

# MARIN

M A G A Z I N E



## Marin Magazine Multi-Media Platform

- [marinmagazine.com](http://marinmagazine.com)
  - E-Newsletters
- [themarinstore.com](http://themarinstore.com)
  - [SFspree.com](http://SFspree.com)

# Marin Magazine LLC Product Portfolio | Multi-Media



## MARIN MAGAZINE

### Circulation

- ▶▶ 36,000 BPA audited
- ▶▶ 100,000+ readership
- ▶▶ 80% requested subscription

MEMBER OF THE BPA WORLDWIDE: 

## DIGITAL PRODUCTS

### marinmagazine.com

- ▶▶ 100,000 Monthly impressions
- ▶▶ 42,000 Page views
- ▶▶ 20,000 Unique visitors



### e-Newsletters

#### Weekend 101

- ▶▶ 9,600 Opt-in weekly



#### GO

- ▶▶ 8,700 Opt-in monthly



#### Wine Country

- ▶▶ 5,000 Opt-in monthly



## DIRECT TO CONSUMER

### themarinstore.com

Product catalog and ecommerce site selling products created and designed exclusively in Northern California.

- ▶▶ Over 800 customers
- ▶▶ 30% outside California



### sfspre.com

Private shopping site providing consumers with heavily discounted local products and services.

- ▶▶ Launched November 2010
- ▶▶ Weekly reach 12,000

## EVENTS

### Partnering with Dwell April 2011

- ▶▶ Home Tour
- ▶▶ Meet and Greet with Architects
- ▶▶ Preview magazine



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



The mission of *Marin Magazine* is to celebrate the extraordinary living experience that Marin County and the San Francisco Bay Area have to offer. The mission of *marinmagazine.com* is to be the ultimate resource for the Bay Area communities.

As an advertiser, *marinmagazine.com* will extend your reach to a new audience beyond the readers of the print magazine. In addition to the regular monthly magazine content, the website offers consumers an expanded resource for dining, arts, events, local attractions, travel, real estate and more. It is the “go to” place to find whatever is needed throughout Bay Area—whether it’s finding the right restaurant in the right neighborhood, the best hiking options, or other top picks for what to do this weekend.

## Why advertise on *marinmagazine.com*?

### Increased Exposure for Your Brand

- Thousands of visitors each month searching for information, products and services.
- Extended Reach to thousands of regional customers and vacationers.
- 65% from Google Search.

### Direct Response

- Customers can contact you 24/7.

### Expand Your Message with Marin Magazine’s Resource Databases

- Brands showcased in context of search.
- Design a Premium Listing, creating an interactive web page.
- Update your info, description and photos as often as you like.

Current Monthly Traffic to <i>marinmagazine.com</i> :	
100,000+	Impressions
42,000	Page Views
20,000	Unique Visitors

<i>marinmagazine.com</i> Statistical Composition:	
California residents	62%
San Francisco	17%
Marin	17%
Other Bay Area	9%
Los Angeles	1%

\*provided by Google Analytics

Website Demographics:	
Male / Female	42% / 58%
Age	
35-49	35%
50+	35%
HHI	
\$60-\$100K	31%
\$100K+	36%

\*provided by Quantcast

## 4 Ways to Advertise

You can advertise with *marinmagazine.com* in 4 ways:

- **Run-of-Site Advertising**
- **Landing Page Sponsorships**
- **Resource Guide Sponsorships**
- **Premium Listings in All Resource Guides**
  - Dining, Real Estate, Wedding, Spa, Private Schools, Best Doctors Home Renovation, California Wine Country

## Rates

- 25,000 maximum impressions per campaign, per month.
- All campaigns over 10,000 impressions monthly require leaderboards, skyscrapers and island creative
- \$30 CPM

Marinmagazine.com has comprehensive Dining, Real Estate, Wedding, Spa, Private Schools, Best Doctors Home Renovation and California Wine Country resource databases to serve Bay Area consumers. All companies in each database receive a free, basic listing; with availability to upgrade to a Premium Listing. Listings are easy to use and can be updated as often as you like. Advertisers can also run reports to see how much traffic listings are generating.

**RESOURCE GUIDE LANDING PAGE:**

Each Resource database is located on the home page at *marinmagazine.com* and has its own landing page with the specific elements highlighted below. The Wedding resource database is illustrated here.

The screenshot shows the 'Wedding Guide' landing page on MarinMagazine.com. At the top, there is a red banner for 'EndDuchenne.org' labeled as a 'Leaderboard Ad'. Below this is the 'MARIN' logo and a search bar. A navigation menu includes 'Home', 'Travel', 'Spa', 'California', 'Real Estate', 'About Marin County', 'Resources', 'Features', and 'Submit Listing'. The main heading is 'WEDDING' with sub-categories like 'Wedding Date', 'Spa', 'Wedding', 'Dining', 'Spa', 'Wedding Services', 'Wedding Off Hours', and 'Wedding Services'. The 'Wedding Guide' section contains introductory text and a search filter sidebar. The main content area displays a 'List View' of business listings. A circular callout provides a magnified view of a 'Premium Listing' for 'Alix & Company', showing details like address, phone number, and category. Another circular callout shows a 'Basic Listing' for 'Alix & Company' with similar details but without an image or category link.

Resource Database Landing page

**Basic Listing:**  
 A Basic Listing on *marinmagazine.com* is your chance to join our targeted database and provide basic details about your business at no cost.

- Name, address, phone number and Google map
- Indexed alphabetically and fully searchable via city or business category

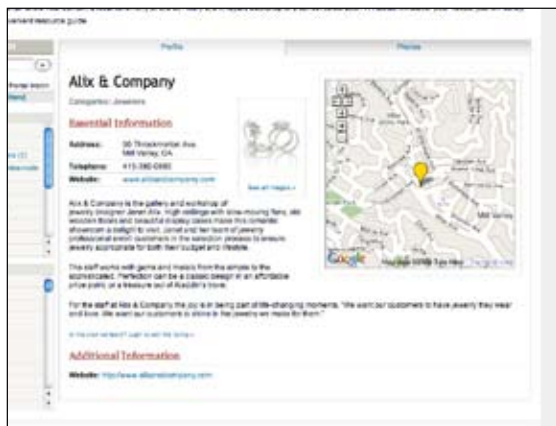
Our resource databases are the most frequently trafficked area of *marinmagazine.com* and receive thousands of monthly visitors. Upgrading your listing from Basic to a Premium Listing enables you to highlight your listing and create an interactive web page.

**PREMIUM LISTING - \$50 per month:**

A Premium Listing expands on the Basic Listing adding enriched content to become a full-page, interactive ad available to consumers 24/7. Describe your business, show photos of your products and create links to bring customers right to you.



Premium Listing on Landing page



Premium Listing Click-Thru

**Premium Listing includes:**

- Your listing is highlighted, includes a photo and is brought to the top of the *List View* on the resource page and every applicable search page thereafter
- Name, address, phone number and Google map
- Link to your company website
- Up to three photos with descriptions
- A detailed description of your business and quick facts
- Indexed alphabetically and fully searchable via city or business category
- \$50 / month, auto-renewal

**START NOW!**

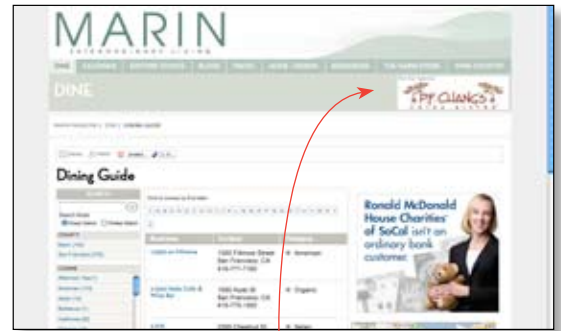
Upgrade your Basic Listing today beginning with the following steps—it is QUICK and EASY.

- Find your listing under the appropriate Resource Guide on *marinmagazine.com*. Click on your BASIC listing.
- Locate **“Is this your company?”** at the bottom of your listing and click on that link—Get started today!

Resource Guide sponsorship allows your logo to be prominently displayed on the home page of *marinmagazine.com* and on every page within a given category and all subsequent search pages within that category. There are also landing page sponsorships available.



Home page placement



Resource Guide page placement

**Resource Guide Sponsorships:**

- Home page logo placement; AND
- Category landing page logo placement and every page within subsequent category searches.
- Category Exclusivity
- Logo linked to sponsor's website

**Categories Available (first come, first served basis):**

- Dine
- Wedding
- Private Schools
- Summer Camps
- Real Estate
- Home Renovation
- Best Doctors

**Rate:**

- \$200 per month (minimum \$600 / 3 month commitment)

**Landing Page Sponsorships:**

- Category landing page logo placement and every page within subsequent category searches.
- Category Exclusivity
- Logo linked to sponsor's website

**Categories Available (first come, first served basis):**

- Calendar
- Travel

**Rate:**

- \$150 per month (minimum \$450 / 3 month commitment)

**Sponsorship Qualifications:**

- Must be a current advertiser with *Marin Magazine*.
- Must purchase sponsorship for a 3 month minimum.
- Prices are non-cancellable net rates.
- Total invoice paid within first 2 weeks of campaign start.

**Materials Required:**

- Logos need to be 234px wide by 60px tall for the landing page and 160px wide by 42px tall for the home page and submitted as a JPG or GIF file, ad ready. Logo can be resized once free of charge. In-house creative services will be billed at \$150 an hour, in 15 minute increments.
- Must have a website to link to.



Landing page placement

Advertising Units Available:



Leaderboard: 728 px x 90 px



Banner, top and bottom: 468 px x 60 px



Island: 300 px x 250 px



Skyscraper: 160 px x 600 px

Sponsorship Units Available:



Landing page Sponsorship: 234 px x 60 px



Home page Sponsorship: 160 px x 42 px

**Ad Unit Sizes:**

Ad Unit	Dimensions
Leaderboard	728 x 90
Skyscraper	160 x 600
Island Unit	300 x 250
Banner	468 x 60

**Notes:**

- All ads are hosted in-house using DFP (Double Click for Publishers) by Google. We can run anything supported by DFP including images, Flash, third-party creative and Doubleclick tag creative.

**Notes on Flash:**

- DFP supports only Flash 9 or lower (no Flash 10 or AS3). A maximum of 18 frames per second and 3 loops are supported.
- Information about what is supported by DFP can be found here:  
[http://www.google.com/support/dfp\\_sb/?hl=en](http://www.google.com/support/dfp_sb/?hl=en)
- When defining ads and ad units, we recommend that you follow the Google AdSense ad formats and abide by Interactive Advertising Bureau (IAB) standards. Those standards and guidelines can be found here:  
[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/508767](http://www.iab.net/iab_products_and_industry_services/508676/508767)

**Special Notes:**

- No Flash or animation is available on e-newsletters, please send static images only.

**Method of Delivery:**

- Direct files and questions to: Dan Jewett at [djewett@marinmagazine.com](mailto:djewett@marinmagazine.com). If you are to provide third party tags, then provide them in a text file.

**Additional Notes:**

- We require three business days for campaign implementation. Timeframe allows for testing the tags and creative elements, especially when it's a rich media campaign.

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

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 100% opt-in subscribers.



### The Opportunity: Email Sponsorship

**Newsletter Circulation:** ... 9,600+ opt-in email addresses

**Average Open Rate:** ..... 25%    **Industry Open Rate:** ..... 17%

**Average Click-thru:** ..... 10-16%    **Industry Click-thru:** ..... 10%

**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.



### The Opportunity: Email Sponsorship

**Newsletter Circulation:** ... 8,700+ opt-in email addresses

**Average Open Rate:** ..... 25%    **Industry Open Rate:** ..... 15%

**Average Click-thru:** ..... 9-30%    **Industry Click-thru:** ..... 11%

**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.

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

# WEEKEND 101

THE INSIDE SCOOP ON BAY AREA HAPPENINGS

## Advertising Opportunities:

## E-Newsletter Advertising

The screenshot shows a newsletter layout with several advertising opportunities:

- LEAD BANNER AD:** A red banner at the top for 'REAL GOODS SOLAR' with a 'SAVE \$2009' offer ending Jan 31, 2009.
- WEEKEND 101:** The main header with the magazine's logo and title.
- MARIN MAGAZINE'S WEEKEND PICKS:** A list of five events:
  - April 17: All the World on Our Stage (Marin Theatre Company)
  - April 26: Opening Day on the Bay (Piedmont Bay Club)
  - Thru 19: Grease (Golden Gate Theatre)
  - April 16: Kenny Rogers (The Warfield)
  - Thru May 17: Warhol Live (The Thinker)
- FEATURED EVENT:** 'M Clothing' by Yoana Baraschi Trunk Show on Thursday, April 2nd.
- LOCAL HAPPENINGS AND PROMOTIONS:** Advertisement for Biondina Clinical Skincare.
- Other spots:** 'Chocolate Delights' (a vertical sidebar ad), 'Days of Freedom' (a bottom sidebar ad), and a 'Forward to a Friend' button.

### The Opportunity: Email Sponsorship

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

**Newsletter Circulation:** . . . 9,600+ opt-in email addresses

#### LEAD BANNER AD

Leaderboard with link at top of Newsletter

Size: 600px x 90px

Cost: \$ 600/issue

#### SKYSCRAPER ADVERTISING

Skyscraper with link in lefthand column of Newsletter

Position (1): Upper lefthand position

Size: 160px x 600px

Cost: \$ 475/issue

Position (2): Middle lefthand position

Size: 160px x 600px

Cost: \$ 400/issue

Position (3): Bottom lefthand position

Size: 160px x 600px

Cost: \$ 300/issue

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

NOTES: Flash advertising not available. Marin Magazine reserves the right to edit for style, clarity and consistency.

#### FEATURED EVENT / OPEN HOME / RESTAURANT / ETC.

First promotional placement. Only one per email blast. 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 by any size tall, preferably a square, will be resized.

Cost: \$ 400 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 by any size tall, preferably a square, will be resized.

Cost: \$ 250 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:** . . . 9,600+ opt-in email addresses

**Average Open Rate:** . . . . . 25%    **Industry Open Rate:** . . . . . 17%

**Average Click-thru:** . . . . . 10-16%    **Industry Click-thru:** . . . . . 10%

### Weekend 101: 2011 Dates

Newsletter	Close Date	Email Drop Date
June 2011	June 15, 2011	June 22, 2011
	June 22, 2011	June 29, 2011
July 2011	June 29, 2011	July 6, 2011
	July 6, 2011	July 13, 2011
	July 13, 2011	July 20, 2011
	July 20, 2011	July 27, 2011
August 2011	July 27, 2011	August 3, 2011
	August 3, 2011	August 10, 2011
	August 10, 2011	August 17, 2011
	August 17, 2011	August 24, 2011
	August 24, 2011	August 31, 2011
September 2011	August 31, 2011	September 7, 2011
	September 7, 2011	September 14, 2011
	September 14, 2011	September 21, 2011
	September 21, 2011	September 28, 2011
October 2011	September 28, 2011	October 5, 2011
	October 5, 2011	October 12, 2011
	October 12, 2011	October 19, 2011
	October 19, 2011	October 26, 2011
November 2011	October 26, 2011	November 2, 2011
	November 2, 2011	November 9, 2011
	November 9, 2011	November 16, 2011
	November 16, 2011	November 23, 2011
	November 23, 2011	November 30, 2011
December 2011	November 30, 2011	December 7, 2011
	December 7, 2011	December 14, 2011
	December 14, 2011	December 21, 2011
	December 21, 2011	December 28, 2011

Contact

For more information, contact your sales representative or Publisher Lisa Shanower, at [lshanower@marinmagazine.com](mailto:lshanower@marinmagazine.com) or 415-331-1800.



## E-Newsletter Advertising

### The Opportunity: Email Sponsorship

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

**Newsletter Circulation:** . . . 8,700+ opt-in email addresses

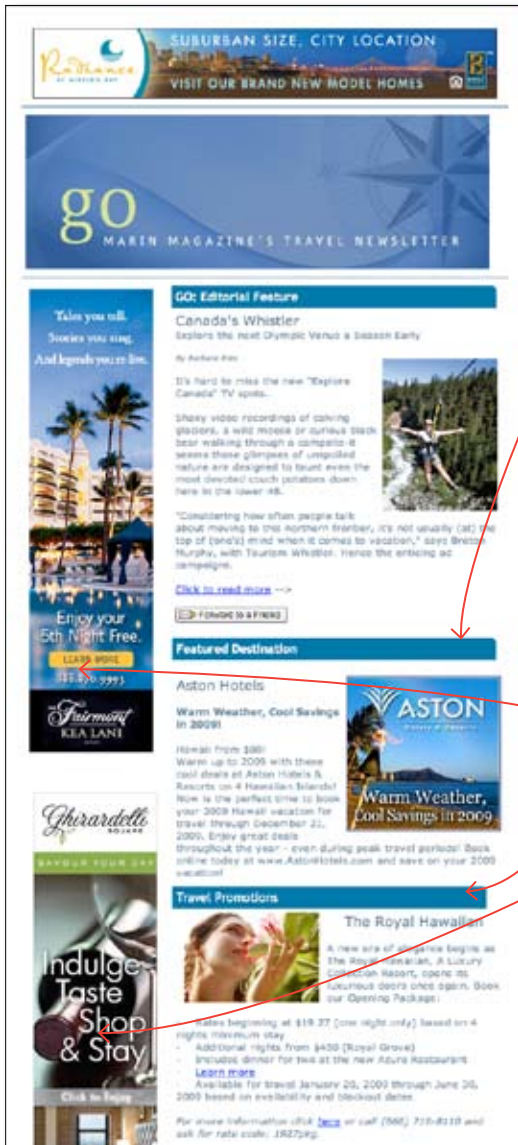
**Average Open Rate:** . . . . . 25%    **Industry Open Rate:** . . . . . 15%

**Average Click-thru:** . . . . . 9-30%    **Industry Click-thru:** . . . . . 11%

### GO Travel Newsletter: Closing Dates

Newsletter	Close Date	Email Drop Date
June '11	June 9, 2011	June 16, 2011
July '11	July 14, 2011	July 21, 2011
August '11	August 11, 2011	August 18, 2011
September '11	September 8, 2011	September 15, 2011
October '11	October 13, 2011	October 20, 2011
November '11	November 10, 2011	November 17, 2011
December '11	December 8, 2011	December 15, 2011

### Advertising Opportunities:



#### LEAD BANNER AD

Leaderboard with link at top of Newsletter

**Size:** 600px x 90px

**Cost:** \$ 500/issue

#### FEATURED DESTINATION

First promotional placement. Only one per email blast.

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 by any size tall, preferably a square, will be resized.

**Cost:** \$ 350 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 by any size tall, preferably a square, will be resized.

**Cost:** \$ 200 per promotion/issue

#### SKYSCRAPER ADVERTISING

Skyscraper with link in lefthand column of Newsletter

**Position (1):** Upper lefthand position  
**Size:** 160px x 600px  
**Cost:** \$ 400/issue

**Position (2):** Middle lefthand position  
**Size:** 160px x 600px  
**Cost:** \$ 350/issue

**Position (3):** Bottom lefthand position  
**Size:** 160px x 600px  
**Cost:** \$ 275/issue

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

**NOTES:** Flash advertising not available. Marin Magazine reserves the right to edit for style, clarity and consistency.

Contact

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



The Marin Store offers the educated consumer the inspiration and the opportunity to buy locally and support community. The Marin Store program shines a spotlight on and celebrates the amazing products created in Northern California. We provide artisans with the opportunity to market and sell their products in a robust multi-media platform.

**OPPORTUNITY AND BENEFITS**

Partners in The Marin Store will enjoy the benefits of a formidable marketing plan as well as the opportunity to sell products.

**1. Catalog**

The Marin Store printed catalog will be enclosed with Marin Magazine 4x a year (readership: 100,000 per issue).

**2. Advertising**

Marin Magazine will run 2-page spread ads (valued at \$10,000) 8x per year (in non-catalog issues).

**3. Online E-Newsletters**

Marin Store partners will be featured in at least two email products:

- Weekly Weekend 101 (10,100+ opt-in e-scribers)
- Monthly GO (Travel e-newsletter which goes to 8,000+ opt-in e-scribers)
- Weekly Marin Store e-newsletter (3,800+ opt-in e-scribers)

**4. Quarterly Sample Sales**

Each time a printed catalog is issued, a select group of vendors are chosen to participate in The Marin Store's one-day, brick and mortar Sample Sale. It's a great way to sell product and meet local consumers face-to-face.

**Marinstore.com (November 2009 - August 2010)**

Page views. . . . . 414,271  
 Unique customers . . . . . 79,204

**EASY E-COMMERCE**

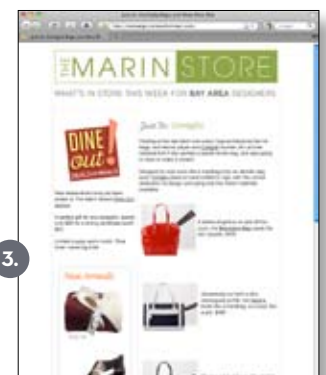
- Vendors receive 80% of retail price.
- The Marin Store handles web design, editorial, marketing, inventory counts, customer service and credit card fees.
- Vendors ships directly to consumers. The Marin Store does not hold inventory.



1.



2.



3.



*Marin Magazine* has developed a loyal following with Bay Area consumers through our magazine, email newsletters, website initiatives, ecommerce brand extension on The Marin Store and social networking. These products have attracted an exclusive opt in e-mail database of over 25,000 and monthly readership of over 100,000.

*Marin Magazine* is launching a new private shopping destination, **SFspree**, featuring exclusive weekly deals delivered via email on local products, services and travel opportunities.

### CUSTOMER ACQUISITION

SFspree will launch with an opt in opportunity for consumers to win \$1,000 shopping spree at Saks Fifth Ave. The viral campaign will reach over 50,000 initial consumers giving them an opportunity to opt in to receive weekly SFspree deal email. Join now at SFspree.com.

### LAUNCH

On November 10, 2010 SFspree will launch our weekly exclusive deals on local products and services to opt in consumers.

### INVITATION

We invite you to submit your unique offering for consideration in this incredible marketing opportunity focused on new customer acquisition.

### BENEFITS OF A PARTNERSHIP WITH SFSPREE

- Immediate new customer acquisition
- Opportunity to create new loyal consumer base of affluent clientele
- Immediate revenue results to your business
- Invaluable marketing reaching thousands of consumers
- Reach affluent targeted customer base in San Francisco Bay Area
- Media partnership that delivers measurable ROI
- No financial risk
- Building your brand through social media and viral marketing

### SIMPLICITY OF SFSPREE DEAL STRUCTURE

- 65% of total sales to merchant partner
- 35% commission to SFspree
- Payment processed at the end of the week when deal closes
- Inventory limits available (excluding restaurants)
- Trusted relationship with *Marin Magazine* staff



For more information contact:

*Marin Magazine* Publisher Lisa Shanower, 415.331.1800, lshanower@marinmagazine.com