

como

LIVING + WORKING

**The indispensable
authority on living
and working in
Columbia.**

Our Mission

To inspire, educate, and entertain the citizens of Columbia with quality, relevant content that reflects Columbia's business environment, lifestyle, and community spirit.

como

relevant

consistent

trustworthy

bold

personal

informed

creative

adaptable



We are creators that
connect our community
with who and what
they need to know to
thrive in COMO.

Representing ...

- the business community
- the residential community
- the *como* community

WE ARE

WE ARE NOT

a college town

Mizzou

The Burney Sisters

Sheryl Crow

The District

strip malls

Mid-Mo

The Midwest

evolving

established

Logboat

Coors

Flyover

a flyover state

como

like any other publication

EDITORIAL COVERAGE



como

LIVING + WORKING

LIVING

- Home Tour
- Gourmet
- Wellness
- Art & Culture
- Style
- Pet Friendly

BUSINESS

- Business Update
- A Closer Look
- Movers & Shakers
- Celebrations
- Person You Should Know
- Local Government

COMMUNITY

- Datebook
- Nonprofit Spotlight
- Favorite Finds
- Couple You Should Know
- This or That

2020

Editorial Calendar



2020

JANUARY

20 Under 40

FEBRUARY

Health
& Wellness

MARCH

The Woman Issue

APRIL

Tourism
& Travel

MAY

Education

JUNE

Small & Local
Business

JULY

Employment
& Culture

AUGUST

Inclusion
& Diversity

SEPTEMBER

The Man Issue

OCTOBER

The Money Issue

NOVEMBER

Nonprofits /
Impact COMO

DECEMBER

Art & Culture



EXCLUSIVE EXPERIENCES

January

20 Under 40

March

Women of Excellence

May

20 Under 20

November

Impact COMO

On a monthly basis, **COMO** reaches more than **50,000** engaged readers who have the discretionary income to purchase the products and services that cater to their lifestyles.



16,000+

copies published each month.

15,000+

copies mailed to highly qualified households and local businesses.

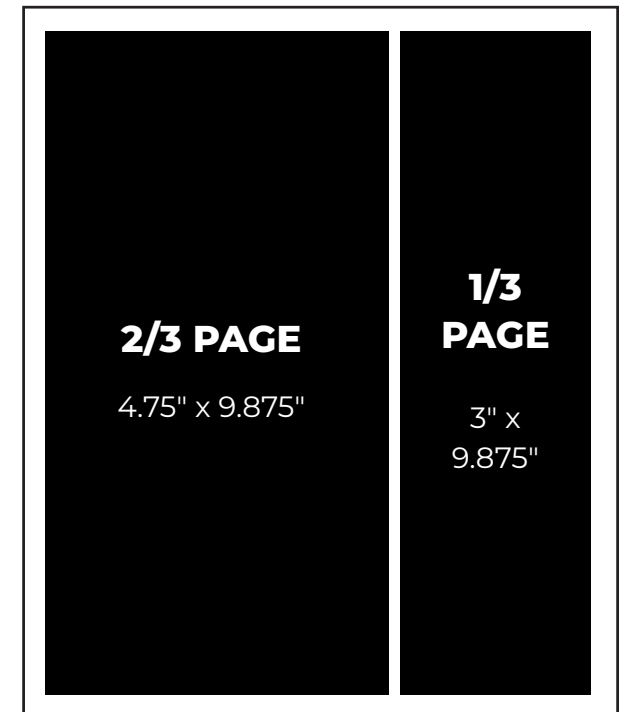
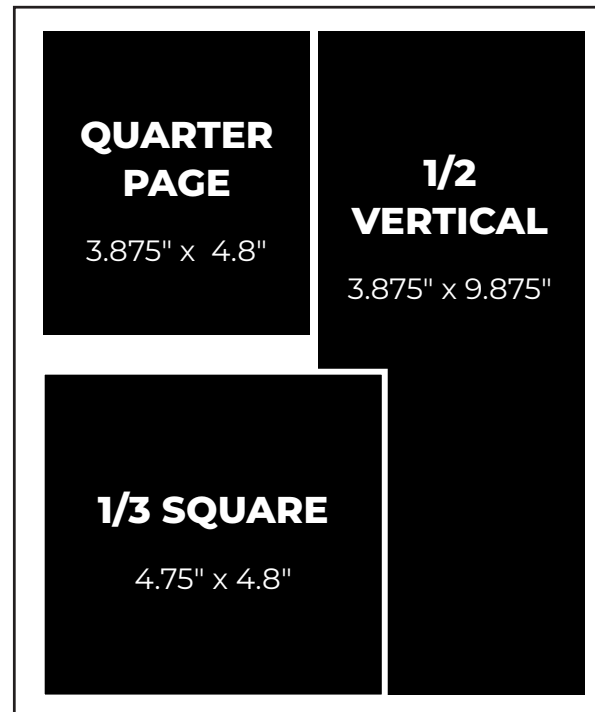
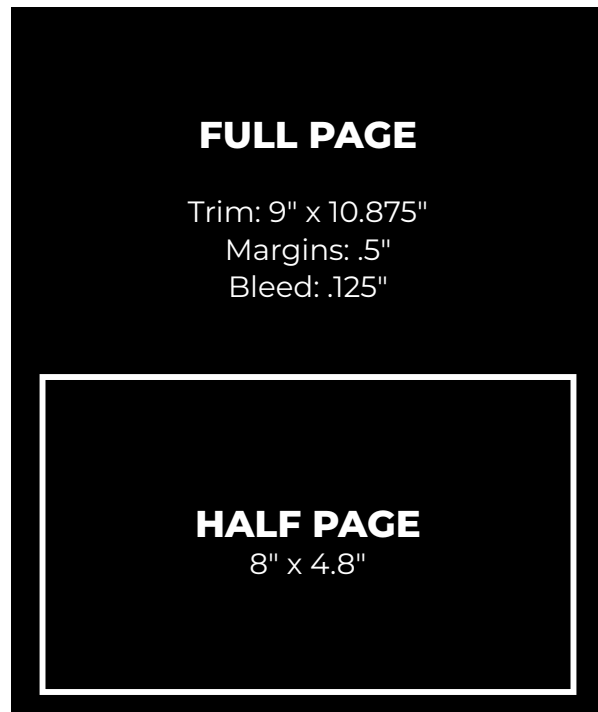
600+

copies distributed to high traffic locations.



Our readers are established in their careers, influential in their peer group, active in Columbia's culture, and selfless with their time and energy.

Size	1X	3X	6x	Annual
Full Page	\$1,600	\$1,500	\$1,375	\$1,200
2/3 Page	\$1,300	\$1,150	\$1,000	\$900
1/2 Page	\$950	\$835	\$765	\$725
1/3 Page	\$775	\$695	\$655	\$600
1/4 Page	N/A	N/A	\$450	\$400





High Impact Opportunities

- Belly Bands
- Barn Doors
- Die Cuts
- Blow Ins
- Tip Ins
- Gatefolds

*Pricing available upon request

como

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