

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.

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The Opportunity: Email Sponsorship

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

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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.

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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 415.332.4800.



WEEKEND 101

THE INSIDE SCOOP ON BAY AREA HAPPENINGS

Advertising Opportunities:

E-Newsletter Advertising



SAVE \$2009
 On a Solar System Now!
 OFFER ENDS JAN 31, 2009

WEEKEND 101
THE INSIDE SCOOP ON BAY AREA HAPPENINGS

Chocolate Delights

MARIN MAGAZINE'S WEEKEND PICKS

- 1

April 17
All the World on Our Stage

The Marin Theatre Company's gala event features food and drink representing each of the season's productions. Marin Theatre Company (Mill Valley). 415.388.5208, marintheatre.org
- 2

April 26
Opening Day on the Bay

Anchors aweigh. More than 300 elaborately decorated boats will sail into the bay for a boat parade marking the official opening of the boating season. 415.331.0702, picya.org
- 3

Thru 19
Grease

American Idol winner Tyler Hicks stars in the new production of Grease featuring songs from the hit 1978 film. Golden Gate Theatre (SF). 415.512.7770, shnsf.com
- 4

April 16
Kenny Rogers

Know when to hold 'em; the ever-popular country singer comes to San Francisco. The Warfield (SF). 415.421.8497, goldenvoice.com
- 5

Thru May 17
Warhol Live

Deborah Harry, Elvis Presley, Grace Jones, Michael Jackson and more, all seen through the eyes of Andy Warhol. de Young (SF). 415.863.3330, thinker.org


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Exclusive Selection of European & American Chocolates, Fine Teas, and Rare Coffees. Specializing in Organic & Water-Processed Decafs

876 Sir Francisco Drake Blvd. San Anselmo 415.454.3315

Days of freedom. And nights, free.

Every 3rd Night Free plus \$200 Resort Credit starting in Ocean View Rooms.




LEARN MORE

 800.845.9905

FEATURED EVENT

M Clothing



YOANA BARASCHI TRUNK SHOW

Thursday, April 2nd

Yoana Baraschi presents a collection that is spirited, feminine and sensual. Yoana creates clothes that reflect a woman's point of view - clothes that fit to perfection and are impeccably crafted. The sophisticated collection has vintage references and a whimsical twist, that is perfect for ageless women who live life on their terms and dress the part. Enjoy great deals and wine by St. Supéry Winery.

Mention Marin Magazine at any time through March 31 and receive 20% percent off any one item.

M Clothing
8 Tamalpais Drive, Corte Madera
415.924.8891

LOCAL HAPPENINGS AND PROMOTIONS



Biondina Clinical Skincare

RELAX, REJUVENATE, BEAUTIFY!
Catering to both men and women, Biondina Clinical Skincare Spa was

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

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Weekend 101: 2011 & 2012 Dates

Newsletter	Close Date	Email Drop Date
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
January 2012	December 28, 2011	January 4, 2012
	January 4, 2012	January 11, 2012
	January 11, 2012	January 18, 2012
	January 18, 2012	January 25, 2012
February 2012	January 25, 2012	February 1, 2012
	February 1, 2012	February 8, 2012
	February 8, 2012	February 15, 2012
	February 15, 2012	February 22, 2012
	February 22, 2012	February 29, 2012
March 2012	February 29, 2012	March 7, 2012
	March 7, 2012	March 14, 2012
	March 14, 2012	March 21, 2012
	March 21, 2012	March 28, 2012
April 2012	March 28, 2012	April 4, 2012
	April 4, 2012	April 11, 2012
	April 11, 2012	April 18, 2012
	April 18, 2012	April 25, 2012
May 2012	April 25, 2012	May 2, 2012
	May 2, 2012	May 9, 2012
	May 9, 2012	May 16, 2012
	May 16, 2012	May 23, 2012
	May 23, 2012	May 30, 2012
June 2012	May 30, 2012	June 6, 2012
	June 6, 2012	June 13, 2012
	June 13, 2012	June 20, 2012
	June 20, 2012	June 27, 2012

Contact

For more information, contact your sales representative or Publisher Lisa Shanower, at lshanower@marinmagazine.com or 415.332.4800.

go

MARIN MAGAZINE'S TRAVEL NEWSLETTER

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

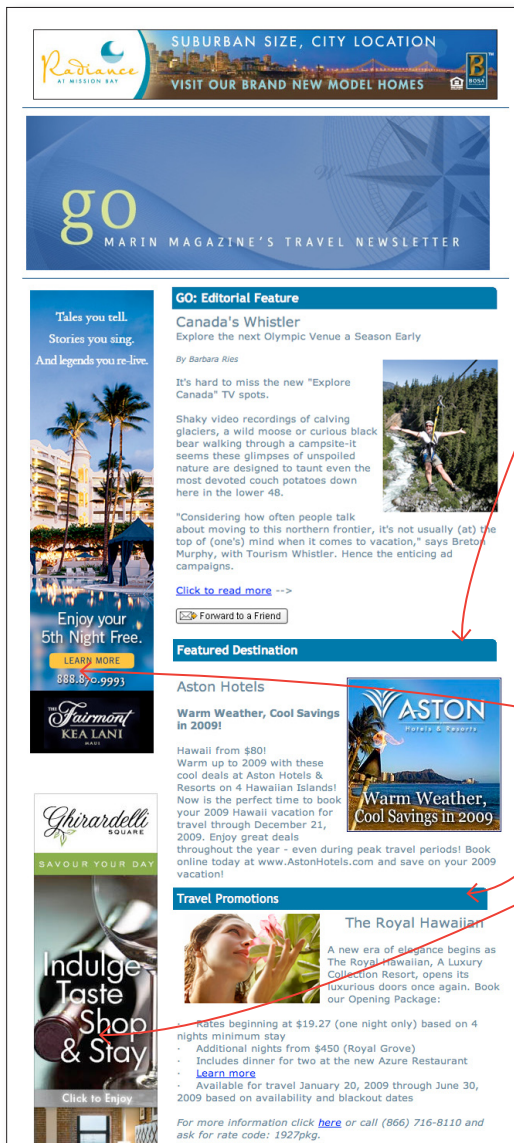
Average Open Rate: 25% **Industry Open Rate:** 15%

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

GO Travel Newsletter: Closing Dates

Newsletter	Close Date	Email Drop Date
October '11	October 13, 2011	October 20, 2011
November '11	November 10, 2011	November 17, 2011
December '11	December 8, 2011	December 15, 2011
January '12	January 12, 2012	January 19, 2012
February '12	February 10, 2012	February 17, 2012
March '12	March 8, 2012	March 15, 2012

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.

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