLEED	\$1,050	\$1,200	\$1,275	\$1,500
TWO THIRD PAGE	\$715	\$820	\$870	\$1,025
HALF PAGE (HORIZ. OR VERT.)	\$595	\$680	\$720	\$850
ONE THIRD PAGE	\$400	\$460	\$485	\$575
QUARTER PAGE	\$315	\$360	\$380	\$450
SIXTH PAGE	\$155	\$200	\$210	\$250

WEB

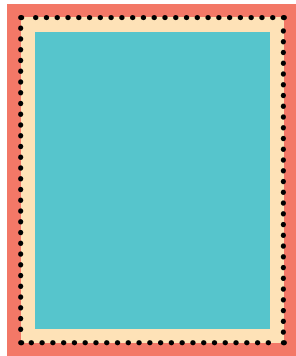


CHARM E-MAIL NEWSLETTER BANNER
or
CHARMEASTTEXAS.COM BANNER
25,000 IMPRESSIONS/MONTH



** Early termination will result in a one time charge of \$250 + tax. Some restrictions may apply.
All rates are net. Cost based on Open, 3x, 6x or 12x rate. Ad size can change monthly.
3.5% administration fee will apply.*

AD SPECS



BLEED

TRIM SIZE

SAFE / LIVE AREA

TRIM LINE.....

bleed area

This area is for images that extend beyond the edge of the page.

This ensures that, when trimmed, the ad will not have a white line down the edge due to slight variations in trimming the pages during the printing process.

trim size

This is the size of the page as it will appear in the magazine after trimming. No important text should appear in the yellow area.

live / safe area

All important text and images should fit within this area. It is recommended to keep all vital text at least .25" in from the trim line, although the press will accept files with as little as .125".

All print measurements are in inches.

PRINT

FULL PAGE	Two Page Spread w/Bleed		BLEED 18.5" x 11.375" TRIM 18" x 10.875" LIVE 17.5" x 10.375"	Full Page w/Bleed		BLEED 9.5" x 11.375" TRIM 9" x 10.875" LIVE 8.5" x 10.375"
	Two Third Page w/Bleed		BLEED 5.972" x 11.375" TRIM 5.722" x 10.875" LIVE 5.222" x 10.375"	Two Third Page		SIZE 5.222" x 9.875"
	Half Page Vertical w/Bleed		BLEED 4.583" x 11.375" TRIM 4.333" x 10.875" LIVE 3.833" x 10.375"	Half Page Vertical		SIZE 3.833" x 9.875"
	One Third Page Vertical w/Bleed		BLEED 3.194" x 11.375" TRIM 2.944" x 10.875" LIVE 2.444" x 10.375"	One Third Page Vertical		SIZE 2.444" x 9.875"
				One Third Page Square		SIZE 5.222" x 4.770"
				Half Page Horizontal		SIZE 8" x 4.770"
1/2 PAGE				Half Page Horizontal w/bleed		BLEED 9.5" x 5.688" TRIM 9" x 5.438" LIVE 8.5" x 5.188"
1/3 PAGE						
1/4 PAGE				Quarter Page		SIZE 3.833" x 4.770"
1/6 PAGE				Sixth Page		SIZE 2.440" x 4.770"

FILE SETTINGS FOR PRESS

- **ALL IMPORTANT TEXT MUST STAY WITHIN THE LIVE AREA.**
- Camera-ready ads must be submitted in the correct dimensions @ 300 DPI.
- Accepted file formats: PDF, EPS, TIFF or JPG.
- For any questions regarding technical specifications or production, please contact your sales representative at **The Lufkin Daily News (936) 632-6631** or **The Daily Sentinel (936) 564-8361**.

WEB

CHARM WEBSITE & NEWSLETTER

300 x 250 Pixels

728 x 90 Pixels

320 x 50 Pixels

FILE SETTINGS FOR WEB

- All files should be submitted at the appropriate dimensions with the resolution set to 300 pixels/inch.
- Acceptable file formats are JPG, PNG or GIF.
- File size should not exceed 1 MB.

CONTACT

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