

MEDIA KIT 2019

BUSINESS / DINING / EVENTS / FEATURES / HOME / LIFE / PEOPLE / STYLE / TRAVEL



MARIN
MAGAZINE

MARIN COUNTY IS THE BEST OF THE BAY AREA
WE COVER IT ALL

Marin is situated between San Francisco and California’s wine country and shares a border with San Francisco via the iconic Golden Gate Bridge. The county has 13 vibrant towns and cities surrounded by verdant rolling hills, lush redwood forests including those in the famous Muir Woods, beaches for surfing and strolling, Point Reyes National Seashore and Mount Tamalpais. 🏡 Marin is home to one of the most affluent, active and civically minded populations in the United States. According to a recent Mendelsohn Affluent Survey, the average annual household income for the *Marin Magazine* reader is \$349,000 and the average net worth is more than \$3 million. Forty-four percent are owners/partners in their own business and thirty-eight percent commute daily to San Francisco for work. The average home value is more than \$1.6 million and ninety percent own their home.



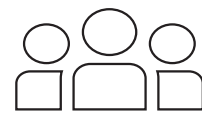
108,900

Readership per issue



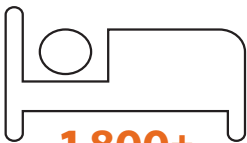
70%+

Requested Subscribers



36,000

Total monthly circulation



1,800+

Hotel rooms



500

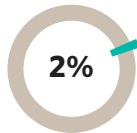
Real estate offices



80+

Newsstands

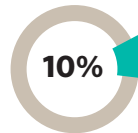
**GEOGRAPHIC
 BREAKDOWN OF
 QUALIFIED
 CIRCULATION**



West Marin



North/Central Marin



San Francisco



Southern Marin

CERTIFIED VERIFICATION COUNCIL, AUDITED 2017



What they’re saying . . .

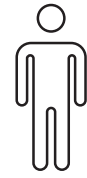
“I advertise in *Marin Magazine* as a way to feel connected to our community and find the content is well aligned with my business. It provides great visibility to a clientele that I consider my target audience.” —GEORGE ROSENFELD, VP, AREA MANAGER OF HOMESTREET BANK

/ AUDIENCE DEMOGRAPHICS / MARIN MAGAZINE MEDIA KIT 2019



AFFLUENT

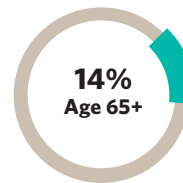
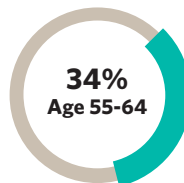
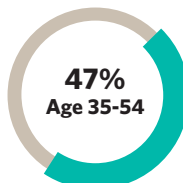
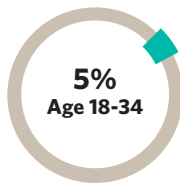
Average HHI: \$349,000
Average Net Worth: \$3,079,000
Savings and Investments: \$2,183,100
Average Home Value: \$1,647,500
Own Vacation Homes: 41%
Average Value of 2nd Home: \$1,396,400



24%
MALE



76%
FEMALE



ENGAGED READER

95% took action after reading the magazine
80% read every issue
69% discuss what they read with others



ACTIVE

94% visit S.F. for dining and entertainment
87% purchase tickets to the theatre, shows, concerts or movies
80% have active fitness routines



EDUCATED & INFLUENTIAL

87% graduated college or more
85% take an active role in civic, social or political issues
69% have professional/managerial positions
42% are owners or partners of a business
98% donate to charities
32% serve as a member of a board of directors/trustees



TRAVELERS

Average annual travel spending: \$19,685
96% travel
89% take domestic trips
81% overnight in Wine Country
77% take international trips



LUXURY SHOPPERS

44% purchase designer women's clothing
43% purchase fine jewelry
41% own or lease a luxury vehicle
40% purchase home artwork or collectibles



CONNOISSEURS

Average monthly times dine out: 10
98% dine in restaurants, hotels or clubs
89% dine at fine restaurants
67% dined at a specific restaurant as a result of reading *Marin Magazine*

Source: *The Mendelsohn Affluent Survey 2011*

What they're saying . . .

“We started our marketing initiatives with small ad units, but have since invested in very effective larger front-of-book ad space. I know of no other publication in Marin that has the qualified audience we are looking for.” —KEVIN JONES, PRESIDENT, LASER CENTER OF MARIN, INC.

/ CALENDAR HIGHLIGHTS / MARIN MAGAZINE MEDIA KIT 2019



JANUARY > WEDDINGS

Wedding Feature/ Health & Rejuvenation
Plus: Wedding Resource Guide

Space close: 11/16/18
Materials close: 11/23/18



FEBRUARY > TOP DOCS

Health and Wellness Features
Plus: 415 Top Doctors Guide

Space close: 12/21/18
Materials close: 12/28/18



MARCH > SPRING FASHION

Spring Fashion Trends / Go: Hawaii
Plus: Summer Camps Guide

Space close: 1/25/19
Materials close: 2/01/19



JULY > TOP MARIN TASTES

Food Issue/ Summer Road Trips
Plus: 415 Top Docs: Specialties

Space close: 5/24/19
Materials close: 5/31/19



AUGUST > "BEST OF" ISSUE

Find Out The Very Best of Marin County
Plus: Faces of Marin

Space close: 6/21/19
Materials close: 6/28/19



SEPTEMBER > FALL FASHION

Fall Fashion Trends / Go: Hawaii
Plus: Private School Guide

Space close: 7/26/19
Materials close: 8/02/19

What they're saying . . .

“Advertising in *Marin Magazine* is a perfect gateway to the community. With upscale advertising and articles, we're confident we're reaching our target audience and proud to be associated with the magazine's readers and partners.” —SOPHIE PRIOLO, SOFIA JEWELRY



APRIL > HOME ISSUE

Homecentric Features

Plus: Home Renovation Guide

Space close: 2/22/19

Materials close: 3/01/19



MAY > CELEBRATING WOMEN

Women in Business Profiles

Plus: Cover Art Contest

Space close: 3/22/19

Materials close: 3/29/19



JUNE > OUTDOOR SPACES

Gardens, Pools, Spas / Go: Tahoe

Plus: Marin Summer Guide

Space close: 4/19/19

Materials close: 4/26/19



OCTOBER > HOME ISSUE

Homecentric Features / Wine Country

Plus: Mill Valley Film Festival Guide

Space close: 8/23/19

Materials close: 8/30/19



NOVEMBER > ENTERTAINING

Holiday Entertaining / Winter Escapes

Plus: Restaurant Profiles

Space close: 9/20/19

Materials close: 9/27/19



DECEMBER > TRENDS

Skiing in the West / Gift Guide

Plus: Marin Gives Back Profiles

Space close: 10/18/19

Materials close: 10/25/19

What they're saying . . .

“We work with *Marin Magazine* to promote the Mill Valley Film Festival and find their print and digital ads highly effective. They also developed a special event and publication for us, attracting a whole new audience.” —BEAU BLANCHARD, CALIFORNIA FILM INSTITUTE

／ MATERIAL SPECS ／ MARIN MAGAZINE MEDIA KIT 2019

MAGAZINE SIZE

	WIDTH X HEIGHT
Trim Size	9" x 10.75"
Safety from Trim	.25" on all sides
Bleed	.125" on all sides
Binding Method	Perfect

AD SIZES

	WIDTH X HEIGHT
Spread	
Create as a two-page facing document using sizes for the full page.	
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 Vertical	5.125" x 9.625"
1/3 Page Vertical	2.5" x 9.625"
1/2 Page Horizontal	7.875" x 4.75"
1/4 Page Square	3.875" x 4.75"
1/3 Page Square	5.125" x 4.75"

APPLICATIONS ACCEPTED

InDesign, Photoshop and Illustrator.

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.

PROOFS

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

FTP INFO

Visit from any browser:

<https://files.marinmagazine.com>

User ID: marinftp

Password: marin1

Select: "Advertising Files"

Select: "Upload Files" from menu on left

Follow on-screen instructions.

No FTP software is necessary.

FTP INSTRUCTIONS

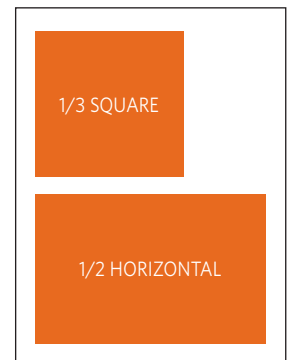
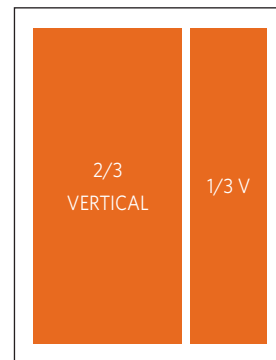
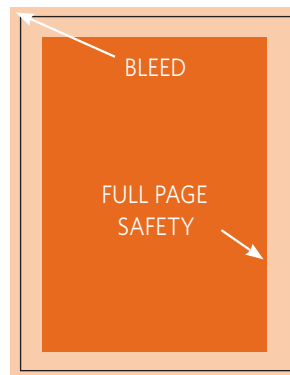
Compress large files/folders

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.

Use simple file names

Avoid spaces and non-letter characters, such as * & # ! ^ % + > < , in file names.

Use hyphens (-) or underscores (_) when necessary.



PRINT DEADLINES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ISSUE	SPACE CLOSE	MATERIALS CLOSE
January	11/16/18	11/23/18	July	5/24/19	5/31/19
February	12/21/18	12/28/18	August	6/21/19	6/28/19
March	1/25/19	2/1/19	September	7/26/19	8/2/19
April	2/22/19	3/1/19	October	8/23/19	8/30/19
May	3/22/19	3/29/19	November	9/20/19	9/27/19
June	4/19/19	4/26/19	December	10/18/19	10/25/19

AMPLIFY YOUR MESSAGE THROUGH DIGITAL MEDIA

In addition to our lifestyle magazines, *Marin Magazine* offers digital solutions with an array of products that can complement your print campaign or be the sole vehicle for your message.

- 1. Become part of the “what’s happening” buzz with our popular weekly e-newsletter.**

THE BETTER LETTER: This e-newsletter is emailed to our 23,000+ opt-in subscribers every Wednesday with content relevant to our local audience. Choose between a lead banner or sub-banner ad, or simply give us your copy and image to be listed under sponsored content that will link back to your website.

Direct Marketing / e-newsletter \$325-\$700

- 2. Customize your own e-newsletter.**

CUSTOM BETTER LETTER: Create an entire newsletter with your exclusive content to send out as a custom Better Letter. Your e-newsletter will be emailed to our 23,000+ opt-in subscribers on Thursdays.

Direct Marketing / e-newsletter \$2,400

- 3. Email your promotion, message or event to our email subscriber list.**

DEDICATED E-BLAST: Marin Magazine will email YOUR ad/promotion — and yours alone — to 15,000+ opt-in subscribers. Dedicated e-blast can be sent on Tuesday or Friday.

Direct Marketing / Dedicated e-blast \$1,500

- 4. Share your article on our website.**

PARTNER ARTICLE: Submit copy of approximately 500 words to be showcased online and include your logo, image and even a video, as well as a link to your website. Include links to trusted sources in your article to help amplify your message. This content can be promotional for your business or a nonprofit you support. The article will be promoted in our weekly Better Letter.

Native Advertising / Partner Article \$600

- 5. Place your ad on our website and capture a wide range of viewers.**

WEBSITE ADS: Our run-of-site ads rotate on most pages (including on the digital edition) to give advertisers maximum exposure and a wide range of viewers. Ads can also be viewed on tablets and mobile devices.

Display Advertising. \$450 per month for 30,000 impressions/or \$15 CPM

- 6. Promote your business by reaching your target audience.**

CURATED NETWORK ADVERTISING: Create a targeted campaign with our partners who have specific custom website inventory that reaches beyond Marin Magazine run-of-site options.

Rate dependent on budget and reach \$10 CPM


- 7. Push out your message on either Instagram, Facebook or Twitter.**


SOCIAL MEDIA INCLUSION: As a Marin Magazine partner, amplify your message with a social media post on Marin Magazine's Instagram, Facebook or Twitter pages.

Social Media Boost. \$500


950,000
 WEB IMPRESSIONS


118,000
 WEB PAGE VIEWS


49% / 51%
 MALE / FEMALE


68%
 AGE 35-55+