



# Media Kit

## BERKS WEEKLY

[berksweekly.com](http://berksweekly.com)



200K  
VISITORS



31K  
FANS



3K  
FOLLOWERS



1,480  
SUBSCRIBERS

## ABOUT

People all over Berks County trust Berks Weekly to provide fast and reliable local news.

Locally owned, we are proud to invest in our community because we live here, work here, and want to see Berks become a better place.

Over the years, we have helped dozens of local businesses grow using our proven digital marketing strategies. We look forward to working with your business to do the same.

## KEY STATS

**200K** Avg. Monthly Website Views

**463K** Avg. Facebook Engagement Rate

**30K** Avg. Monthly Email Open Rate

**2M+** Pageviews Since Website Launch

## AUDIENCE



**7 out of 10**

are female between 25-54 years old

**> 84%**

live within 10 miles of the City of Reading

**> 90%**

use a mobile device to access local news

## RATE CARD

### SERVICES

Sponsored Article

Article Display Ads

Newsletter Ads

Category Sponsor

### USD

\$499

\$99

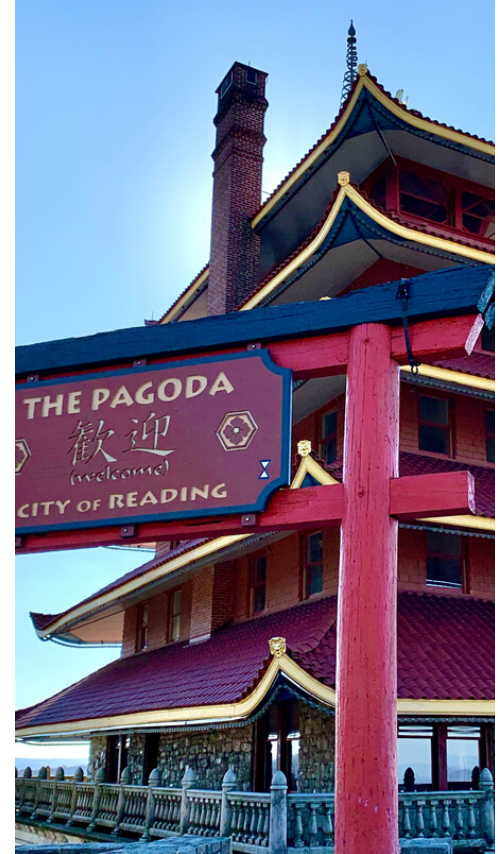
\$199

\$399

For more information, please contact:

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## BERKS WEEKLY EXPLORE BERKS COUNTY

SPONSORED DIRECTORY LISTINGS

Attractions, Entertainment, Shopping, Restaurants, Wellness, Small Business, Charity, Real Estate, Beauty, Beer, Wine & Spirits, Events & Festivals, Hotels & Resorts



### FXV Digital Design

We work hard to bring our clients a full digital marketing package when they visit us. We start with...



### Pivot Physical Therapy

4 great local locations in Reading along with additional locations in Pottstown & Gilbertsville. If you're experiencing aches or...



### FIT4MOM Reading

FIT4MOM Reading runs fitness classes for women in all stages of motherhood, from pregnancy onward. We offer a variety...

### CREATE A DIRECTORY LISTING

Showcase your brand in front of an engaged local audience with a premium directory listing. Plus: Improved SEO, podcast showcase, website text ads and local promotion.

**Only \$49/mo.**

<https://berksweekly.com/explore>

