

Press/Media Kit



LIVE FROM THE SOUTHSIDE

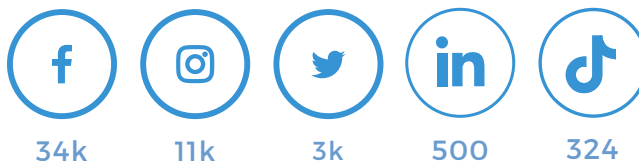
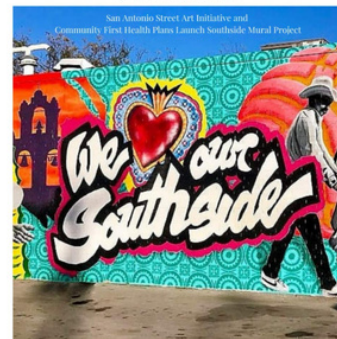
The Latina-owned online and print publication began "Live from the Southside" of San Antonio with a focus on highlighting the culture and residents of the South side of San Antonio.

With a dependable, growing audience that values our coverage and community engagement, we offer area businesses and organizations a unique opportunity to connect with a motivated market.

Now encompassing all of Texas and beyond, our goal is to improve and expand community relationships through promoting positive stories, interesting people, businesses, & destinations. Our readers, followers, and subscribers are some of the most influential people in Texas and beyond.

Live from the Southside is owned & operated by April Monterrosa, April Mae Media.

LIVE FROM THE SOUTHSIDE
MAGAZINE
JANUARY 2021 ISSUE



CONTENT

Content in the magazine, website, and social media platforms supports the Southside San Antonio community, surrounding areas, the lone star state, and beyond as well as inform about the latest events, deals, releases, and other relevant information.

Contents Include: Business & Education, Cultural & Food Events, Wellness & Self Care, Lifestyle, Travel & Leisure, Non-Profit Organizations, & Literature, Art & Music.

AUDIENCE / VIEWS

Social Media

2MM monthly views

Online

30.5K monthly visits / 40.5K monthly page visits

Magazine

17.5K digital subscribers

55% of readers are men
45% of readers are women
Readers are 18-65 year olds
85% reside in San Antonio, throughout Texas, & beyond

CONTACT INFORMATION

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- 🌐 www.southsidesanantonio.com
- 💬 @southsidesatx / @aprilmaedmedia

Magazine & Online

PARTNERS & COLLABORATIONS

Our magazine launched a content-sharing partnership with KSAT news to boost news coverage and community voices on the Southside. KSAT.com will publish some articles from our website. We also have a video segment on SALive and a partnership with KLMO 98.9 Tejano.



A FEW OF OUR CLIENTS...



Visit southsidesanantonio.com



Media Services

Social Media Bundles

Facebook / Instagram / Twitter / LinkedIn

One post on each platform is \$150

Two posts on each platform \$275

Three posts on each platform \$425

Four posts on each platform \$575

*(posts scheduled at day and time of advertisers preference or as recommended by LFTSS)

*Includes your hashtags and links to your social media and website.

*Advertiser can provide text, or LFTSS can write

*Advertiser to provide eye-catching jpeg.

Photos and video are preferred instead to digital flyers.

Social Media Posts

Promote your brand/product/event on our @SouthsideSATX Facebook, Instagram, Twitter, LinkedIn, & TikTok social platforms. We tag your social media handles & add business link to posts. Brand and location relevant hashtags. Starting at \$150 per post.

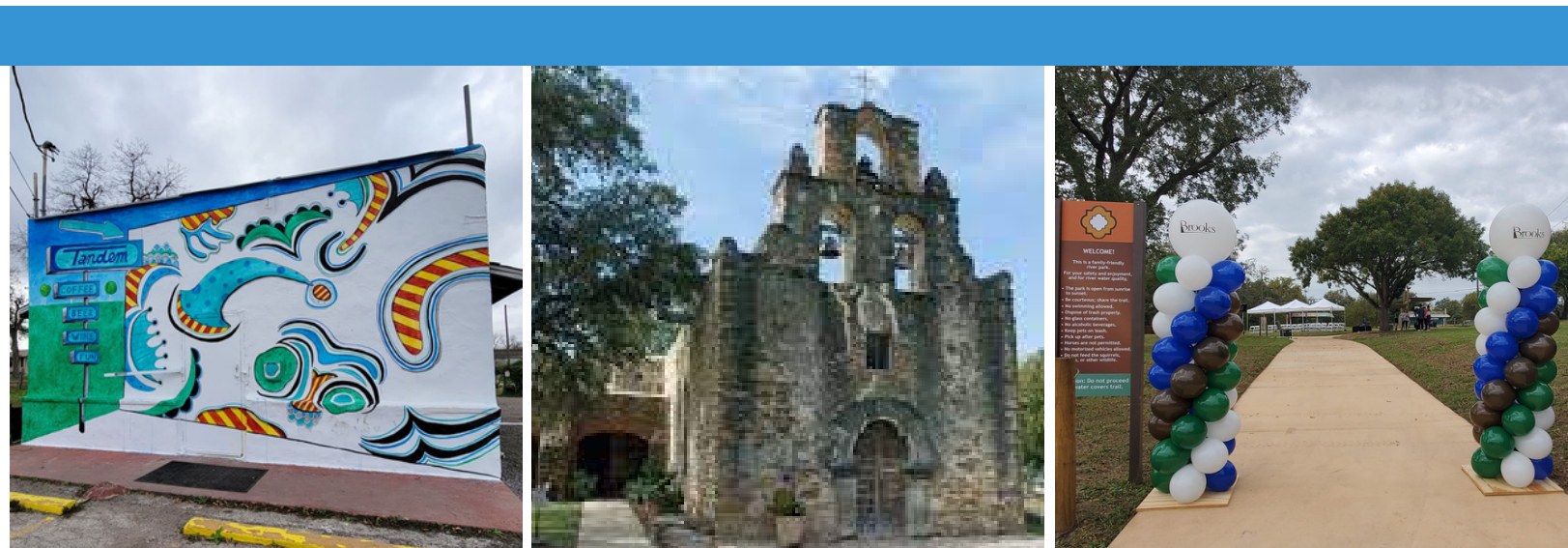
Business Card Placement

- Display your business card in magazine
- Must provide card in png or jpg format
- \$30/month, \$150/6-months, \$300/12-months

Magazine Articles & Website Posts

- 300-500 word Magazine Article or Blog Post about your business, brand, and/or event. (blog post linked to your website and social profiles).
- Published and shared across all social platforms for maximum visibility and a CTA (Call to Action) Starting at \$570

Content provided by client or we can create content for an additional charge. Images need to be sent in a png or jpg format. Publication deadline is the 15th of every month.



Magazine Ad Rates

Front Cover \$1000+

8.5 x 11 in.

Cover Package - \$1500

- Cover Image
- 2-4 page feature article
- Social media blast on all platforms 2x monthly

2 Page Spread \$750+

17 x 11 in.

2 - Page Spread Package - \$900

- Full page Feature article and/or ad
- Social media blast on all platforms 2x monthly

Full Page \$350+

Right hand page
add \$50

8.5 x 11 in.

Full Page Ad Package - \$500

- Full page ad
- Social media blast on all platforms twice during the month
- Right hand page add \$50

Front Cover \$1000+

8.5 x 11 in.

2 Page Spread \$750+

17 x 11 in.

Full Page \$350+

Right hand page add \$50

8.5 x 11 in.

1/2 pg Horizontal \$175+

Right hand page
add \$25

8.5 x 5.5 in.

1/2 pg Vertical \$175+

Right hand page
add \$25

8.5 x 5.5 in.

1/4 pg \$75+

Right hand page
add \$10

4.25 x 5.5 in.

Ad Dimensions & Rates

Package Rates

Package 1

- WEBSITE: 300-word featured article with social media or website links \$575 value
- WEBSITE: medium size display ad on a landing page \$350 value
- SOCIAL MEDIA BUNDLE: two post bundles \$275 value
- MAGAZINE: full-page advertisement, interior placement \$350 (upgrade to a premium location, if available)
- PRESS RELEASE: \$350 value
- EBLAST: exclusive \$250 value

Value: \$2,150, Package price: \$1,950 (\$200 savings)

Package 3

- BLOG: digital newsletter to subscriber \$575 value
- MAGAZINE: ½ PAGE \$175 value
- SOCIAL MEDIA BUNDLE: single bundle \$150 value
- WEBSITE: 30-day business directory listing with link \$30 value

Value: \$930, Package price: \$ 890 (\$40 savings)

Package 2

- WEBSITE: display ad: medium size on a landing page \$350 value
- SOCIAL MEDIA BUNDLE: \$275 value
- MAGAZINE: full-page advertisement, interior placement \$450 (upgrade to a premium location, if available)
- EBLAST: exclusive \$250

Value: \$1,325 Package price: \$1,200 (\$120 savings)

Package 4

- SOCIAL MEDIA BUNDLE: two post bundle \$275 value
- EBLAST: exclusive \$250

Value: \$525, Package price: \$490 (\$30 savings)

Influencer

Influencer add-on services are available at discounted prices exclusively for package advertisers.

Content provided by client or we can create content for an additional charge. Images need to be sent in a png or jpg format. The publication deadline is the 15th of every month.



LIVE FROM THE SOUTHSIDE
ESTABLISHED IN SAN ANTONIO

www.SouthSideSanAntonio.com



April Monterrosa - @aprilmaemedia



7k



9k



11k



2.5k



1k



240

April Mae Monterrosa is a published author, speaker, entrepreneur, and the CEO of Live From The Southside, the first Latina-owned publication in South side San Antonio. She is also the owner of April Mae Media, which is a marketing, advertising, and public relations company that specializes in media outreach for events, authors, artists, musicians, and business owners.

She has a really big passion for giving back to her community and serves as a board member on the San Antonio Water System's Community Experience Committee, the Palo Alto College Cosmetology Committee, the San Antonio District 4 Small Business Committee, Brooks Give Back, the San Antonio Women's Business Center, serves as the Director of Community Development for The Pink Berets, and the vice-chair for Mitchell Lake Audubon Center.

Because she loves her city, she became a Certified Tourism Ambassador for the City of San Antonio. She's also a member of the Texas Auto Writers Association, Texas Motor Press Association, and the Texas Outdoor Writers Association. She's also one of the founders of the Southside Book Fair, founder of the women empowerment group Wonderfully Wise Women, and Southside Market Days.

As a writer, marketing, public relations, and social media professional, she works with brands locally, throughout the state of Texas, and nationally. Connecting people through travel, business, social media, and events is her passion. She also has her own talk show "Life Stories" on KLMO 98.9 Tejano.

April is most proud of being listed as an influential Latina in San Antonio by KSAT12 News which is affiliated with the American Broadcasting Company (ABC). Her publication, Live from the Southside, being partnered with KSAT12 and the local tv show SA Live in an effort to elevate community voices and news coverage of her Southside community, and being honored by the 87th Texas Legislature for her achievements as a civic leader and community advocate.

Radio Show

Share your story and/or promote your business on "Life Stories" on KLMO 98.9 Tejano FM. Air time is approximately 50 minutes. \$1000

Events

- Onsite, real-time photos and posting of your event on our platforms with our following and branded hashtag of your choice Starting at \$300.
- Influencer Campaign: We provide a network of influencers that will promote your event and brand to their own audiences. Starting at \$500.
- Hosting/Emceeing your event: Starting at \$250.
- Vendor coordination: We staff your event with our Southside Market Days vendors. Starting at \$200.

Public Relations

Sharing positive news stories to raise your business or event profile with our list of major media outlets. Starting at \$350.

Social Media

Promote your brand/product/event on the @AprilMaeMedia Facebook, Instagram, Twitter, LinkedIn, & TikTok social platforms. Your social media handles will be tagged & your business links are added to posts. Brand and location relevant hashtags. Starting at \$150.

Consulting

Need help with your business brand? We can help set up everything from social media, to your logo, and what you need to get your business going. Starting at \$150.