

SPACES

SAN FRANCISCO | MARIN | NAPA | SONOMA



SHELTER
FROM THE STORM
DESIGNING FOR CHANGING CLIMES

MEDIA KIT 2019

SUMMER/FALL 2019 ISSUE | CLOSING DATE: MAY 8, 2019 | MATERIALS DUE: MAY 22, 2019
WINTER/SPRING 2019-2020 ISSUE | CLOSING DATE: OCT. 1, 2019 | MATERIALS DUE: OCT. 15, 2019

Our readers rely on just one publication for authoritative, curated coverage of the latest in regional design and architecture.

SPACES

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SPACES, *Marin Magazine's* sister publication, is a biannual home-centric magazine showcasing the very best and the very latest in interior design, art, architecture, and landscape architecture for the Marin, San Francisco, Napa and Sonoma regions.

SPACES differs from other shelter trade magazines in the area because we direct mail to local affluent consumers who are this area's most targeted customers for home design products and services. The sophisticated design, editorial integrity and innovative marketing pages are highly reflective of this area — the features, departments and advertisements focus on the people, designs and products of this truly unique region.

In addition to being mailed with *Marin Magazine's* December and July issues and to select *Marin Magazine* subscribers, copies of SPACES are also mailed to a targeted group of affluent readers in San Francisco, Napa and Sonoma. Distribution includes mailing SPACES to 450 selected Bay Area designers, and is also available throughout the year at the San Francisco Design Center, select showrooms, and design events — and sold on local newsstands.



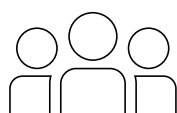
Editor-in-chief Zahid Sardar brings an extensive range of design interests and a keen knowledge of Bay Area design culture to SPACES magazine. He is a San Francisco editor, curator and author specializing in global architecture, interiors, landscape and industrial design. His work has appeared in design publications including *Dwell*, *Interiors*, *Form*, *Architecture*, *Metropolis*, *I.D.*, *Interior Design*, *House Beautiful*, *Elle Décor*, *House & Garden* and the *San Francisco Chronicle* for which he served as an influential design editor for 22 years. Sardar has served on the San Francisco Decorator Showcase design advisory board for six years.



CIRCULATION

Only SPACES offers requested in-home subscribers, robust newsstand sales and controlled distribution targeting the most affluent, sophisticated consumers in the San Francisco/Marin/Napa/Sonoma areas.

GEOGRAPHIC BREAKDOWN OF QUALIFIED CIRCULATION



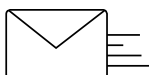
YEAR-ROUND DISTRIBUTION

- Circulation: 36,000
- Total readership: 108,900 (three readers per copy)



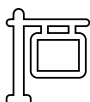
REQUESTED SUBSCRIBERS

Select *Marin Magazine* subscribers receive SPACES in the mail poly-bagged along with their January and July issues.



TARGETED MAILINGS

Stand-alone copies of SPACES are mailed to targeted single-family homes with household incomes over \$500,000 in San Francisco, Napa and Sonoma counties. SPACES is also mailed to a select list of 450 Bay Area designers.



HIGH TRAFFIC SHOWROOM AND PUBLIC SPACE DISTRIBUTION

- San Francisco Design Center
- High-volume showrooms
- Marin real estate offices



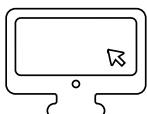
NEWSSTANDS

On select newsstands in Marin County for three full months from the publication date.



EVENTS

SPACES is excited to be part of FOG Design + Art; Design San Francisco 2019 at the San Francisco Design Center; as well as launch parties and special events for each issue at select San Francisco/Marin locations.



ONLINE

View SPACES replica/digital edition online at spacesmag.com

PRINT SIZES / RATES

Spread	\$6,950
Full Page	\$3,880
2/3 Page	\$2,560
1/2 Page	\$2,160
1/3 Page Square	\$1,520

PREMIUM POSITIONS

Back Cover	\$4,880
Inside Front-Cover spread	\$8,200
Table of Contents	\$4,215

SPECS

Create as a two-page document, using sizes for full page. Avoid crossovers whenever possible. (interior & covers)

Trim	9w x 10.75h
Live area	8.5w x 10.25h
Bleed area	9.25w x 11h
1/2 Page Horizontal	7.875w x 4.75h
2/3 Page Vertical	5.125w x 9.625h
1/3 Page Square	5.125w x 4.75h

DEADLINES

SUMMER/FALL 2019

Space Close: 5/8/19 | Materials Due: 5/22/19

WINTER/SPRING 2019-2020

Space Close: 10/1/19 | Materials Due: 10/15/19

SPACES EXPANDED DISTRIBUTION

In addition to the Marin distribution (poly-bag with Marin Magazine), stand-alone copies are mailed to targeted single-family homes with HHI over \$500,000 in San Francisco, Napa and Sonoma Counties. SPACES will also be mailed to Bay Area designers. Copies will be available at the San Francisco Design Center, showrooms, events, and sold on newsstands.

MARIN MAGAZINE/SPACES

Demographics

Average Age: 47
Male/Female: 24%/76%
Own Home: 89%
College Graduate: 87%
Post Graduate Degree: 32%

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 Second Home: \$1,396,400

**2011 Mendelsohn Affluent Survey*

Circulation

Ratebase: 36,000
Readership: 108,900
Requested subscription: 70%+

