

2025 Media Kit



**Printed & Digital
Newspaper**



DEANA GRENIER
Owner / Publisher

401-919-5930
Deana@rhodeislandwave.com
www.therhodeislandwave.com

P.O. Box 40863
Providence, RI 02940

YOUR COMMUNITY CONNECTION ACROSS RHODE ISLAND

ABOUT US

The Rhode Island Wave is Rhode Island's premier community newspaper, delivering trusted local content to over 10,000 readers monthly through strategic distribution points and digital platforms. From Providence to Newport, we connect communities through engaging local stories and provide effective advertising solutions for businesses of all sizes.

OUR REACH & IMPACT

Print Distribution: • 10,000 monthly copies • 40+ premium locations across Rhode Island • Strategic placement in high-traffic grocery stores including Stop & Shop, Shaw's, and Dave's Market • Comprehensive coverage from Providence to Newport Digital Presence: • Monthly digital flipbook: 2,000+ views • Email subscribers: 3,200+ • Social Media Community: - Facebook: 4,500+ followers - YouTube: 2,000+ subscribers - Active presence on Instagram & TikTok

AUDIENCE DEMOGRAPHICS

• Core readership: Ages 35-65 • Grocery store exposure: 12,000-15,000 shoppers per store/week • Gender distribution: 65% female, 35% male • Education: 32% college graduates • Income: 28% households \$75,000+

Stop & Shop Locations:

- 90 Frenchtown Rd., North Kingstown
- 1300 Ten Rod Rd., North Kingstown
- 605 Metacom Ave, Bristol
- 300 Quaker Lane, Warwick
- 900 Tiogue Ave., Coventry
- 2470 Warwick Ave, Warwick
- 575 Greenwich Ave., Warwick
- 204 Garfield Street, Cranston
- 200 Atwood Ave., Cranston
- 11 Commerce Way, Johnston
- 1128 Mineral Spring Ave., North Providence
- 446 Putnam Pike, Greenville
- 622 Gw Highway (Lincoln Mall Plaza)
- 275 Warwick Ave., Cranston
- 595 Smithfield Rd., North Smithfield
- 1360 West Main Rd., Middletown
- 199 Connell Highway, Newport

Clement's Market - Portsmouth

Charlestown Market, Charlestown

Eastside Market - Providence

Roch's Market

- Narragansett And West Warwick

Providence Visitor's Center, 1 Sabin Street, Providence

Shaws Supermarkets

- 8 Chapel Hill Blvd. (Garden City) Cranston
- 15 Smithfield Rd., North Providence
- 160 Old Tower Rd., Wakefield
- 320 Warwick Ave., Warwick
- 71 East Main Rd., Middletown
- 186 County Rd., Barrington

Dave's Market

- 2 North Kingstown Stores
- East Greenwich
- Coventry

- 2 Warwick Stores

- 2 Smithfield Stores

- Cumberland

- Cranston

Tom's Market

- Tiverton, Coventry And Warren

Seabra Supermarket

- Cumberland, Bristol, South Attleboro

Bridgido Markets

- North Scituate, North Smithfield and Passcoag

Chalkstone Market, Providence

Caserta's Pizza, Providence, RI

Cowesett Inn, West Warwick, RI

And various other Stores, Restaurants and Bars!

Back Issues Stay Online



Available On Line



and In Print!



The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940

Phone 401-919-5930 Email: riwave@rhodeislandwave.com

ADVERTISING RATES & SIZES Display Ad Rates (Monthly):

1month 3months 6months 9months 12months

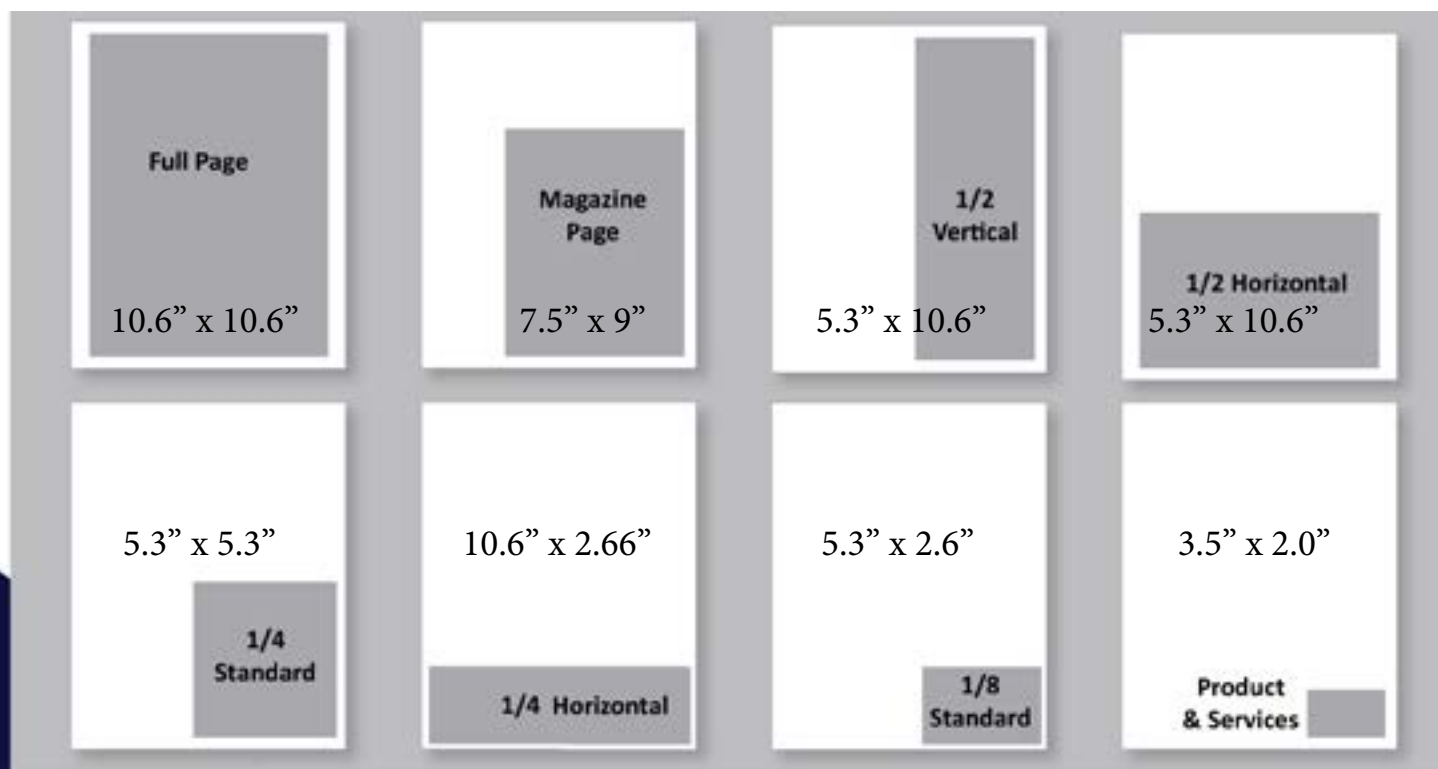
	1month	3months	6months	9months	12months
Full Page	\$600	\$550	\$500	\$450	\$400
Magazine Page	\$400	\$375	\$350	\$325	\$300
One-Half Page	\$300	\$275	\$250	\$225	\$200
One-Quarter Page	\$150	\$145	\$140	\$130	\$125
One-Eighth Page	\$75	\$70	\$65	\$60	\$55
Business Card	\$50	\$45	\$40	\$35	\$30

Display Ad Specs (WxH)

Full Page 10.65" x 10.65"
Magazine Page 7.5" x 9"
Half Page Horizontal 10.65" x 5.325"
Half Page Vertical 5.325" x 10.65" high
Quarter Page 5.325" x 5.325" high
Quarter Page Horizontal 10.65" x 2.66"
Eighth Page 5.325" x 2.66"
Business Card 3.5" x 2.0"

TECHNICAL SPECIFICATIONS

File Formats Accepted: • PDF (preferred) • Adobe InDesign • Adobe Photoshop
 • High-resolution images (300 dpi minimum)



RHODE ISLAND WAVE ADVERTISING PACKAGES 2025

STANDARD MEDIA PACKAGES (Print + Digital)

1. COMMUNITY STARTER - \$199/month

- Quarter page print ad (\$150 value)
- Digital flipbook inclusion
- Boosted Social Media Post
- Video interview and spotlight story in paper
- Professional design support
- 3-month minimum commitment

2. LOCAL BUSINESS BUILDER - \$399/month

- Half page print ad (\$300 value)
- Digital flipbook inclusion
- Boosted Social Media Post
- Video interview and spotlight story in paper

- Website banner ad
- Professional design support
- 3-month minimum commitment

3. RHODE ISLAND PARTNER - \$699/month

- Full page print ad (\$600 value)
- Premium placement in digital flipbook
- Boosted Social Media Post
- Featured website placement
- Video interview and spotlight story in paper
- Professional design support
- 3-month minimum commitment

GROCERY STORE PLACEMENT

- **Premium Large Billboards \$100 per month per store**
- **Brochure Distribution in card slots \$20 per month**



VALUE-ADDED FEATURES FOR ALL PACKAGES

- Professional ad design assistance
- Digital edition inclusion
- Social media exposure

- Access to 10,000+ print readers
- Exposure to 12,000-15,000 weekly grocery store visitors per location

ADDITIONAL SERVICES

- Video Production Services
 - Free for 3+ month advertisers
 - \$300 for non-advertisers
- Professional Photography
- Custom Marketing Solutions
- Multi-Platform Distribution

Contact us today to customize a package that best fits your business needs!

The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940
Phone 401-919-5930 Email: riwave@rhodeislandwave.com



Spotlight Video Interviews!

Scan QR code to see samples on our YouTube Page



The Rhode Island Wave offers affordable Video Production Services. Come to us in our pop-up studio to talk about your business or event, or we can come to you and do a video tour at your place of business.

We record interviews on Tuesdays at the Cowesett Inn, 226 Cowesett Avenue, West Warwick, RI 02893. Book your interview today! Call 401-919-5930.

Videos are edited, placed on our YouTube and Facebook pages, and can be embedded in the client's website. All advertisers, who purchase at least 3 ads, are invited to come in for an interview or have a video tour made of their place of business and have a short story about their business placed in the print edition of the paper. We can also come to your event and record video interviews.

Videos and Stories are free to regular advertisers. Our "Thank You" gift.

	Issue	To Printer	Deadline
<p style="text-align: center;">2025 EDITORIAL CALENDAR</p>	January 2025	16-Dec	11-Dec
	February 2025	27-Jan	22-Jan
	March 2025	24-Feb	19-Feb
	April 2025	24-Mar	19-Mar
	May 2025	21-Apr	16-Apr
	June 2025	26-May	21-May
	July 2025	23-Jun	18-Jun
	August 2025	28-Jul	23-Jul
	September 2025	25-Aug	20-Aug
	October 2025	22-Sep	17-Sep
	November 2025	27-Oct	22-Oct
	December 2025	24-Nov	19-Nov

The Rhode Island Wave, LLC, P.O. Box 40863, Providence, RI 02940
 Phone 401-919-5930 Fax 401-633-6159 Email: riwave@rhodeislandwave.com