

## New E-Newsletter Choices from *Marin Magazine*

### ATTENTION ALL MARIN MAGAZINE ADVERTISERS!

We have three distinct e-newsletter products to meet your specific marketing needs. We offer a weekly local newsletter (Weekend 101); a monthly travel newsletter (GO); and California Wine Country, a monthly wine country newsletter. Each e-newsletter mailing list is over 6,300 readers strong and growing daily as word spreads to Marin consumers about special deals on retail, events and travel.



**Weekend 101—The Inside Scoop on Bay Area Happenings.** A weekly guide to all the Bay Area has to offer. Museum openings, concerts, films, cultural events, art, dance, hikes as well as great shopping deals and contests from *Marin Magazine* advertisers—it’s all here every Wednesday.



**GO—Marin Magazine’s Travel Newsletter.** A monthly look at the best places to let your hair down and enjoy a little R&R. Once a month, this travel newsletter offers great vacation getaways close to home or further abroad and brings readers travel deals and specials not found anywhere else.



**California Wine Country.** This newsletter focuses on just one thing: the wine country experience! Nobody does wine like the California wine country and nobody covers it like *Marin Magazine*. For readers who want to know where to go, where to stay and spa, what to eat and drink and get a first look at amazing deals and specials then this is their newsletter.

<b>Opt-in Audience:</b> . . . . .	6,300+ opt-in email addresses
<b>Average Open Rate:</b> . . . . .	31%
<b>Average Click-thru:</b> . . . . .	16%

*Take advantage of this very cost-effective method of communicating to a targeted audience!*

For more information on e-newsletter advertising opportunities, contact your sales representative or Publisher Lisa Shanower, at lshanower@marinmagazine.com or 415-331-1800.



# WEEKEND 101

THE INSIDE SCOOP ON BAY AREA HAPPENINGS

## Advertising Opportunities:

## E-Newsletter Advertising

The screenshot shows the layout of the 'WEEKEND 101' e-newsletter. At the top is a red banner for 'REAL GOODS SOLAR' with a 'SAVE \$2009' offer. Below is the main header with the 'WEEKEND 101' logo. The main content area is divided into two columns. The left column features a vertical 'Chocolate Delights' advertisement with a coffee cup and a heart. The right column contains 'MARIN MAGAZINE'S WEEKEND PICKS' with five numbered items: 1. April 17 'All the World on Our Stage', 2. April 26 'Opening Day on the Bay', 3. Thru 19 'Grease', 4. April 16 'Kenny Rogers', and 5. Thru May 17 'Warhol Live'. Below the picks are buttons for 'Forward to a Friend', 'For More Events', and 'Dining Guide Listings'. The bottom section is titled 'FEATURED EVENT' and 'LOCAL HAPPENINGS AND PROMOTIONS', featuring 'M Clothing' and 'Biondina Clinical Skincare'.

### LEAD BANNER AD

Leaderboard with link at top of Newsletter

Size: 600px x 90px

Cost: \$ 400/issue

### SKYSCRAPER ADVERTISING

Skyscraper with link in lefthand column of Newsletter

Position (1): Upper lefthand position

Size: 160px x 600px

Cost: \$ 300/issue

Position (2): Middle lefthand position

Size: 160px x 600px

Cost: \$ 250/issue

CREATIVE SERVICES: In-house creative services will be billed at \$150 per hour, in 15 minute increments.

NOTE: Flash advertising not available.

### FEATURED EVENT / FEATURED OPEN HOME

Includes 75 words of client-provided promotional copy, photo or logo and URL link to either home page, promotion or URL.

Image/Logo Size: 600px wide x any size tall, will be resized

Cost: \$ 250 per promotion/issue

### PROMOTIONS AND DEALS

Promotions and Deals are an effective way to advertise promotional offerings (i.e. 10% off next purchase).

Includes 75 words of client-provided promotional copy, photo or logo and URL link to either home page or promotion.

Image/Logo Size: 600px wide x any size tall, will be resized

Cost: \$ 150 per promotion/issue

# WEEKEND 101

THE INSIDE SCOOP ON BAY AREA HAPPENINGS

## E-Newsletter Advertising

### The Opportunity: Email Sponsorship

Marin Magazine offers a monthly newsletter delivered to opt-in VIP List members.

**Newsletter Circulation:** . . . 6,300+ opt-in email addresses

**Average Banner Click-thru:** . . . . .2-20%

**Average Open Rate:** . . . . . 31%

**Average Click-thru:** . . . . . 16%

### Weekend 101: 2009/2010 Dates

Newsletter	Close Date	Email Drop Date
<b>October</b>	September 30, 2009	October 7, 2009
	October 7, 2009	October 14, 2009
	October 14, 2009	October 21, 2009
	October 21, 2009	October 28, 2009
<b>November</b>	October 28, 2009	November 4, 2009
	November 4, 2009	November 11, 2009
	November 11, 2009	November 18, 2009
	November 18, 2009	November 24, 2009
<b>December</b>	November 24, 2009	December 2, 2009
	December 2, 2009	December 9, 2009
	December 9, 2009	December 16, 2009
	December 16, 2009	December 23, 2009
	December 23, 2009	December 30, 2009
<b>January 2010</b>	December 30, 2009	January 6, 2010
	January 6, 2010	January 13, 2010
	January 13, 2010	January 20, 2010
	January 20, 2010	January 27, 2010
<b>February 2010</b>	January 27, 2010	February 3, 2010
	February 3, 2010	February 10, 2010
	February 10, 2010	February 17, 2010
	February 17, 2010	February 24, 2010
<b>March 2010</b>	February 24, 2010	March 3, 2010
	March 3, 2010	March 10, 2010
	March 10, 2010	March 17, 2010
	March 17, 2010	March 24, 2010
	March 24, 2010	March 31, 2010
<b>April 2010</b>	March 31, 2010	April 7, 2010
	April 7, 2010	April 14, 2010
	April 14, 2010	April 21, 2010
	April 21, 2010	April 28, 2010
<b>May 2010</b>	April 28, 2010	May 5, 2010
	May 5, 2010	May 12, 2010
	May 12, 2010	May 19, 2010
	May 19, 2010	May 26, 2010
<b>June 2010</b>	May 26, 2010	June 2, 2010
	June 2, 2010	June 9, 2010
	June 9, 2010	June 16, 2010
	June 16, 2010	June 23, 2010
	June 23, 2010	June 30, 2010

Contact

For more information, contact your sales representative or Publisher Lisa Shanower, at lshanower@marinmagazine.com or 415-331-1800.

**The Opportunity: Email Sponsorship**

Marin Magazine offers a monthly newsletter delivered to opt-in VIP List members.

**Newsletter Circulation:** . . . . 6,100+ opt-in email addresses

**Average Banner Click-thru:** . . . . .2-20%

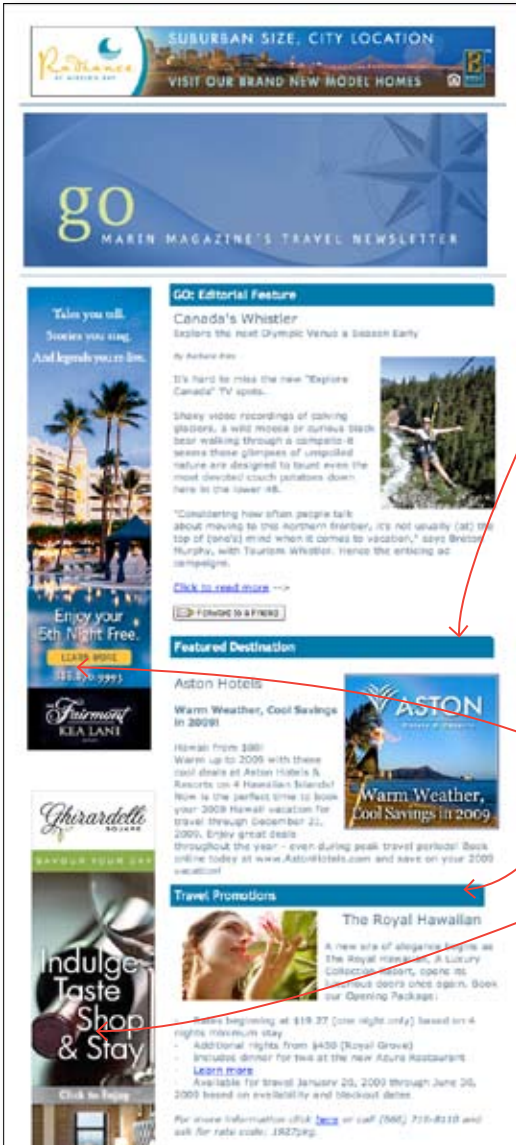
**Average Open Rate:** . . . . .31%

**Average Click-thru:** . . . . .16%

**GO Travel Newsletter: Closing Dates**

Newsletter	Close Date	Email Drop Date
September	September 17, 2009	September 24, 2009
October	October 15, 2009	October 22, 2009
November	November 12, 2009	November 19, 2009
December	December 10, 2009	December 17, 2009
January '10	January 14, 2010	January 21, 2010
February '10	February 11, 2010	February 18, 2010
March '10	March 11, 2010	March 18, 2010
April '10	April 15, 2010	April 22, 2010
May '10	May 13, 2010	May 20, 2010

**Advertising Opportunities:**



**LEAD BANNER AD**

Leaderboard with link at top of Newsletter

Size: 600px x 90px

Cost: \$ 400/issue

**FEATURED DESTINATION**

Includes 75 words of client-provided promotional copy, photo or logo and URL link to either home page or promotion.

Image/Logo Size: 600px wide x any size tall, will be resized

Cost: \$ 250 per promotion/issue

**PROMOTIONS AND DEALS**

Promotions and Deals are an effective way to advertise promotional offerings (i.e. 10% off next purchase).

Includes 75 words of client-provided promotional copy, photo or logo and URL link to either home page or promotion.

Image/Logo Size: 600px wide x any size tall, will be resized

Cost: \$ 150 per promotion/issue

**SKYSCRAPER ADVERTISING**

Skyscraper with link in lefthand column of Newsletter

Position (1): Upper lefthand position

Size: 160px x 600px

Cost: \$ 300/issue

Position (2): Middle lefthand position

Size: 160px x 600px

Cost: \$ 250/issue

CREATIVE SERVICES: In-house creative services will be billed at \$150 per hour, in 15 minute increments.

NOTE: Flash advertising not available.

**Contact** For more information, contact your sales representative or Publisher Lisa Shanower, at lshanower@marinmagazine.com or 415-331-1800.

# CALIFORNIA WINE COUNTRY

PRESENTED BY MARIN MAGAZINE

## E-Newsletter Advertising

### California Wine Country: Closing Dates

Newsletter	Close Date	Email Drop Date
October	September 24, 2009	October 1, 2009
November	October 30, 2009	November 5, 2009
December	November 25, 2009	December 3, 2009
January '10	December 31, 2009	January 7, 2010
February '10	January 28, 2010	February 4, 2010

### The Opportunity: Email Sponsorship

Marin Magazine offers a monthly newsletter delivered to opt-in VIP List members.

**Newsletter Circulation:** . . . 6,000+ opt-in email addresses

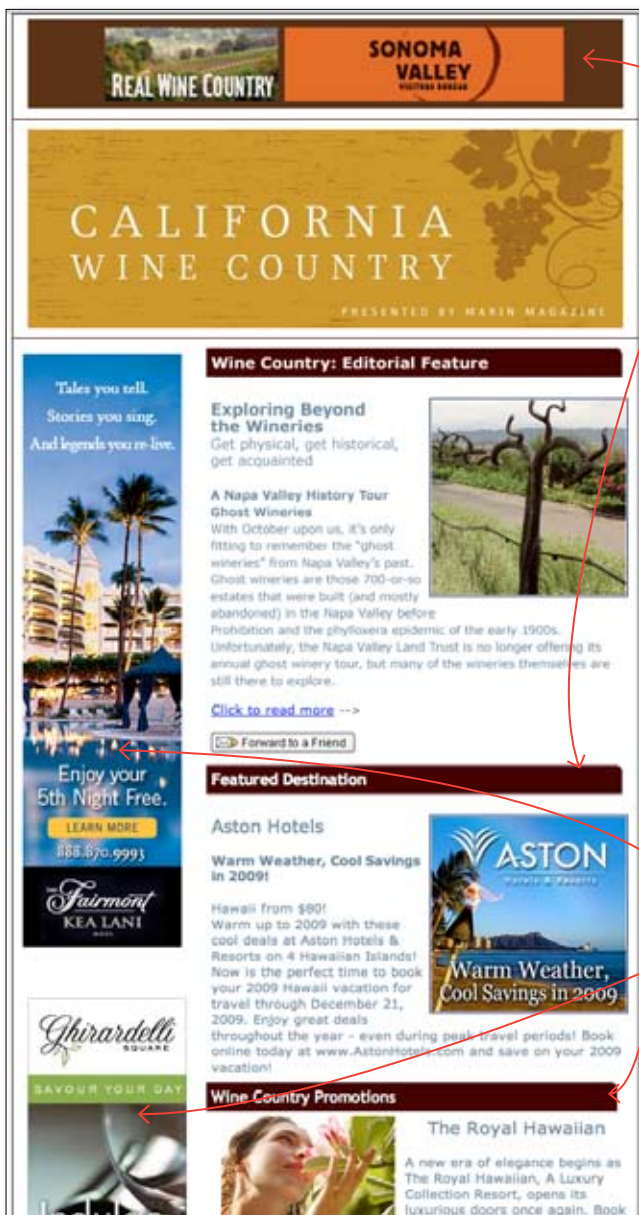
**Average Banner Click-thru:** . . . . . 2-20%

**Average Open Rate\*:** . . . . . 31%

**Average Click-thru\*:** . . . . . 16%

\*Forecasted figures based on existing e-newsletters.

### Advertising Opportunities:



#### LEAD BANNER AD

Leaderboard with link at top of Newsletter

Size: 600px x 90px

Cost: \$ 400/issue

#### FEATURED DESTINATION

Includes 75 words of client-provided promotional copy, photo or logo and URL link to either home page or promotion.

Image/Logo Size: 600px wide x any size tall, will be resized

Cost: \$ 250 per promotion/issue

#### PROMOTIONS AND DEALS

Promotions and Deals are an effective way to advertise promotional offerings (i.e. 10% off next purchase).

Includes 75 words of client-provided promotional copy, photo or logo and URL link to either home page or promotion.

Image/Logo Size: 600px wide x any size tall, will be resized

Cost: \$ 150 per promotion/issue

#### SKYSCRAPER ADVERTISING

Skyscraper with link in lefthand column of Newsletter

Position (1): Upper lefthand position

Size: 160px x 600px

Cost: \$ 300/issue

Position (2): Middle lefthand position

Size: 160px x 600px

Cost: \$ 250/issue

CREATIVE SERVICES: In-house creative services will be billed at \$150 per hour, in 15 minute increments.

NOTE: Flash advertising not available.

Contact

For more information, contact your sales representative or Publisher Lisa Shanower, at lshanower@marinmagazine.com or 415-331-1800.

**MARIN**  
EXTRAORDINARY LIVING