



THE SKINNIE

magazine

substance...with style.

2026 Media Kit

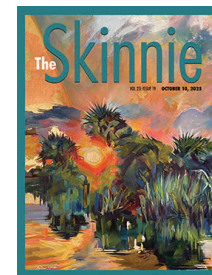
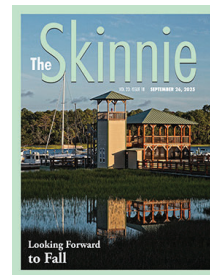
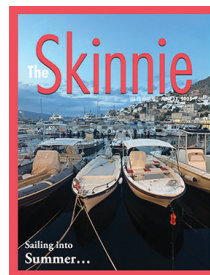
the definitive voice of Skidaway Island...



What's The Skinnie? The definitive voice of Skidaway Island

Since its launch in 2003, The Skinnie'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 Skinnie's enthusiastic audience.

Partner with The Skinnie 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

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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 as an attachment.. **PLEASE DO NOT** send links to Google drives, Canva, or et al. For excessively large files, please contact 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 or call 912.598.9715

To advertise in The Skinnie, contact Jenna Treat at 912.844.7599 or 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 13, 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 Skinny welcomes reader feedback of any viewpoint. No anonymous or malicious letters please.

Email slauretti@theskinny.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@theskinny.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@theskinny.com