

Marin

— MAGAZINE —

AWARD-WINNING EDITORIAL NOMINATIONS

We are proud to present our Editorial Award Nominations:

Western Publishing Association's
2011 Best City & Metropolitan/Consumer Magazine
2009 Best City & Metropolitan/Consumer Magazine
2009 Best Overall Design/Consumer Magazine
2008 Best City & Metropolitan/Consumer Magazine

&

National City and Regional Magazine Association's
2009 General Excellence Award

Mission Statement

Marin Magazine is the go-to source for those wanting to make the most of living, working and playing in the dynamic San Francisco Bay Area. Whether in print, online, mobile, on social media or at one of our events, we share the best of Marin and the Bay Area with the world.

Features and Departments

FEATURES

Think

Stories on local, national, and global issues that have an effect on Marin County readers

Life

Featuring the unique people, places and everyday occurrences in Marin

Fashion

Spring and Fall photo spreads providing extensive coverage of fashion, jewelry and accessories

Home and Garden Design

Stunning photography showcasing Marin's most outstanding locations

IN MARIN

FYI

Short, timely, seasonal, single-topic news flashes on home, beauty, garden, restaurants, gifts, books, current events, food and more

Currents

Marin County tidbits of news, happenings and events

Conversation

Locals share insights on their knowledge and expertise

DESTINATIONS

Journey

Take-action stories or armchair adventures covering fascinating global destinations

Go

Stories on local travel and two- to three-day getaways

OUT & ABOUT

Calendar

Complete and current listings of Bay Area events

On the Scene

Coverage of the Marin County and San Francisco social scenes

Dine Out

Comprehensive listing of the best of Marin County restaurants

MARIN HOME

Backstory

Recent real estate purchased and described from the buyers perspective

Details

From mail boxes to windows and doors – architectural statements in Marin neighborhoods

COLUMNS

View from Marin

Words of welcome from the founders of Marin Magazine

POV

Point of View – timely commentary on important issues

Looking Back

Marin County history gives us a sense of place

Readers Value Marin Magazine Content

Favorite advertising/Editorial content	
Dining Guide	60%
Feature Stories - Community Issues	56%
Calendar of Events	49%
GO - Local Travel	44%
Home Renovation	35%
Real Estate	31%
Journey: International Travel	31%

Issue	Editorial Focus	Special Advertising Section
January		
Ad Close: Nov 14, 2011 Material Close: Nov 21, 2011	Weddings Get Organized Healthy Resolutions	Wedding Resource Guide {415} Revive!
February		
Ad Close: Dec 12, 2011 Material Close: Dec 19, 2011	Top Doctors Love Stories	{415} Top Doctors
March		
Ad Close: Jan 16, 2012 Material Close: Jan 23, 2012	Spring Fashion Marin Kids Summer Planning Destination: Hawaii	Summer Camps Resource Guide Hawaii Multimedia Package
April		
Ad Close: Feb 12, 2012 Material Close: Feb 20, 2012	Local Architects Home Renovation Family Travel	Home Builders Resource Guide Dwell + Marin Architectural Tour
May		
Ad Close: Mar 12, 2012 Material Close: Mar 19, 2012	Mothers and Daughters Garden Design Cover Art Contest	{415} Art
June		
Ad Close: April 16, 2012 Material Close: April 23, 2012	Spa Therapy Kitchen Design Destination: Tahoe	Tahoe Multimedia Package {415} Revive!
July		
Ad Close: May 14, 2012 Material Close: May 21, 2012	Summer Pool Fun Money Matters Top Marin Tastes	
August		
Ad Close: June 11, 2012 Material Close: June 18, 2012	Editors' Choice	{415} Top Doctors - Pediatricians
September		
Ad Close: July 16, 2012 Material Close: July 23, 2012	Fall Fashion Destination: Hawaii	Bay Area Private School Guide Hawaii Multimedia Package
October		
Ad Close: Aug 13, 2012 Material Close: Aug 20, 2012	Local Food and Wine Second Homes Destination: Wine Country	Wine Country Experience
November		
Ad Close: Sept 17, 2012 Material Close: Sept 24, 2012	Holiday Entertaining Winter Beaches Giving in Marin	
December		
Ad Close: Oct 15, 2012 Material Close: Oct 22, 2012	Winter Sports Destination: Skiing in the West	Gift Guide

Ongoing editorial in Marin Magazine include:

- Features: home and garden, food, local issues and people.
- Departments: In Marin, Out and About, Destinations, Marin Home
- Columns: POV, View from Marin

Special advertising sections in every issue include:

- Deals on Meals
- Real Estate Showcase

Rev. 09/22/2011

One Harbor Drive, Suite 208 | Sausalito CA 94965
415.332.4800 | 415.332.3048 fax



Nominated Western Publishing Association's 2008, 2009 & 2011

Best City & Metropolitan/Consumer Magazine and 2009 Best Overall Design/Consumer Magazine



Guaranteed Ratebase **36,000**

(Audited: BPA December 2010)

Total Average Readership **100,000**

Requested Subscription Circulation **75%+**

Geographic Breakdown of Qualified Circulation

	Households	% of Single Family Home	% of MM Circulation
Mill Valley	7145	96%	21%
San Rafael	5836	60%	17%
Novato	4073	38%	12%
Tiburon/Belvedere	3076	93%	9%
Kentfield/Greenbrae	2806	97%	8%
San Anselmo	2330	52%	7%
Corte Madera	2162	87%	6%
Sausalito	1737	87%	5%
Larkspur	1372	95%	4%
Ross	460	76%	2%
Fairfax	433	19%	1%
Stinson Beach	149	75%	>1%
West Marin	108	5%	>1%
S.F. & Other	2,331		
Total Circulation	33,684	63%	100%

Paid circulation

Newsstand Average 300+
 Paid Subscription Average 300+

Non-paid bonus circulation

Monthly Event Distribution Average 150
 Realtor Average 500

Hotel circulation

More than 600 rooms in Marin's finest hotels feature copies of Marin Magazine. 1400

Participating hotels include:

Cavallo Point, Water's Edge, Mill Valley Inn, Acqua Hotel, Inn Above Tide, The Lodge at Tiburon, Mountain Home Inn, Fairmont Heritage, Mayacama Golf Resort and Embassy Suites.

Sample based on BPA Publisher's Statement for the month of December 2010. Not included are readers of complimentary copies. Readership figures include requested subscribers, newsstands, and hotel copies. (SOURCES: BPA December 2010, U.S. Census Bureau)



MEMBER OF THE BPA WORLDWIDE

One Harbor Drive, Suite 208 | Sausalito CA 94965
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WPA Nominated Western Publishing Association's 2008, 2009 & 2011

Best City & Metropolitan/Consumer Magazine and 2009 Best Overall Design/Consumer Magazine





2011 Average Home Sale Price

Belvedere	\$2,404,047	Mill Valley	\$1,116,239
Ross	\$2,314,178	Greenbrae	\$780,447
Kentfield	\$2,245,452	Sausalito	\$948,005
Tiburon	\$1,515,109	San Rafael	\$636,312
Larkspur	\$1,154,651	Fairfax	\$570,365
Corte Madera	\$741,453	Novato	\$467,022
San Anselmo	\$859,943		

SOURCE: Bay Area Real Estate Information Services Inc., year-to-date average home sales through August 2011

Distance from Marin: Union Square: 9.5 miles Napa Valley: 47.9 miles
 SF Airport: 21.5 miles Oakland Airport: 27.8 miles



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Newsstands

BOOKSTORES

Barnes & Noble
 Book Passage Inc
 Books Inc
 Bookshop Santa Cruz
 Copperfields Books

NEWSSTANDS

Delano's IGA
 Fog City News
 Marck's Westwood Newsstand
 Newsbeat
 Plaza News Stand

GROCERY STORES

Good Earth Natural Foods
 Mill Valley Market
 Mollie Stone's
 Paradise Foods
 Safeway
 Scotty's Market
 United Markets
 Whole Foods
 Woodlands Market

Partners

HOTELS

Acqua Hotel
 Casa Madrona Hotel and Spa
 Cavallo Point Lodge
 Embassy Suites Hotel
 Inn Marin
 Mill Valley Inn
 Mountain Home Inn
 Nick's Cove
 Olema Inn
 Point Reyes Seashore Lodge
 The Inn Above Tide
 The Continental Inn
 The Fairmont Heritage Place
 The Gables Inn
 The Lodge at Tiburon
 Water's Edge

OTHER

Pharmaca
 Druids Hall
 Mayacama Golf Club
 Smith Ranch Homes
 The Tamalpais
 Villa Marin

Reader Profile

High Net Worth Subscribers	U.S. Affluent Study	
INCOME		
Average HHI up to \$1 million HHI	\$349,000	\$192,000
PROFESSIONAL		
Owner / Partner	42%	
Professional / Managerial	69%	
Commute to SF	40%	
NET WORTH (exclusive of home)		
Average	\$3,079,000	\$1,099,000
SECURITIES		
Savings and Investments	\$2,183,100	
REAL ESTATE		
Average Primary Home Value	\$1,647,500	\$463,000
Own Vacation Home	.41%	
Average Value of Second Home	\$1,396,400	
CHARITABLE CONTRIBUTORS		
Average	98%	

Audience demographics	
Average Age	47
Male	21%
Female	76%
Married	70%
Any College	98%
Graduate College +	87%

Readership habits	
Read Every Issue	80%
Subscriber 2+ Years	90%
Reading Time 30+ minutes	76%
Action Taken	90%
Rate Marin Magazine Excellent / Very Good	97%
Share Magazine	81%

Marin Readers have full and active lifestyles and visit San Francisco for work and play.

Activities past year	U.S. Affluent Study	
Reading (hard & soft cover books)	93%	83%
Gardening	81%	74%
Fitness & exercise walking	80%	77%
Fitness workout	65%	65%
Gourmet cooking	64%	47%
Hiking	64%	31%
Total going to spas	43%	22%
Going to day spas	41%	22%
Yoga/pilates	34%	18%

San Francisco past year	
Visit	94%
Dining	80%
Museums	67%
Shopping	65%
Galleries	25%
Commute daily	40%

Marin Magazine readers are foodies.

Activities done the past year	
Dine at fine restaurants	84%
Dined in a restaurant because of Marin Magazine	67%
Dine out 10+ days monthly	40%
Dining Guide edit referenced most	60%
Dining Guide editorial is favorite	68%
Dining Guide #5 Most Visited on Web	

Shopping enthusiasts turn to Marin Magazine and spend in their communities.

Activities done the past year	
Shopped in a store featured in Marin Mag	49%

By county/city	
Marin County	71%
Mill Valley	67%
San Francisco	65%
Corte Madera	65%
Larkspur	47%

Shopped in the past year	
Bay Area boutiques/specialty stores	94%
Macy's	84%
Nordstroms	82%

Support S.F. Owned Businesses	U.S. Affluent Study
Williams Sonoma	62% 23%
Gap	57% 40%
Banana Republic	50% 22%
Pottery Barn	55% 25%
Restoration Hardware	47% 11%

Catagoes of participation & spending	average spent
Total apparel and accessories	96% \$5,141
Total womens' apparel and accessories	87% \$3,211
Womens' casual clothing	84% \$1,465
Womens' design collection/couturier	39% \$2,003
Total mens' apparel and accessories	75% \$2,333
Mens' casual clothing	73% \$970
Childrens' apparel and accessories	37% \$1,079

Home owners renovate and rejuvenate their homes.

Annual expenditure		average spent
Total home	75%	\$11,253
Furniture	45%	\$2,403
Kitchen appliances	38%	\$1,994
Gardening	81%	\$1,219
Home Renovation editorial is favorite 35%		

Marin readers enjoy travel.

Editorial devoted to travel monthly	15%
Local and international travel editorial is a favorite 75%	
Vacation travel	
Take a cruise or trip/vacation	85%
Take a cruise or vacation outside the U.S.	59%
Stay at a local hotel or Bed & Breakfast	70%
Total travel	
Traveled in the last 12 months - U.S.	88%
Top 5 Destinations	
Lake Tahoe	49%
Hawaii	33%
Carmel	30%
Monterey	27%
San Diego	22%
Plan to travel to Hawaii within next 12 months	40%
Traveled Internationally last 12 months	77%
Top 4 destinations	
Europe	50%
Mexico	37%
Canada	22%
Asia	20%

SOURCE: Marin Magazine Subscriber Study November 2010 Ipsos Mendelsohn
 U.S. AFFLUENT STUDY: Ipsos Mendelsohn Household HHI 100,000+

Rev. 03/21/2011



Lisa Shanower

CO-FOUNDER / PUBLISHER

During her 25 years of publishing experience, Lisa Shanower has worked with numerous publishing companies and has had extensive experience in launching new magazines and creating digital platforms. She has held various positions in national media including General Manager, Tribune Company, Vice President, Bluelight.com and Group Advertising Director, Hearst Corporation.

Launching Marin Magazine has afforded Lisa the opportunity to become more involved in the community and partner with organizations that share her core values.

Nikki Wood

CO-FOUNDER / EDITORIAL DIRECTOR

Jim Wood

CO-FOUNDER / EXECUTIVE EDITOR

From 1991 to 2000, Jim and Nikki Wood developed Coast Magazine in Newport Beach, California. They sold the magazine to the Orange County Register in 2000 and in 2002 moved to Marin County. After falling in love with all Marin has to offer, the Woods noted the opportunity of creating a local publication similar to Coast and in early 2004 the decision was made to launch Marin Magazine.

For over 20 years, Jim Wood has written articles and op-ed pieces for such Orange County publications as the Orange Coast Daily Pilot, Metropolitan Journal and OC Metro. In 1991, he became a constant and much-read voice in Coast Magazine. His articles on local issues, travel and special interest stories attracted a wide and intense following. At Coast, Jim served as editor, publisher and columnist.

At Coast Magazine, Nikki held the position of publisher and general business manager. Her duties with Marin Magazine are as general manager and editorial director; overseeing the layout, design and editorial tone of the magazine. "What can be better than doing what you love in a place you love," exclaims Nikki in describing her excitement at starting this new venture.

ARCHITECTURE

/INTERIOR DESIGN

Artful Living
 Bradanini & Associates
 Caletti Construction
 Castor Architecture
 Chambers + Chambers
 David Ludwig Design
 Deliberate Design + Architecture
 Five Senses Interior Design
 Geoffrey E. Butler Architecture
 Gregory S. Johnson
 J. Livingston Home Décor
 Peter Englander Builders
 Polsky Perlstein Architects
 Robert Nebolon Architect
 Ruth Livingston Studio
 Sandra Bird Designs
 Sara Evers Hoffman
 Shipley Interiors
 Summit Hill Builders
 Tardy and Associates
 Vaso Peritos

ART GALLERIES

/MUSEUMS/ARTISTS

Acacia Gallery
 Art Works Downtown
 Asian Art Museum
 Bonhams & Butterfield
 Caldwell Snyder
 California Academy of Sciences
 De Young Museum
 Fingerhut Galleries
 Gallery Bergelli
 Hackett Freedman Gallery
 ICB Artists
 Marin Museum of Contemporary Art
 Pt. Reyes Open Studio
 Robert Allen Fine Art
 Robert Beck Gallery
 Robert Green Fine Arts
 SFMOMA
 Sonoma Valley Museum of Art
 Susan Landor Keegan
 Tomales Fine Art
 Walt Disney Family Museum

ATHLETIC

Bay Club of Marin
 Body by X
 Fitness Concept
 Incline Village Golf Courses
 Marin JCC
 Mill Valley Health Club
 Mt. Tam Racquet Club
 The Bar Method
 The Dailey Method

AUTOMOTIVE

Lexus of Marin
 Rolling Thunder

EDUCATION

Convent & Stuart Hall
 Corte Madera Montessori
 Dominican University
 Drew School
 Greenwood School
 Jewish Community High School of the Bay
 Lycee Francais la Perouse
 Marin Catholic High School
 Marin Primary School
 Marin Waldorf School
 Mount Tamalpais School
 Ring Mountain Day School
 San Domenico School
 Sonoma Academy
 The Marin School
 UC Berkeley Extension

EVENTS

Divine Performing Arts
 Golden Gate Opera
 Lake Tahoe Autumn Food & Wine Festival
 Marin Art Festival
 Marin Ballet
 Marin Designers Showcase
 Marin Farmers Market
 Marin House Raffle
 Marin Symphony
 Marin/Scapes
 Mill Valley Film Festival

Napa Valley Mustard Festival
 Olive Festival
 San Francisco Performances
 Sausalito Art Festival
 Sausalito Film Festival
 Shen Yun
 SHN
 Teatro Zinzanni
 Tiburon Art Festival
 Yoga Journal Conference

FASHION/ACCESSORIES

LOCAL

Alix & Co. Fine Jewelry
 Amir Mozaffarian
 Carolina
 Catherine Jane
 Doodlebug
 Elliott Chandler
 Encore
 Gene Hiller
 Green Apples
 Item Shoes
 Johann Paul Jewelers
 Julianna's Fine Jewelry
 Kathleen Dughi Jeweler
 Lehrer Designs
 Link Works
 M Clothing
 Marin Optometry
 Max & Addie
 Meadowlark Galleries
 NeneShoes
 Pearl Larkspur
 Priscilla of Boston
 Sandbox
 Sausalito Optometry
 Secret Garden
 Shapur Mozaffarian
 Solemates Shoes
 Specs in the City & Cheaters Too
 Stephan-Hill Jewelers
 Union Street Goldsmith

FASHION/RETAIL NATIONAL

Bloomingdales
Cartier
Cop.Copine
Crate & Barrel
Eileen Fisher
Gucci
Malia Mills
Michael Stars
Neiman Marcus
Paul Smith
Saks Fifth Avenue
TSE Cashmere
Vera Bradley

FINANCIAL/INSURANCE

Bank of Marin
Bregante
Capital Insurance Group
Farmers Insurance
First Republic
Main Street Research
OPES Advisors
Private Ocean
Sequoia Mortgage Capital
UBS
Union Bank
Wells Fargo

FOOD

All Seasons Catering
Bryan's Fine Foods
Judy's Breadsticks
Paradise Foods
The Spanish Table

HOME FURNISHINGS /IMPROVEMENT/APPLIANCES

Artefice
Artistic Lighting & Electric
Blacks Farmwood
Bluestone Main
Cabana Home
Ceramic Tile Design
City Carpet
Daltille
Damner Custom Shutters
Garage Solutions

Gardenside
Green Space Grass
Gump's
Harbinson Construction, Inc.
Integrated Resources
Lamperti Kitchens
Lunaria
Marin Stonecare
Marin Wood Restoration
NePalo Cabinetmakers
Organize for Joy
Painters Place
Pederson Associates
Plath
Purcell Murray
Sal Beressi Fabrics
Shamrock
Siematic
Sunrise Home
Terra Teak
The Wooden Duck
Woodworking West, Inc.

HOME CARE/RETIREMENT

Atria Senior Living
Carmel Valley Manor
Living Well, Assisted Living
Smith Ranch Homes
The Tamalpais
Villa Marin
Windchime Marin

LOCAL RETAIL

Alpha Dog
Aussie Pet Mobile, Inc.
Body Time
Fancy That
Goodnite Moon
Local Flora
Meadowlark Gallery
Once Around
PaperCrush
Petite Paperie
Pine Street Papery
Sage Gallery on Grant
Sweet Things
The Container Store

LUXURY ACCOMMODATIONS /SPAS

Alpine Meadows
Aston Hotels & Resorts
Bardessono
Bernardus Lodge
Bodega Bay Lodge
Cavallo Point Lodge
El Dorado Hotel & Kitchen
Farmhouse Inn
Grand Sierra Resort
Health Spa Napa Valley
Hotel Healdsburg
Hyatt Highlands Inn
Inn Above Tide
Joie de Vivre Resorts
Ka'anapali Beach Hotel
Ka'anapali Golf Resort
Kenwood Inn and Spa
La Residence
Les Mars Hotel
Marriott Lodging Int'l Hawaii
Monterey Hotel and Spa
Napa Valley Lodge
Pebble Beach Food & Wine
Peppermill
Punta Sayulita
Rancho La Puerta
Resort at Squaw Creek
Ritz Carlton Highlands
Starwood Hotels & Resorts Hawaii
The Resort at Pelican Hill
The Strands at Headlands
The Westin Maui Resort & Spa
Tickle Pink Inn
Vintners Inn
Whitetail Club
Wynn Las Vegas

MEDICAL

California Pacific Medical Center
Dr. Delgado
Eric Van Haney, DDS
Jodi Klugman-Rabb
Julie Winfield, MD
Laurel Fertility
Marin General
Marin Natural Medicine Clinic

Mt. Tam Orthopedics
 New Skin
 Pacific Fertility Center
 The Laser Center
 Recovery Without Walls
 Skin Spirit
 UCSF

PHOTOGRAPHY

Barbara Ries Photography
 Julie Mikos
 Stroub & Schelling
 Susan Adler Photography

REAL ESTATE

Alain Pinel Realtors
 Chase International
 Coldwell Banker
 Decker Bullock Sotheby's International Realty
 First Marin
 Frank Howard Allen
 Highway One Realty
 Madison Realty
 McGuire Real Estate
 Melissa Bradley Real Estate
 Pacific Union
 Paradise Properties
 Seadrift Realty
 Seagate Properties, Inc.
 Sotheby's International Realty

RESTAURANTS

Amici's
 Benissimo's
 Buckeye Roadhouse
 Bungalow 44
 Cacti
 Champagne French Bakery
 CIBO
 Comforts
 Cucina
 Dish
 Emporio Rulli

Frantoio
 Harris' Restaurant
 Horizons
 Il Davide
 Il Fornaio
 Milano Restaurant
 Napa Valley Wine Train
 Nick's Cove
 PF Chang's
 Piatti
 Rustic Bakery
 Sabor of Spain
 San Rafael Joe's
 Saylor's Restaurant
 Seafood Peddler
 Servino's
 The Cliff House
 The Club Restaurant
 Three Degrees
 Toast
 Whipper Snapper
 Wipeout

SALONS/DAY SPAS

Champagne Day Spa
 Charle Hair Studio
 Evo Spa
 Frogs
 Lili S Salon
 Sanctuary Spa
 SenSpa
 Smooth Operations
 Stellar Spa
 The Spa at Casa Madrona

SHOPPING CENTERS

Bon Air Center
 Chelsea Premium Outlets
 Marin Country Mart
 Northgate Mall
 The Village at Corte Madera
 Town Center
 Vintage Oaks

TRAVEL

Air New Zealand
 AvantAir
 Cruise Specialties
 Emirates
 Frosch Travel
 Oahu Visitors Bureau
 Qantas
 Sunset Aviation
 Virgin Airlines
 Mendocino Convention Visitors Bureau

WINERIES

Burgundy & Beyond/Louis Latour
 Duckhorn
 Hall St. Helena
 Merryvale Winery
 Sequoia Grove Winery

Magazine Size

	WIDTH X HEIGHT
Trim Size	9" x 10 3/4"
Safety from Trim	1/4" on all sides
Bleed	1/8" on all sides
Binding Method	Perfect

Ad Sizes*

	WIDTH X HEIGHT
Spread	
Create as a 2 page document, using sizes for Full Page. Avoid crossovers whenever possible.	
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 Vert	5.125 x 9.625
1/3 Page Vert	2.5 x 9.625
1/2 Page Horizontal	7.875 x 4.75
1/3 Page Square	5.125 x 4.75

* Not all ad sizes available in all sections.

FTP Info

FTP Host: ftp.marinmagazine.com

User ID: marinmagftp

Password: marin

(site requires FTP software)

Digital Media

All supplied creative needs to be provided digitally.

Applications Accepted - NO Quark

InDesign, Photoshop and Illustrator. Include all fonts and images with files. Hi-res PDFs should be at least PDF/X-1A.

File Types

We accept TIF, single-file EPS, PSD, INDD, AI with fonts outlined, and hi-resolution JPG. Avoid sending GIF, DCS, BMP or DOC.

Fonts

Include all screen and printer fonts with files. Illustrator files need all fonts outlined or submitted. We do not provide fonts.

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

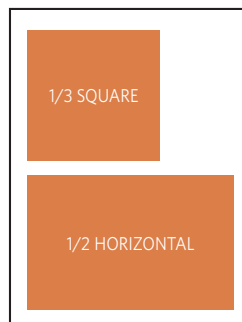
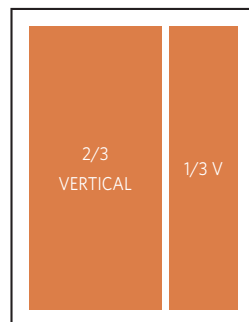
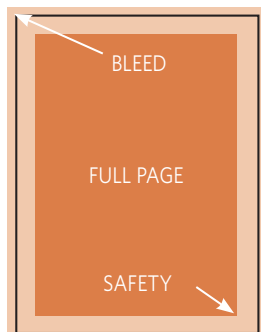
Image files need to be at least 300 dpi at 100% print size.

Color

Files should be submitted as CMYK, not RGB or LAB. Total ink density not to exceed 280%. We will convert if not submitted correctly. Color matching has a 5% margin error without a suitable hard copy (paper) proof submitted.

Proofs

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



Send Advertising Materials to:

Marin Magazine, Attn: Production
 One Harbor Drive, Suite 208
 Sausalito, CA 94965
 415.332.4800 ext. 111
 production@marinmagazine.com

Online 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

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

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. 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.

FTP Instructions

1. 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.

2. USE SIMPLE FILE NAMES

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

3. FTP SITE REQUIRES FTP SOFTWARE

Upload files using an FTP program such as Cyberduck, Fetch or Transmit for Mac users or WS_FTP or FTPWizard for PC users.

FTP Host:	ftp.marinmagazine.com
User ID:	marinmagftp
Password:	marin

Most of these programs have trial periods. If no FTP software is available, use an internet-based program such as YouSendIt.com for free, through your browser.

4. SEND PRODUCTION AN EMAIL - ONCE UPLOAD IS COMPLETE

After completing file upload, send an email to:
production@marinmagazine.com to confirm receipt of your file(s).

Thank you.

Marin Magazine LLC Portfolio

Multi-Media Platform



MARIN MAGAZINE

Circulation

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

MEMBER OF THE BPA WORLDWIDE:



DIGITAL PRODUCTS



marinmagazine.com

- ▶▶ 150,000 Monthly impressions
- ▶▶ 26,000 Unique visitors



e-Newsletters

Weekend 101

- ▶▶ 9,600 Opt-in weekly



GO

- ▶▶ 8,700 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



sfspree.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 & 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.



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
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.

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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.

