

# MAIN COURSE

Each issue of MAIN COURSE PHL is comprised of new cultural developments in entertainment and art and maintains a high design aesthetic to match the top tier quality of our content. We solicit writers and artists and maintain an open submission policy, which creates a diverse collection of locally curated content featuring some of the city's top nationally recognized voices.

The print and weekly web magazine features entertainment writing on where to eat, what to see, where to go and what's the latest big thing on the fashion and music scenes.

**LOCAL:** As a local magazine, it is important to MAIN COURSE PHL to support our local economy by featuring local businesses, artists and writers to continuing developing our Philadelphia's cultural scene.

**DISTRIBUTION:** We hand deliver to numerous universities, businesses and our distribution points in throughout the city as well as distribute copies at the numerous events we participate in each year. All issues are placed in key visible locations throughout the city.

**BENEFIT:** We already know that people keep our issues around because of our high design aesthetic and quality content. Our local issues benefit our handpicked advertisers in the same way. Our website is geared towards our widespread audience, where you can visit to get a sense of our quality product, extended following and grow your business through MAIN COURSE.

**FOUNDED:** 2013 Frequency: Yearly (PRINT) Weekly (Web) Website: [www.maincoursephl.com](http://www.maincoursephl.com)

ALL SERVICES START AT \$600

# WEBSITE FEATURE



Main Course PHL's design studio will create your digital images, post online to MAIN COURSE PHL's outlets, and help create a marketing plan to ensure all objectives by the client are met.

## ● DIGITAL ADVERTISING

- 3 MONTH PACKAGE
- 6 MONTH PACKAGE

## ● WEB FEATURE

- Placement of MAIN COURSE PHL's social media outlets (4)
- Includes Photoshoot (One Hour)
- Includes Head Shot



MAIN <sup>MC</sup>  
COURSE

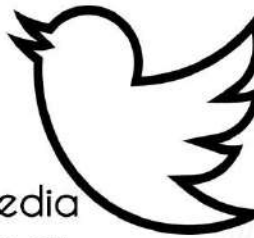
QUESTIONS? Please contact (267) 428 - 6054 or email at [B.Carter@Maincoursephl.com](mailto:B.Carter@Maincoursephl.com)

# MAIN COURSE PHL

## TWEET CHAT TUESDAYS

- 2nd & 4th Tuesday of the month.

Tweet Chat Tuesdays is a bi - weekly social media interactive via Twitter. Here, we interview guests or businesses while the TCT audience has the opportunity to ask questions, and participate in our 1 hour live session.



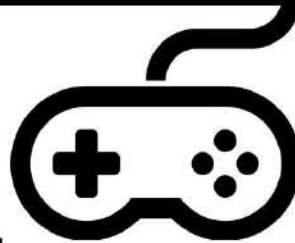
## THE LISTENING PARTY - Monthly

The Listening Party originated out of the desire to include others in the process of writing. TLP dives into the work(s) of our writers choosing, where they conduct a group critique and analysis to give varying perspectives on topics, products, and pop culture.



## LIVE FROM THE LAB

Live From The Lab brings Philadelphia gaming, business, and culture to the forefront. Here, we discuss all things Philly, the future of gaming in the city, and what it takes to live here.



## TH3 GAM3 CHANG3RS

TGC3's is Main Course PHL's gaming entity that explores Philadelphia's ESPORTS scene, along with gaming abroad while hosting and featuring video game content.

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# PHOTO / VIDEO SERVICES



## PHOTOSHOOT

- 2HRS, Choice of up to two (2) locations.
- 3 Choices of colored backgrounds.
- 20 Edited Photos / 30 RAW (50 TOTAL)

## EVENT COVERAGE

- 2HRS of coverage
- Edited footage (Additional Editing \$100).
- 20 Edited Photos / 30 RAW (50 TOTAL)



## MUSIC VIDEO

- Includes Video Editing
- VIDEO LENGTH AT CLIENTS DISCRETION (Final Videos will not pass 5 Min)
- Two Locations (Additional Locations \$50)
- Custom flyer to promote Video Premier
- 200 Word Main Course feature to accompany your video.

CUSTOM FLYER  
\$100

MAIN MC  
COURSE

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# ADVERTISING



## LOCAL:

AS A LOCAL MAGAZINE IT IS IMPORTANT TO MAIN COURSE TO SUPPORT OUR LOCAL ECONOMY BY FEATURING LOCAL BUSINESSES, ARTISTS AND WRITERS TO CONTINUING DEVELOPING OUR PHILADELPHIA'S CULTURAL SCENE.

## DISTRIBUTION:

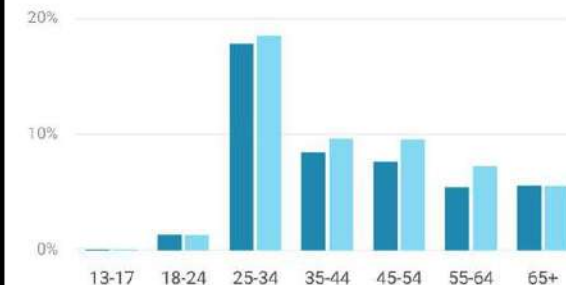
WE WILL HAND DELIVER TO NUMEROUS UNIVERISTIES, BUSINESSES AND OUR DISTRIBUTION POINTS IN THROUGHOUT THE CITY AS WELL AS DISTRIBUTE COPIES AT THE NUMEROUS EVENTSWE PARTICIPATE IN EACH YEAR. ALL ISSUES ARE PLACED IN KEYVISIBLE LOCATIONS THROUGH OUT THE CITY.

BENEFIT: WE ALREADY KNOW THAT PEOPLE KEEP OUR ISSUES AROUND

BEQUASE OF OUR HIGH DESIGN AESTHETIC AND QUALITY CONTENT , OUR LOCAL ISSUES BENEFIT OUR HAND PICKED ADVERTISERS IN THE SAME WAY. OUR WEBSITE IS GEARED TOWARDS OUR

WIDESPREAD AUDIENCE, WHERE YOU CAN VISIT TO GET A SENSE OF OUR QUALITY PRODUCT, EXTENED FOLLOWING AND GROW YOUR BUSINESS THROUGH MAIN COURSE.

1.4k (47%) Women 1.6k (52%) Men



AD COMPOSITION: AVAILABLE UPON REQUEST. OUR DESIGN TEAM WILL CREATE AND INCORPORATE YOUR AD.

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