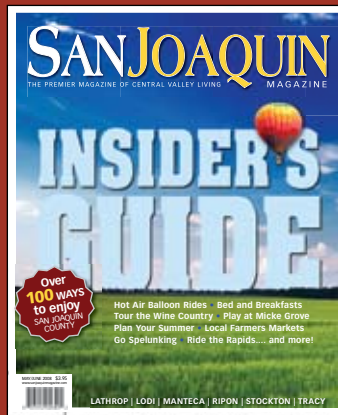
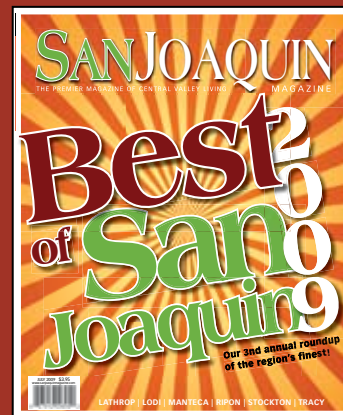
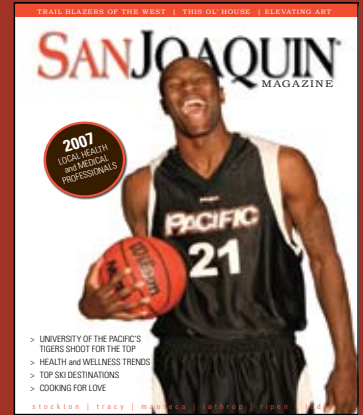
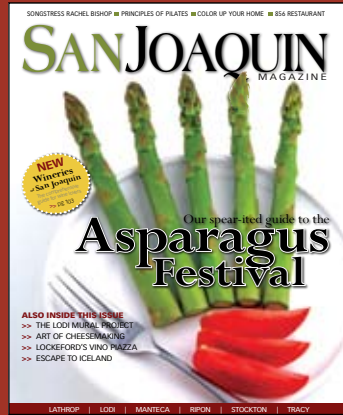
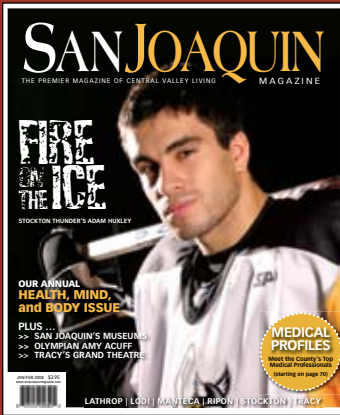


## Celebrating our 7th Year Anniversary



# 2010 Media Kit

The area's premier glossy lifestyle magazine capturing the spirit of this special area with a professional upscale image. *San Joaquin Magazine* is a welcome guest in the affluent homes of Stockton, Lodi, Tracy, Ripon, Manteca, and Mountain House.

# San Joaquin

MAGAZINE

# 01

## CONNECTING COMMUNITIES

A dynamic community magazine that features in-depth articles that inform, entertain and inspire those interested in local people, hot trends, unbeatable entertainment, amazing food, wine, and events.

The most positive and uplifting magazine of the area.

## Circulation

Rate Base : 25,000

TOTAL READERS PER ISSUE

66,500 (2.66 per copy)

## Target Audience

San Joaquin Magazine is mailed to upscale homes and offices. Copies are also available at chambers of commerce, waiting rooms and hair salons and over 100 local businesses. Please check our web-site for locations. [SanJoaquinMagazine.com](http://SanJoaquinMagazine.com)

## Highlights

people, fashion, home, garden, cuisine, arts

## Full Color Glossy

professional full-color layout and photography

## Inspiration

articles that absorb, entertain, and inspire

95 W. 11th Street, Suite 206 • Tracy, California 95376  
T: 209.833.9989 • F: 209.833.9979



# 02

## Your Success is Our Success! ADVERTISER TESTIMONIALS



I have been advertising with San Joaquin Magazine for over a year and half now. I was and continue to be impressed with the quality of this magazine. I am proud to share my business with such a classy magazine. I read the magazine from cover to cover, as it contains great articles for our valley lifestyle. Valerie, my sales rep is GREAT. She and the magazine have been and continue to be tuned into my advertising needs and my budget. This is so important to small businesses, and I am so grateful for their help. I have found that this magazine has the best return on business for my advertising dollars. I LOVE San Joaquin Magazine!!!

Sue Meyer, owner  
Indulgence Salon



San Joaquin Magazine has brought me more exposure than all my other print media combined. Much of our growth is directly attributed to San Joaquin Magazine and our biggest jobs have come as a direct result of San Joaquin Magazine. The return on our investment in San Joaquin Magazine far outweighs any other advertising we have done.

Tiffany Gomes  
Classic Design Floor to  
Ceiling



Advertising with San Joaquin Magazine gave me immediate results. I would recommend the magazine to anyone. We received a call five days after our first ad was published. It's also a wonderful magazine to read. It gives me new ideas on what to do and keeps me up-to-date on what's going on locally.

April Morse  
Weber's Cabinets



Versailles Salon and Day Spa is extremely pleased with the results we've received by advertising in the San Joaquin Magazine. Our experiences working with their creative, friendly, professional, and supportive staff have always been enjoyable. Without a doubt our exposure in the publication has had a positive impact of increasing the number of new clients entering our salon on a regular basis. We always look forward to continued success with the San Joaquin Magazine team!

Robert & Jonie Endo  
Versailles Salon and Day Spa



We cannot say enough about our experiences advertising with San Joaquin Magazine. The service is excellent, the staff are friendly and, most importantly, the results are fantastic!

The first time we appeared in San Joaquin magazine the ad paid for itself within the first hour! We didn't even realize the issue had come out and people who had previously never heard of us were coming in to place orders.

We ask all of our custom cake customers how they heard about us and the most frequent response is, "We saw you in San Joaquin Magazine!"

Kat's Cakes



As a cosmetic surgery practice, results are our business. Advertising in San Joaquin magazine gives us the results we need, and helps our clientele stay informed about who we are and what professional services we provide. The medical profiles section always enhances our marketing campaign and helps create a more in-depth spotlight on what my style of practice is. I have also noticed that it gives us the chance to add a personal touch to our advertising, giving potential clients an in-depth look at the people behind the business. The staff at San Joaquin magazine make advertising an easy and professional experience. We always look forward to seeing our ad in each new issue.

Dr. Hugh Vu  
Vu Plastic & Cosmetic  
Surgery

# 03

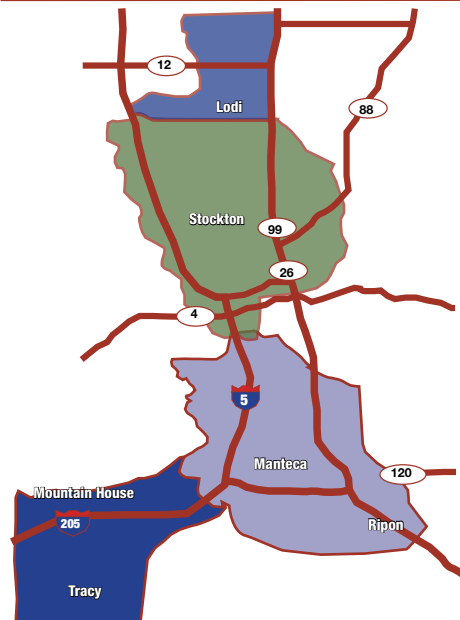
## CIRCULATION + DISTRIBUTION

San Joaquin Magazine's focused and direct mail campaign ensures that your advertising dollars are carefully targeting the right clientele. Only SAN JOAQUIN reaches the most affluent individuals and families within a geographic area who have the spending dollars for life's luxuries.

- More than **25,000** copies each issue
- Strong distribution in Stockton, Lodi and Tracy markets
- More than 20,000 copies are a welcome guest in the homes in many of the wealth pockets in the area
- The single most effective way to target area consumers in full color and high gloss
- A high quality, sophisticated environment in which to showcase your business
- Exceptional staying power with direct mail and high traffic distribution
- Professional editorial content that is compelling and informative

## ADDITIONAL DISTRIBUTION

- Relocation Packages
- Chambers of Commerce
- Physician/Dental/Salon Waiting Rooms
- Real Estate Offices
- Retail Businesses
- Coffee Shops
- Wineries/Tasting Rooms/Hotels



### BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR THE 2010 ISSUE OF SAN JOAQUIN MAGAZINE

Qualified Distribution - 25,000 copies

2009 Issue Single-Copy Distribution Upscale Marketshare

Residential and Commercial addresses in:

Zone	Address	TOTAL	%
Zone 1	(Stockton 95207, 95209, 95219, 95203, 95204, 95205, 95206, 95215)	8,880	44.5
	(Zone 1) High Traffic Distribution	2,300	
Zone 2	(Includes Manteca, Ripon, Lathrop)	1,668	8.3
	(Zone 2) High Traffic Distribution	425	
Zone 3	(Includes Tracy, Mountain House)	5,187	28.7
	(Zone 3) High Traffic Distribution	2,050	
Zone 4	(Includes Lodi, Woodbridge)	1,170	6.3
	(Zone 4) High Traffic Distribution	425	
Subscribers		3,545	14.1

# 04

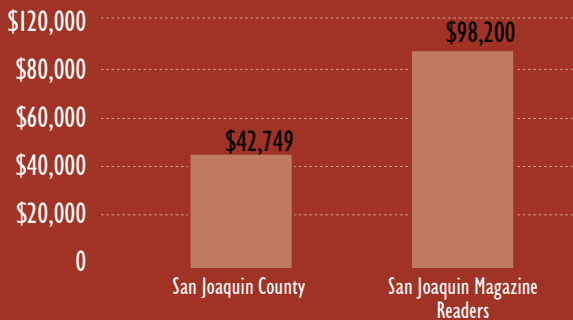
## DEMOGRAPHICS

San Joaquin Magazine is delivered to the homes of the most affluent Central Valley households. Your target audiences are the same as ours: affluent home-owners who are highly educated and always sophisticated. More importantly, they have the extra spending dollars for life's little and BIG comforts.

### Gender:

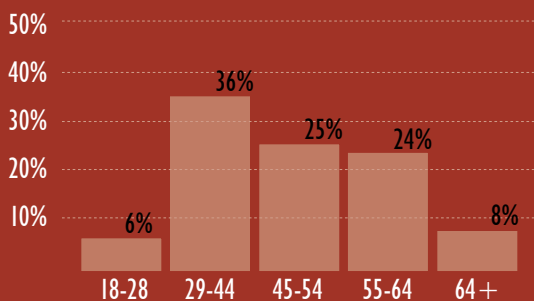
Female - 72% | Male - 28%

### Median Household Income:



San Joaquin Magazine readers have over twice the median household income of the rest of San Joaquin County

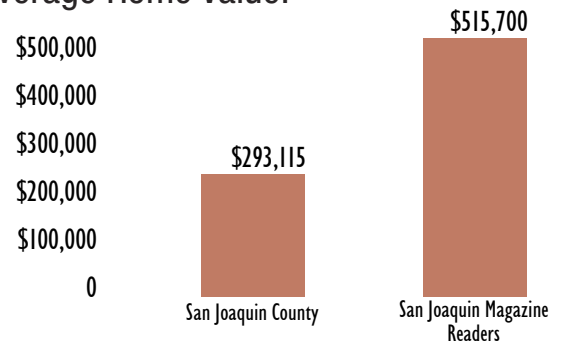
### Reader Age:



Most San Joaquin Magazine readers are Baby Boomers and Generation X

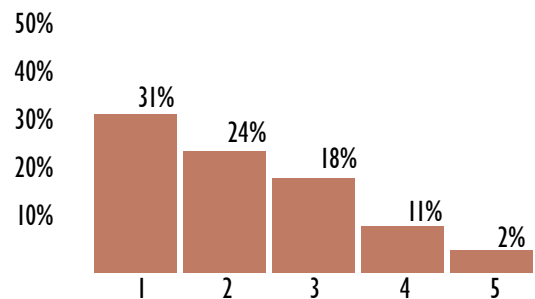


### Average Home Value:



San Joaquin Magazine readers' home values are almost twice the average for San Joaquin County

### Dine Out Per Week:

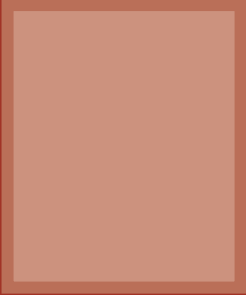


Over 86% of our readers eat out each week at area restaurants

\*Data represents zip codes with the highest home circulation. Data derived from the U.S. Census Bureau and individual poll of 464 subscription requests - April '07

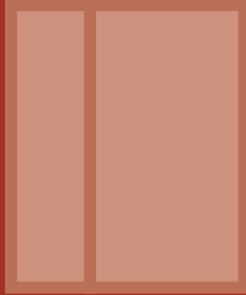
# 05

## MECHANICAL SPECIFICATIONS

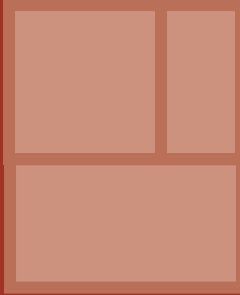


### Full Page

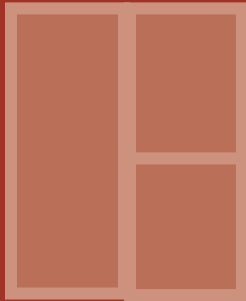
Full Bleed 9.25 x 11.00"  
no bleed 7.875 x 9.625"



**1/3 tall** 2.5 x 9.625"  
1/3 Page  
**2/3 page** 5.125 x 9.625"  
2/3 Page



**1/3 sq** 5.125 x 4.75"  
**1/6 page**  
**1/2 page H**  
1/3 Page 5.125 x 4.75"  
1/6 Page 2.5 x 4.75"  
1/2 Page 7.875 x 4.75"



### 1/4 page

### 1/2 page V

1/4 Page 3.875 x 4.75"  
1/2 Page 3.875 x 9.625"

**Ask Your Rep About  
1st Time Buyer  
Incentives, Free  
Double Your Ad  
Size Promos, and  
Complimentary  
Advertorials on your  
business.**

## PRICING

Size	1x & 2x	6x	12x
<b>Call For SPECIAL PRICING &amp; INCENTIVES</b>			
<b>Phone 209.833.9989</b>			

**MAGAZINE SIZE: 9" X 10.75"**

## ACCEPTABLE DESKTOP FILE FORMATS

Ads by E-mail / Ads on Disk: HIGH RESOLUTION PDF'S ONLY. CMYK Press-Ready PDF files on CD-Rom or via FTP. Please email files to: Art@insidemagazines.com. Ad Format Supported: CMYK Press-Ready PDF files only. Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable. Please contact 209-833-9989 with questions.

## AD DESIGN SERVICES:

Our design team is here to help. A \$50 design charge will be incurred for all ads that need art services. Original art services, logos, drawings, etc. are not included. *San Joaquin Magazine* provides basic ad assembly and layout to non-agency clients. Additional proofs after the 2nd proof will be charged \$50/hr. Please ask sales associate for details. Any camera ready artwork submitted that does not exactly match published ad dimensions will be floated, enlarged, bordered, and/or reduced at the publisher's discretion. General creative services are provided to advertisers at no additional charge for any multiple ads purchased on contract rate.

FTP Upload: Please Contact for Upload Information

SAN JOAQUIN magazine publishes  
12x per year

Rates are 4C per insertion and are net.  
Advertorial Fee: Additional \$200 plus full page rate.

For guaranteed positioning,  
add 20% to earned rate.

Cover Premiums	1x & 2x	6x	12x













95 W. 11th Street, Suite 206 • Tracy, California 95376  
T: 209.833.9989 • F: 209.833.9979

# 06

SAN JOAQUIN MAGAZINE

# 2010 EDITORIAL CALENDAR

Editorial Calendar Subject To Change Without Notice. Contact Your Account Executive For Updates

Month	Space Reservation	Finished Materials	Editorial	Special Advertising Opportunities
<b>JAN '10</b>	NOV 25	DEC 1	 <ul style="list-style-type: none"> <li>&gt; HEALTH, BEAUTY &amp; FITNESS</li> </ul>	<ul style="list-style-type: none"> <li>&gt; HEALTHCARE PROFILES</li> <li>&gt; SAN JOAQUIN WEDDING GUIDE</li> <li>&gt; EDUCATION</li> </ul>
<b>FEB '10</b>	DEC 25	JAN 1	 <ul style="list-style-type: none"> <li>&gt; THE DINING ISSUE. THE ULTIMATE GUIDE TO FOOD</li> <li>&gt; VALENTINES</li> </ul>	<ul style="list-style-type: none"> <li>&gt; RESTAURANT/CHEF PROFILES</li> <li>&gt; HOME IMPROVEMENT</li> </ul>
<b>MAR '10</b>	JAN 25	FEB 1	 <ul style="list-style-type: none"> <li>&gt; FAMILY HEALTH IN SAN JOAQUIN</li> <li>&gt; PEOPLE TO WATCH</li> </ul>	<ul style="list-style-type: none"> <li>&gt; MONEY &amp; FINANCE</li> <li>&gt; EDUCATION</li> </ul>
<b>APRIL '10</b>	FEB 25	MAR 1	 <ul style="list-style-type: none"> <li>&gt; OUR GREEN ISSUE</li> <li>&gt; ASPARAGUS FESTIVAL</li> <li>&gt; SPRING INTO SPRING</li> </ul>	<ul style="list-style-type: none"> <li>&gt; GOLF GUIDE</li> <li>&gt; GOING GREEN IN SAN JOAQUIN</li> <li>&gt; ASPARAGUIDE</li> </ul>
<b>MAY '10</b>	MARCH 25	APRIL 1	 <ul style="list-style-type: none"> <li>&gt; BEST DEALS IN SAN JOAQUIN</li> <li>&gt; INSIDERS GUIDE</li> <li>&gt; COSMETIC &amp; DENTISTRY TRENDS</li> </ul>	<ul style="list-style-type: none"> <li>&gt; MOTHERS DAY</li> <li>&gt; HEALTHCARE PROFILES</li> <li>&gt; HOME IMPROVEMENT</li> </ul>
<b>JUNE '10</b>	APRIL 25	MAY 1	 <ul style="list-style-type: none"> <li>&gt; GREAT SUMMER GETAWAYS</li> <li>&gt; LOCAL STYLE &amp; FASHION</li> </ul>	<ul style="list-style-type: none"> <li>&gt; FATHERS DAY</li> <li>&gt; EDUCATION</li> </ul>
<b>JULY '10</b>	MAY 25	JUNE 1	 <ul style="list-style-type: none"> <li>&gt; BEST OF SAN JOAQUIN</li> </ul>	<ul style="list-style-type: none"> <li>&gt; WOMEN IN BUSINESS</li> <li>&gt; BEST OF SAN JOAQUIN HALL OF FAME AD LISTINGS</li> </ul>
<b>AUGUST '10</b>	JUNE 25	JULY 1	 <ul style="list-style-type: none"> <li>&gt; EDUCATION</li> <li>&gt; LOCAL ARTS</li> </ul>	<ul style="list-style-type: none"> <li>&gt; PRIVATE SCHOOLS AND COLLEGES</li> <li>&gt; AFTER SCHOOL PROGRAMS</li> <li>&gt; HOME IMPROVEMENT</li> </ul>
<b>SEPT '10</b>	JULY 25	AUG 1	 <ul style="list-style-type: none"> <li>&gt; WINERIES</li> <li>&gt; ACTIVE SENIORS</li> </ul>	<ul style="list-style-type: none"> <li>&gt; FALL DINING</li> <li>&gt; EDUCATION</li> </ul>
<b>OCT '10</b>	AUGUST 25	SEPT 1	 <ul style="list-style-type: none"> <li>&gt; WOMEN'S HEALTH IN SAN JOAQUIN</li> </ul>	<ul style="list-style-type: none"> <li>&gt; HEALTHCARE PROFILES</li> </ul>
<b>NOV '10</b>	SEPTEMBER 25	OCT 1	 <ul style="list-style-type: none"> <li>&gt; CHEAP EATS</li> <li>&gt; GIVING BACK</li> </ul>	<ul style="list-style-type: none"> <li>&gt; CATERING &amp; PARTY PLANNING</li> <li>&gt; HOLIDAY GIFT GUIDE</li> <li>&gt; HOME IMPROVEMENT</li> </ul>
<b>DEC '10</b>	OCTOBER 25	NOV 1	 <ul style="list-style-type: none"> <li>&gt; HOLIDAY SHOPPING</li> </ul>	<ul style="list-style-type: none"> <li>&gt; CATERING &amp; PARTY PLANNING</li> <li>&gt; HOLIDAY GIFT GUIDE</li> </ul>

**FEATURED IN EVERY ISSUE:** DINING, TRAVEL, HOME, FASHION, SHOPPING, FITNESS, ARTS & EVENTS

San Joaquin Magazine is unmatched when it comes to editorial content about San Joaquin. We publish the most uplifting and inspiring stories about the people, places, and lifestyles of those directly living in this wonderful area. Stay connected with us.

WWW.SANJOAQUINMAGAZINE.COM