

MEDIA KIT 2017

BUSINESS / DINING / EVENTS / FEATURES / HOME / LIFE / PEOPLE / STYLE / TRAVEL



MARIN
MAGAZINE

/ WELCOME /

MARIN COUNTY IS THE BEST OF THE BAY AREA

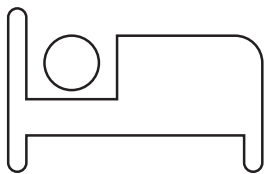
WE COVER IT ALL

Marin is situated between San Francisco and California's wine country and shares a border with San Francisco via the iconic Golden Gate Bridge.

The county has 13 vibrant towns and cities surrounded by verdant rolling hills, lush redwood forests including those in the famous Muir Woods, beaches for surfing and strolling, Point Reyes National Seashore and Mount Tamalpais — the perfect mountain for hiking and mountain biking as well as the county symbol. 🍷 Marin is home to one of the most affluent, active and civically minded populations in the United States. According to a recent Mendelsohn Affluent Survey, the average annual household income for the *Marin Magazine* reader is \$349,000 and the average net worth is more than \$3 million. Forty-four percent are owners/partners in their own business and thirty-eight percent commute daily to San Francisco for work. The average home value is more than \$1.6 million and ninety percent own their home.



108,900
Readership per issue



1,800+
Hotel rooms

Marin Magazine is in the unique position to reach the lucrative consumer and travel market with in-room copies within Marin's best hotels.

CERTIFIED VERIFICATION COUNCIL, AUDITED 2016 



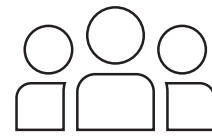
70%
Subscribers

Marin Magazine has an engaged readership with 70% paid and requested circulation.



500
Real estate offices

Marin Magazine supplies all the major corporate real estate offices in Marin with complimentary copies for their clients and visitors.



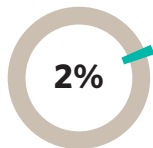
36,000
Total monthly circulation



80
Newsstands

Marin Magazine sells an average of 700 copies each month at the 80+ newsstands — bookstores, grocery stores and other retail outlets throughout the county.

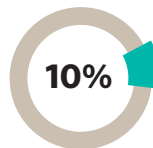
**GEOGRAPHIC
BREAKDOWN OF
QUALIFIED
CIRCULATION**



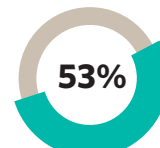
West Marin



North/Central Marin



San Francisco



Southern Marin

What they're saying . . .

“I advertise in *Marin Magazine* as a way to feel connected to our community and find the content is well aligned with my business. It provides great visibility to a clientele that I consider my target audience.” —GEORGE ROSENFELD, VP, AREA MANAGER OF HOMESTREET BANK

/ CALENDAR HIGHLIGHTS / MARIN MAGAZINE MEDIA KIT 2017



JANUARY > WEDDINGS

Vibrant, local wedding features

Plus: Wedding Resource Guide

Space close: 11/18/16

Materials close: 11/25/16



FEBRUARY > TOP DOCS

Health and wellness features

Plus: 415 Top Doctors Guide

Space close: 12/22/16

Materials close: 12/30/16



MARCH > SPRING FASHION

Spring trends / Go: Hawaii

Plus: Summer Camps Guide

Space close: 1/20/17

Materials close: 1/27/17



JULY > TOP MARIN TASTES

An issue for the "Foodie" in us all

Plus: 415 Top Docs: Specialties

Space close: 5/26/17

Materials close: 6/2/17



AUGUST > "BEST OF" ISSUE

Find out the very Best of Marin County

Plus: Faces of Marin

Space close: 6/23/17

Materials close: 6/30/17



SEPTEMBER > FALL FASHION

Fall trends / Go: Hawaii

Plus: Private School Guide

Space close: 7/28/17

Materials close: 8/4/17

What they're saying . . .

"Advertising in *Marin Magazine* is a perfect gateway to the community. With upscale advertising and articles, we're confident we're reaching our target audience and proud to be associated with the magazine's readers and partners." —SOPHIE PRIOLO, SOFIA JEWELRY



APRIL > HOME ISSUE

Homecentric features

Plus: Home Renovation Guide

Space close: 2/17/17

Materials close: 2/24/17



MAY > ART COVER CONTEST

Who will win our May Cover contest?

Plus: Local Art and Artists

Space close: 3/24/17

Materials close: 3/31/17



JUNE > OUTDOOR SPACES

Gardens, pools, spas / Go: Tahoe

Plus: Marin Summer Guide

Space close: 4/21/17

Materials close: 4/28/17



OCTOBER > HOME ISSUE

Homecentric features / Wine Country

Plus: Mill Valley Film Festival Guide

Space close: 8/25/17

Materials close: 9/1/17



NOVEMBER > ENTERTAINING

Holiday entertaining / Winter escapes

Plus: Restaurant Profiles

Space close: 9/22/17

Materials close: 9/29/17



DECEMBER > TRENDS

Holiday trends / Skiing in the West

Plus: Marin Gives Back Profiles

Space close: 10/20/17

Materials close: 10/27/17

What they're saying . . .

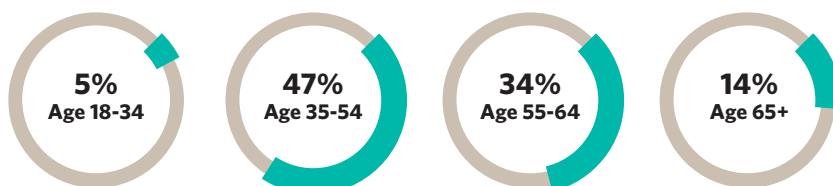
“We work with *Marin Magazine* to promote the Mill Valley Film Festival and find their print and digital ads highly effective. They also developed a special event and publication for us, attracting a whole new audience.” —BEAU BLANCHARD, CALIFORNIA FILM INSTITUTE

/ AUDIENCE DEMOGRAPHICS / MARIN MAGAZINE MEDIA KIT 2017



AFFLUENT

Average HHI: \$349,000
Average Net Worth: \$3,079,000
Savings and Investments: \$2,183,100
Average Home Value: \$1,647,500
Own Vacation Homes: 41%
Average Value of 2nd Home: \$1,396,400



ENGAGED READER

95% took action after reading the magazine
80% read every issue
69% discuss what they read with others



ACTIVE

94% visit S.F. for dining and entertainment
87% purchase tickets to the theatre, shows, concerts or movies
80% have active fitness routines



EDUCATED & INFLUENTIAL

87% graduated college or more
85% take an active role in civic, social or political issues
69% have professional/managerial positions
42% are owners or partners of a business



TRAVELERS

Average annual travel spending: \$19,685
96% travel
89% take domestic trips
81% overnight in Wine Country
77% take international trips



LUXURY SHOPPERS

44% purchase designer women's clothing
43% purchase fine jewelry
41% own or lease a luxury vehicle
40% purchase home artwork or collectibles



CONNOISSEURS

Average monthly times dine out: 10
98% dine in restaurants, hotels or clubs
89% dine at fine restaurants
67% dined at a specific restaurant as a result of reading *Marin Magazine*

Source: The Mendelsohn Affluent Survey 2011

What they're saying . . .

“We started our marketing initiatives with small ad units, but have since invested in very effective larger front-of-book ad space. I know of no other publication in Marin that has the qualified audience we are looking for.” —KEVIN JONES, PRESIDENT, LASER CENTER OF MARIN, INC.

/ MATERIAL SPECS / MARIN MAGAZINE MEDIA KIT 2017

MAGAZINE SIZE

	WIDTH X HEIGHT
Trim Size	9" x 10.75"
Safety from Trim	.25" on all sides
Bleed	.125" on all sides
Binding Method	Perfect

AD SIZES

	WIDTH X HEIGHT
Spread	
Create as a two-page facing document using sizes for the full page.	
Full Page (interior & covers)	
Trim	9" x 10.75"
Live area	8.5" x 10.25"
Bleed area	9.25" x 11"
Fractionals	
2/3 Page Vertical	5.125" x 9.625"
1/3 Page Vertical	2.5" x 9.625"
1/2 Page Horizontal	7.875" x 4.75"
1/4 Page Square	3.875" x 4.75"
1/3 Page Square	5.125" x 4.75"

APPLICATIONS ACCEPTED

InDesign, Photoshop and Illustrator.

BORDERS

A one point black border will be added to fractional ads.

DOCUMENT SETUP GUIDELINES

Full page and spread ads require a minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

RESOLUTION

Image files need to be at least 300 dpi at 100% print size.

PROOFS

For best results, supply a hard copy of a high quality, color proof for color matching. Proofs sent from *Marin Magazine* are low-res PDFs to be used as review for placement and copy changes only.

FTP INFO

Visit from any browser:
<https://files.marinmagazine.com>
 User ID: marinftp
 Password: marin1
 Select: "Advertising Files"
 Select: "Upload Files" from menu on left
 Follow on-screen instructions.
 No FTP software is necessary.

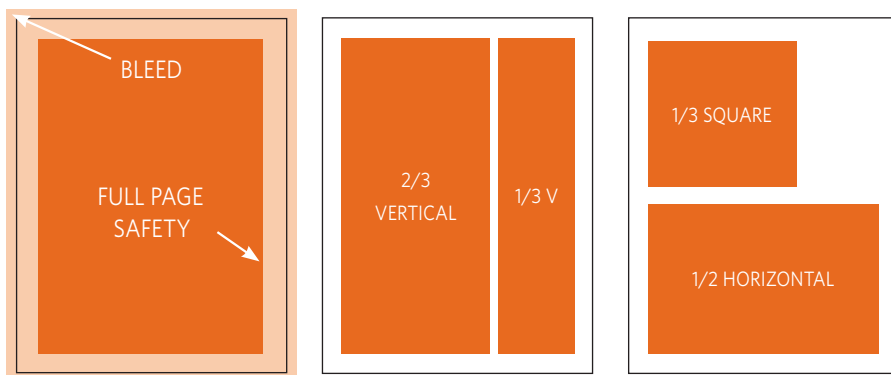
FTP INSTRUCTIONS

Compress large files/folders

Compress file(s)/or folders using Stuffit for Macs or WinZip for PCs into .sit or .zip files. This step is not required, but can shorten upload/download time.

Use simple file names

Avoid spaces and non-letter characters, such as * & # ! ^ % + > < , in file names. Use hyphens (-) or underscores (_) when necessary.



PRINT DEADLINES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ISSUE	SPACE CLOSE	MATERIALS CLOSE
January	11/18/16	11/25/16	July	5/26/17	6/2/17
February	12/22/16	12/30/16	August	6/23/17	6/30/17
March	1/20/17	1/27/17	September	7/28/17	8/04/17
April	2/17/17	2/24/17	October	8/25/17	9/01/17
May	3/24/17	3/31/17	November	9/22/17	9/29/17
June	4/21/17	4/28/17	December	10/20/17	10/27/17