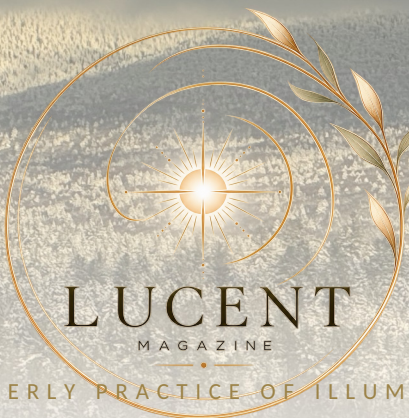




Advertiser Media Kit

A magazine for those who tend the inner life.

VOLUME I • WINTER 2026/2027

3,200 PRINT RUN	211+ LOCATIONS	39 COMMUNITIES	12,000+ READERS
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LUCENTNH.COM • ADVERTISING@LUCENTNH.COM
COVER: MOUNT WASHINGTON • CHRISTINA ALEXA

A quarterly magazine aligned with growth through the seasons.

Lucent explores resources for practical wellness, seasonal routines, local culture, and inspired, meaningful reflection — on all levels.



MORNING ON THE WATER



A ROAD IN THE WHITE MOUNTAINS

Community members and leaders right here in New Hampshire populate our features, informing us about the ways they are making a difference, inviting us to do the same. Thought-provoking articles on philosophy, personal evolution, and what it means to live well are written by people with lived experience, not just conceptual understanding. And while we aim to be uplifting, Lucent is grounded and real, like you.

CONSCIOUS LIVING · CULTURE · WELLNESS · NATURE · COMMUNITY

THE LUCENT DIFFERENCE

AD ENVIRONMENT

20% of pages, not 40–60%.

Our pages carry far less advertising than the industry average, so your ad competes with almost nothing around it.

Your message is seen, not buried.

VOLUME I DISTRIBUTION

**211+ locations,
39 communities.**

Cafés, studios, retreat centers, bookshops and waiting rooms across New Hampshire — places where readers linger.

Volume I distribution date December 14, 2026.

Charter rates, Volumes I and II.

AD POSITION	STANDARD RATE	CHARTER RATE †
<i>Covers</i>		
Outside Back Cover	\$2,045	\$1,225
Inside Front Cover	\$1,745	\$1,045
Inside Back Cover	\$1,595	\$955
<i>Interior</i>		
Two-Page Spread	\$2,245	\$1,345
Full Page · 4-Color	\$1,345	\$805
Full Page · B&W	\$995	\$595
Half Page · 4-Color	\$745	\$445
Half Page · B&W	\$595	\$355
Quarter Page · 4-Color	\$475	\$285
Quarter Page · B&W	\$435	\$255
1/8 Page · B&W	\$295	\$175
Business Card · B&W	\$195	\$85

† Charter rates apply to Volumes I and II. Rates are per issue. An annual, four-issue commitment reduces any rate by a further 10%.

All display advertising includes an online calendar listing and a directory listing with links, for the run of the paid volume. Business Card ads are a distinct size from a 1/8-page unit and are priced separately.

Charter advertisers are named as Founding Advertisers in the masthead through Volume IV, and hold first right of renewal at Charter rates.

SPECIFICATIONS

Ad Dimensions

Full Page	8.375" × 10.875" + 0.125" bleed
Two-Page Spread	16.75" × 10.875" + 0.125" bleed
Half Page Horizontal	7.375" × 4.875"
Half Page Vertical	3.625" × 9.875"
Quarter Page	3.625" × 4.875"
1/8 Page	3.625" × 2.4375"
Business Card	3.5" × 2.0"

Artwork

Resolution	300 dpi minimum
Color Mode	CMYK
Preferred Format	PDF/X-1a or PDF/X-4
Also Accepted	JPEG or PNG, 300 dpi
Materials Due	November 13, 2026

No RGB or spot color. We are glad to advise on artwork, and can design an ad for first-time advertisers.

CHARTER ADVERTISER BENEFITS

- ◆ Named as a Founding Advertiser in the Lucent masthead, Volumes I through IV
- ◆ Logo featured on lucentnh.com as a Founding Partner
- ◆ First right of renewal at Charter rates through Volume IV
- ◆ Social media recognition as a Lucent founding partner at launch
- ◆ Priority placement consideration for subsequent issues



Join us in Volume I.

Charter rates close December 14, 2026.

After the November 13, 2026 ad deadline, placement runs in Volume II unless by special exception.

advertising@lucentnh.com