



THE SKINNIE magazine  
substance...with style.

2026 Media Kit

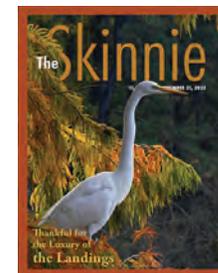
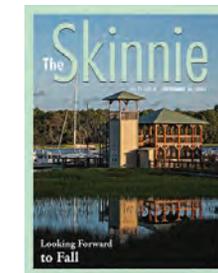
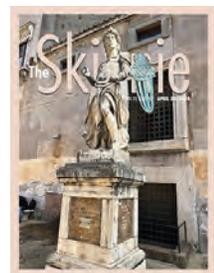
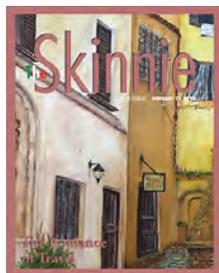
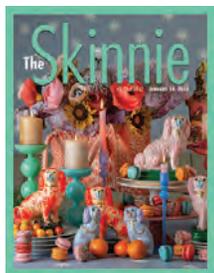
the definitive voice of Skidaway Island...



# What's The Skinny? The definitive voice of Skidaway Island

Since its launch in 2003, The Skinny's purpose remains constant: To tell the stories of the people, places and things that make life in this area special; to entertain and inform its readers; and to promote select businesses, professionals, organizations and causes to The Skinny's enthusiastic audience.

**Partner with The Skinny to tell your story.**



Starting targeted dialogues with over 10,000 readers for more than 20 years in over 500 issues.

Connecting community with resources. Sharing news and events.

Showcasing art and telling stories that weave the fabric of our beloved Savannah.

## Stay In Touch

Visit us online at [www.TheSkinny.com](http://www.TheSkinny.com)

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# Get Skinnie with us!

First class, full-size, full-color magazine serving all of 31411 by mail.  
In-house marketing expertise, art direction and ad design.



## CAMERA-READY AD REQUIREMENTS:

**Adobe Acrobat PDF:** 300 dpi, fonts embedded  
**Photoshop JPG or TIF:** 300 dpi, flattened layers, no LZW compression  
**Adobe Illustrator EPS:** Text changed to paths  
**InDesign:** Must include support files and fonts.

All files will be converted to TIF prior to publishing. **Word documents** are not acceptable.

**IMAGES:** All images supplied must be 300 dpi and CMYK. **Vector images** must be saved as EPS files, with fonts converted to paths.

**FONTS:** All fonts for electronically supplied ads must be submitted (printer & screen). Fonts cannot be bolded or italicized using the measurement tool bar or keyboard. The font must be a bold or italicized version of that font found in the font menu.

**TRIM SIZE AND BLEEDS:** All ads must be built to their trim size. **Only full-page ads can run to bleed.**

**ELECTRONIC SUBMISSION:** Email digital files to [production@theskinnie.com](mailto:production@theskinnie.com) as an attachment.. **PLEASE DO NOT** send links to Google drives, Canva, or et al. For excessively large files, please contact [production@theskinnie.com](mailto:production@theskinnie.com).

### SPREAD

17" x 11.125"

1x \$1470  
3x \$1400  
6x \$1330  
12x \$1265  
24x \$1200

### FULL PAGE

8.625" x 11.125"

1x \$830  
3x \$790  
6x \$750  
12x \$720  
24x \$680

### 1/2 PAGE

7.5" x 4.75"

1x \$470  
3x \$450  
6x \$425  
12x \$405  
24x \$385

### 1/4 PAGE

3.75" x 4.75"

1x \$265  
3x \$255  
6x \$240  
12x \$230  
24x \$220

The Skinnie is not responsible for loss of color or quality due to converting files submitted in unacceptable form ats. We do not accept ads submitted in Microsoft Publisher or Word. Any file submitted with lab color, RGB or Pantone colors will be converted to CMYK.

### CLASSIFIED RATES:

\$30 per issue

6 issues (3 months) • \$150 (save 17%)  
12 issues (6 months) • \$275 (save 22%)  
24 issues (12 months) • \$500 (save 31%)

50 Word Maximum • \$5 each additional 10 words  
Payment required at ad placement.

### Add a small logo or graphic

\$50 for 6 issues • \$100 for 12 issues • \$175 for 24 issues

Email [classifieds@theskinnie.com](mailto:classifieds@theskinnie.com) or call 912.598.9715

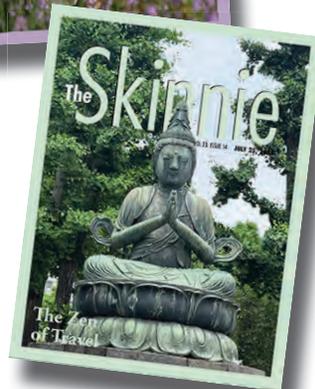
To advertise in The Skinnie, contact Jenna Treat at 912.844.7599 or [jtreat@theskinnie.com](mailto:jtreat@theskinnie.com)

# THE SKINNIE

## The 411 on 31411

- Households: 4,500+
- Readers: 10,000+
- Population: 9,085
- 2020-2025 The largest influx of new residents
- Median Home Price: \$924,000
- Household Income: \$212,192
- Home Ownership: 94%
- Education: 71% BD or higher
- School-aged children: 1,000+

The Skinny is delivered FREE to all 31411 residents and businesses. It is hand-delivered to our advertisers in the rest of Savannah.



## 2026 Closing Dates

Issue	Deadline	Publication
2401	01.09.2026	01.16.2026
2402	01.23.2026	01.30.2026
2403	02.06.2026	02.13.2026
2404	02.20.2026	02.27.2026
2405	03.05.2026	03.13.2026
2406	03.20.2026	03.27.2026
2407	03.03.2026	04.10.2026
2408	04.17.2026	04.24.2026
2409	05.01.2026	05.08.2026
2410	05.15.2026	05.22.2026
2411	06.05.2026	06.12.2026
2412	06.19.2026	06.26.2026
2413	07.10.2026	07.17.2026
2414	07.24.2026	07.31.2026
2415	08.07.2026	08.14.2026
2416	08.21.2026	08.28.2026
2417	09.08.2026	09.14.2026
2418	09.18.2026	09.25.2026
2419	10.02.2026	10.09.2026
2420	10.16.2026	10.23.2026
2421	10.30.2026	11.06.2026
2422	11.13.2026	11.20.2026
2423	11.27.2026	12.04.2026
2424	12.11.2026	12.18.2026

## Themed Issues:

### January

Health & Medicine  
**Deadline:** Jan. 23, 2026  
**Publishes:** Jan. 30, 2026

### March

Money & Finance  
**Deadline:** March 20, 2026  
**Publishes:** March 27, 2026

### May

Restore & Remodel  
**Deadline:** May 15, 2026  
**Publishes:** May 22, 2026

### June

High School Graduates  
**Deadline:** June 19, 2026  
**Publishes:** June 26, 2026

### October

Beauty & Bridal  
**Deadline:** Oct. 2, 2026  
**Publishes:** Oct. 9, 2026

### November

Luxury Living  
**Deadline:** Oct. 30, 2026  
**Publishes:** Nov. 6, 2026

**Publishing 24 fabulous issues a year**

## Share Your Story

- **Feature Stories:** Share the human element. That's the meat. It's okay to get personal.
- **Timing:** For issue-specific ideas, we recommend you contact us 6-8 weeks in advance.
- **Length:** Feature articles are 1,000-1,500 words in length. "Economy of words" is our rule of thumb.
- **Editing:** All articles are subject to editing.

### LETTERS TO THE EDITOR

The Skinnie welcomes reader feedback of any viewpoint. No anonymous or malicious letters please.  
 Email [slauretti@theskinnie.com](mailto:slauretti@theskinnie.com)

### ISLAND HOPPING

Notice board for non-profits and civic groups to share events, activities, and announcements. Deadline: Friday prior to publication. Send your listing to [mail@theskinnie.com](mailto:mail@theskinnie.com)

### PHOTOS AND ARTWORK

We welcome photographs and other graphics for use on our cover, to accompany articles, or for features such as Wild Things. Images should measure close to their expected run size, with a resolution of 300 DPI. Please provide raw JPGs; do NOT send them embedded in a Word document. Bear in mind our cover is VERTICAL; possible cover image should be oriented accordingly. Please email your images to [production@theskinnie.com](mailto:production@theskinnie.com)