

Oakland

Celebrating the East Bay

www.oaklandmagazine.com

MAGAZINE

2012 MEDIA KIT



our editorial *Mission*

We publish a premium magazine 7 times a year, filled with meaningful content that talks to the people you want to reach by discussing:

- The exceptional beauty, history, quality of life and ethnic diversity of East Bay communities through its people, places and events.
- The joy of East Bay communities where families choose to work, shop, dine and entertain, including Oakland, Alameda, Piedmont, Montclair, Rockridge and more.

Our diverse and affluent readers receive:

- Targeted information to make educated decisions about purchasing a wide range of high-quality products and services.
- Current articles on vital issues such as health, home, recreation, events, food and dining and celebrations that complement their lifestyles and life stages.

magazine coverage

IN THE MIX Our front-of-the-book section highlights quick hits, fun facts and information about Oakland and environs while spotlighting Oakland-made products, trivia and newsmaking personalities.

OUT ON THE TOWN Learn what to do and when to do it in this comprehensive listing of East Bay activities, from the arts, classes and lectures to the latest sporting events.

SNAPSHOTS Meet the East Bay's movers and shakers and society denizens in our society pages.

DEPARTMENTS Check out articles on East Bay culture, events, entertainment, people, places and things.

TASTE OF THE TOWN Our dining section delivers critical restaurant reviews and a dining guide boasting capsules of more than 50 must-visit area restaurants.

FEATURES Our articles inform, entertain and inspire with coverage of general lifestyle issues—the arts, education, health, fitness, homes, architecture, families, recreation, dining and entertainment.

SPECIAL PUBLICATIONS Both stand-alone and ride-a-long special publications offer easy-to-use resource guides.

Advertising That Hits Home

ALAMEDA **PUBLISHING** GROUP

why advertise in our *Magazine?* for RESULTS!

- **Our magazine provides information.**

While magazines are entertaining, the main product is most often in-depth information. They function as tangible, enduring friends and counselors. This very personal one-to-one relationship between the magazine and the reader enhances the receptivity to the advertiser's message.

- **Our magazine is a credible advertising medium.**

Magazines are the most personal and relevant of mediums. Consumers are more likely to pay attention to an ad appearing in one of their favorite magazines than on their favorite TV shows or Web sites. More consumers report that they purchase products as a direct result of magazine advertising than any other medium measured.*

- **Our magazine enables advertisers to select target markets.**

There are publications targeted at brides, executives and sportsmen. These special-interest magazines reach consumers with specific interests. *Oakland Magazine* and *Alameda Magazine* target a specific demographic in their markets.
(See accompanying demographics page.)

- **Our magazine reaches the active, the involved, the opinion makers.**

These people are frequent readers of magazines and light viewers of television and are far more likely to attend events outside the home. They entertain friends and relatives more often and give more parties. They are educated and tend to be more involved in the community. *Oakland Magazine* and *Alameda Magazine* readers are corporate decision makers, with 75 percent in professional or managerial positions.

- **Magazines are tangible and provide vast exposure.**

Readers pick up a copy at their convenience and spend as long as they like with a story or an ad. Readers can turn back to reread something, clip a coupon or pass their copy along to a friend. *Oakland Magazine* and *Alameda Magazine* readers refer to the magazine an average of three times per month.

- **Our magazine provides a very attractive showcase for quality products and services.**

Excellent writing, photography and illustrations provide an attractive package in which to present a message. High-quality paper and eye-catching colors provide unparalleled advertising reproduction.

- **Our magazine ads are strong sales and merchandising tools.**

They can be used as dealer handouts, direct mail pieces or display cards at point of purchase. An ad can still be very useful long after it appears on the page of a magazine.

- **Magazines have shelf life.**

Whether gracing the coffee table, providing entertainment in waiting rooms or stacked on the shelf, magazines enjoy extended shelf life—even after the next issue arrives.

* Media Choices 2000, Erdos & Morgan

Advertising That Hits Home

ALAMEDA **PUBLISHING** GROUP

our annual 7x *Advertiser Program*

- The greatest benefit of an annual advertising program is increasing your sales. Targeting more than 150,000 of your best prospects with frequency and consistency will do just that.
- Annual advertisers receive our lowest advertising rates.
- You are guaranteed a frozen rate for the duration of your program even if a general rate increase takes place.
- You receive free creative design assistance on ads.
- You will have an ad campaign that is working for you every day of the year. Our subscribers indicate that in addition to reading each issue thoroughly, they refer back to it frequently.
- You receive many value-added opportunities and/or discounted rates in special issues or sections of the **Oakland Magazine** and **Alameda Magazine** and our other special publications.



Advertising That Hits Home

ALAMEDA **PUBLISHING** GROUP

Oakland 2012

MAGAZINE EDITORIAL CALENDAR



Deborah Sherman



Lori Eanes



Mitch Tobias

ISSUE	EDITORIAL THEME	SPECIAL AD SECTIONS	MATERIALS DUE
January/February	Alternative Medicine	Options for Alternative Health Schools and Education Profiles	November 18
March/April	Restaurants and Dining	Senior Services Kids' Summer Programs	January 20
May/June	Great Graduates Pets	Schools and Education Profiles Real Estate/Pet Services and Supplies	March 16
July/August	Best of Oakland	Urban Living Guide	May 18
September/October	Fabulous Kitchens	Home Resource Guide Schools and Education Profiles	July 20
November	Restaurants and Dining	Chef / Restaurant Profiles Holiday Shopping Guide	September 21
December	Top Doctors	East Bay Medical Guide Holiday Shopping Guide	October 19

IN EVERY ISSUE

IN THE MIX Quick hits and fun facts about Oakland.

OUT ON THE TOWN What to do and when to do it.

SNAPSHOTS The social scene.

DEPARTMENTS Medium-length profiles on people, places and things, including arts, history and culture.

TASTE OF THE TOWN A restaurant review plus the Dining Guide.

Content for Oakland Magazine is subject to change.

www.OaklandMagazine.com
(510) 747-1060 • info@oaklandmagazine.com



our Circulation

A Regional Buy to reach your market

Alameda and Oakland Magazines are the only magazines reaching a premium audience by mail.



CIRCULATION DETAIL

MAILED COPIES

Oakland Hills	5,550
Oakland Waterfront and Downtown	2,290
Other	500
Total Mailed	8,340

DROP OFF DISTRIBUTION

Oakland Hotels.....	500
Real Estate Companies	400
Retail Sales	700
Other	200
Charitable Events and Community Partnerships.....	300
Total Dropped	2,100

**TOTAL OAKLAND MAGAZINE
DISTRIBUTION 10,440**

MAILED COPIES

94501.....	4,650
94502.....	3,450
Other	500

Total Mailed 8,600

DROP OFF DISTRIBUTION

Alameda Hotels.....	300
Real Estate Companies	300
Retail Sales	400
Other	200
Charitable Events and Community Partnerships.....	200
Total Dropped	1,400

**TOTAL ALAMEDA MAGAZINE
DISTRIBUTION 10,000**

"At The Waterfront Plaza Hotel we strive to provide excellence with each guest experience ... Oakland Magazine produces a firstclass publication that represents The Waterfront Plaza Hotel in the manner that we expect."

— Sam W. Nassif

President, Creative Hospitality Corporation

**OVER 20,000
COPIES
DELIVERED
REGIONALLY**

Advertising That Hits Home

ALAMEDA PUBLISHING GROUP

• **Average readers per edition during the audit period: 3/10***

*Readership estimates compiled from 2007 CVC circulation and readership study data.

1. YES 100% indicated they received the *Oakland Magazine*
2. The *Oakland Magazine* is distributed every month in your area. Do you regularly read or look through *Oakland Magazine*?

YES 396 Survey Respondents
NO 0 Survey Respondents

3. Do you frequently purchase products or services from ads seen in the *Oakland Magazine*?

YES 179 61%
NO 117 40%

4. Do you have a paid daily newspaper delivered to your home five, or more days a week?

YES 35%
NO 65%

5. What category best describes your combined annual household income for last year?

Reader Demographics	Market Statistics	
04%	31%	Under \$25,000
10%	27%	\$25,001 - \$49,999
15%	15%	\$50,000 - \$74,999
30%	11%	\$75,000 - \$99,999
15%	07%	Over \$150,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Statistics	
00%	16%	Some High School or Less
08%	25%	Graduated High School
38%	27%	Some College
39%	22%	Graduated College
15%	10%	Completed Post Graduate

7. Please select the category that best describes your age.

Reader Demographics	Market Statistics	
01%	11%	18 - 24
10%	19%	25 - 34
32%	24%	35 - 44
28%	18%	45 - 54
29%	28%	55 years or older

8. Which of the following purchases are you planning during the next twelve months? (% = positive respondents)

23%	Automobiles
75%	Furniture / Home Furnishings
22%	Major Home Appliance
10%	Home Computers
63%	Home Improvement / Supplies
35%	Television / Electronics
21%	Carpet / Flooring
34%	Automobile Accessories (tires, brakes & service)
80%	Dining & Entertainment
39%	Jewelry
50%	Lawn & Garden
57%	Florist / Gift Shop
80%	Men's Apparel
96%	Women's Apparel
70%	Tax Advisor / Services
48%	Athletic & Sports Equipment
55%	Vacations/Travel

As of March 31, 2007



digital file submission Requirements

Magazine Specifications

Magazine trim size
9" x 10.875"

Printing
Web offset, perfect binding

Ad Sizes

FP bleed: 9.5" x 11.375"
(trim size: 9" x 10.875")
*For safety, keep live matter .25"
from trim edges.*

FP: 8.125" x 9.8611"

2/3: 4.945" x 9.725"

HPV: 4.945" x 7.275"

HPH: 7.5" x 4.8"

1/3SQ: 4.945" x 4.8"

1/3V: 2.39" x 9.725"

1/6V: 2.39" x 4.8"

1/6H: 4.945" x 2.35"

RG/SG: 3.5" x 2.92"
(photo: 1.87" x 2.92")

Camera Ready Art (CRA) Submissions

- PDF* file at 300 dpi (see "Accepted CRA File Format" under Prepress Guidelines)
- Color proofs must be provided. Only SWOP proofs will guarantee a color match. Laser or inkjet output is not acceptable for color-match guarantee.
- Upload CRA files to our FTP site (see "FTP Site Instructions" below)

**Native files accepted, but not preferred (see "Accepted Native File Formats" under Prepress Guidelines)*

Photo & Logo Submissions

- Photos should be TIFF* format at 300 dpi in CMYK or grayscale (72-dpi is not acceptable for any artwork. Do not use a screen shot or low-resolution image downloaded from a web site.)
- Logos should be in Illustrator EPS format
- Microsoft Word format documents are not accepted
- E-mail artwork to art@oaklandmagazine.com

**JPEG format accepted, but not preferred*

FTP Site Instructions

- Using FTP client software, log on to: <ftp.siteground117.com>
Username: adservices@oaklandmagazine.com • Password: **production**
- Place files in a folder with "Advertiser Name" and upload
- Send e-mail to art@oaklandmagazine.com letting us know files have been uploaded to the FTP site

Email/Mail Submissions

- Files, not exceeding 5MB, may be sent via e-mail to: art@oaklandmagazine.com
- Color proofs and files on CD may be delivered or mailed to:
Alameda Publishing Group, 7977 Capwell Drive, Suite 200 • Oakland, CA 94621

Prepress Guidelines

Accepted Native
File Formats



InDesign (CS2) PhotoShop (CS2)
Illustrator (CS2)



- Mac platform only
- Include ALL fonts & support files
- CMYK or grayscale

Accepted CRA
File Format



PDF



- CMYK or grayscale (No spot or PMS colors)
- Embed all fonts
- 300 dpi resolution
- Accurate bleed for Full Page bleed ads (see Ad Sizes)

Advertising That Hits Home

ALAMEDA PUBLISHING GROUP