



San Joaquin

MAGAZINE

2016 PRINT
MEDIA KIT



Audience Engagement

Celebrating **15 YEARS**

For nearly 15 years, San Joaquin Magazine has operated as the area's leading lifestyle magazine with over 80,000 monthly readers connecting with our publication in print and online. This sophisticated publication continuously provides readers with the exclusive information and resources. Our award-winning magazine highlights dynamic people, fashion, beauty, and home trends, dining, wine tasting, and boutique shopping.



SAN JOAQUIN MAGAZINE reaches local individuals and families who enjoy life's extra luxuries. Our readers are married homeowners who dine out more than 3x per week, are savvy shoppers, and invested in enjoying everything from fashion and home furnishings to fine wine and eateries. These residents want to keep up to date on what's happening throughout the area and San Joaquin Magazine spotlights those choices.



www.SanJoaquinMagazine.com

San Joaquin
MAGAZINE



How do we Stack UP

WHY LOCAL
businesses
CHOOSE
US!

San Joaquin Magazine readers choose the magazine for its **helpfulness in decision making** and continue to keep past issues for **valuable reference**.

ARE 25 TO 54
YEARS OLD

71%

MEDIAN
AGE

48.6

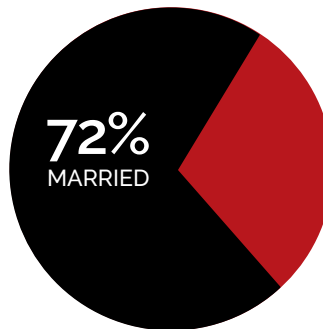
MEAN HOUSEHOLD
INCOME

\$82,000

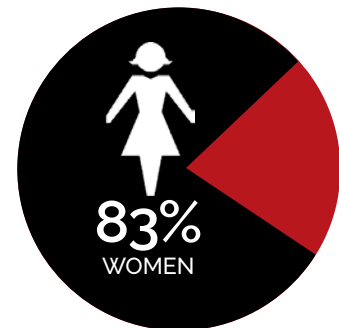
Every month, copies of San Joaquin Magazine get into the hands of decision makers through extensive direct mail and subscriber services. We also include over 450+ strategic locations for immediate pick up.

Our focused campaign ensures your advertising dollars are targeting the right clientele with more than 88,000 unique readers every month and an overwhelming increase of Digital Edition Views surpassing more than 18,000 monthly views.

MARITAL STATUS



FEMALE / MALE RATIO



OWN THEIR
OWN HOME

76%

TOTAL MONTHLY
READERSHIP

88,000



78%

TRAVEL



81%

ARTS



79%

FITNESS

San Joaquin
MAGAZINE



How do we Stack UP

San Joaquin Magazine remains the **single most trusted** and **widely read publication** in the Central Valley. While other magazines have come and gone, **San Joaquin Magazine has been, and will continue to be, the magazine our area lives by.**

3-4X

DINE OUT
PER WEEK

73%

VISIT A RESTAURANT SEEN
IN SAN JOAQUIN MAGAZINE

WE GET AROUND



THEY TAKE ACTION AFTER
READING SAN JOAQUIN

64%

RECOMMENDED A RESTAURANT/
PRODUCT/SERVICE

57%

VISITED AN
ADVERTISER'S WEBSITE

SAVED ONE OR MORE
ISSUES FOR OVER 30 DAYS

76%

PASSED MAGAZINE ONTO
SOMEONE ELSE

57%



DO *your*
HOMEWORK
AS *We Did!*

Publishing **6 different titles**, over **200** separate editions, and distributing more than **4 million copies** over these last **15 years**, it comes as no surprise why local companies consistently turn to San Joaquin Magazine's family of publications for results.

Our powerful promotional packages and partnership programs ensure that you get the most out of your advertising.

- Highest local distribution
- Enhanced editorial profiles
- Over 450 pick-up spots
- Print & Digital editions
- Multiple choices of publications

San Joaquin
MAGAZINE



Our *Publication* Family

The most trusted and widely read publications in the Central Valley

"When all's said and done, all roads lead to the same place. So it's not so much which road you take, as how you take it."

SAN JOAQUIN MAGAZINE

Proudly celebrating 15 years, San Joaquin Magazine is the area's leading lifestyle magazine. In print and online, this sophisticated monthly lifestyle publication continuously provides readers with the most exclusive information on living in San Joaquin.



WINE DINE 209

Our annual publication dedicated to wine and foodie enthusiasts. Through exploration of the area's finest, community-focused wineries and restaurants, we've cultivated a mouth-watering report covering many aspects of local food and drink, ranging from creatively named local blends, and Lodi's most affordable reds to the newest bistro's on the block- so dig in!

SJ WEDDINGS

San Joaquin Weddings has grown to become the area's most concise and comprehensive wedding guide for enjoyable planning. Through strong relationships and years of experience we compile, showcase, and share the plethora of local wedding resources found right here in San Joaquin.



SJ HOME & GARDEN

As the Central Valley continues to grow, our area welcomes all the new housing developments and established companies, businesses, and designers striving to reach home owners. Each magazine shares with our readers resources and talent that showcase San Joaquin's best.

SJ PARENTS

Our award-winning, family focused publication is created bi-monthly with San Joaquin families in mind. Our broad range of content caters to mom, dad, and the kids; informing on localized topics ranging from education, extra curricular activities, and events, to parenting hot-topics and tips, health, and everything in between.



SJ HEALTH & MEDICAL GUIDE

San Joaquin County is home to top medical professionals and state-of-the-art facilities that offer residents the most innovative, effective care available. Our annual Medical Guide reports on trending health topics, local and national advances, new treatments and procedures, as well as a detailed, inside look at the doctors, hospitals, and centers of San Joaquin that are dedicated to our greatest asset: our health.

San Joaquin
MAGAZINE



WHERE *to* FIND US

PICK UP LOCATIONS

Our MAGAZINES are plentiful and available at over 450 strategic partners throughout the Central Valley. While these locations have limited copies, be sure to subscribe to ensure every issue is delivered right to your mail box. To Subscribe or for a list of additional distribution partners, visit: SanJoaquinMagazine.com

LATHROP

River Islands Development	73 Stewart Road	Lathrop
Mikasa Sushi	15138 Harlan Rd	Lathrop

LODI

Bank of Stockton	120 W Walnut	Lodi
Bare Ranch	19877 North Davis Rd	Lodi
Berghold Winery	17343 N. Cherry Rd	Lodi
Blend Ultra Lounge	115 school st	Lodi
Cheese Central	11 N. School Street	Lodi
Classic Design Floor	2303 S. Stockton St	Lodi
Habanero Hots	1024 Victor Road	Lodi
House of Coffees	239 N Ham Ln	Lodi
Hutchins Street Square	125 S. Hutchins Street	Lodi
Inner Balance	801 S Ham Ln B	Lodi
Java Stop	321 S Hutchins Street	Lodi
Lakewood Mall	Lakewood Mall	Lodi
Lodi Chamber	35 S. School Street	Lodi
Lodi Grape Festival	413 E Lockford	Lodi
Lodi Memorial Center	975 S. Fairmont Ave.	Lodi
Lodi Wine Visitors Bureau	2545 West Turner Road	Lodi
Macchia Winery	7099 East Peltier Rd	Lodi
Micke Grove Zoo	11793 North Micke Grove	Lodi

PARTIAL PICK UP SPOTS

Mudd Mill /Blend Ultra	115 W. School St	Lodi
New & Again Consignment	210 S. School Street	Lodi
Shangri-La	203-A S. School Street	Lodi
Sycamore Lane Kennels	5111 W. Sargent Rd	Lodi
Tillies Coffee	21 W Pine Street	Lodi
Todd Franklin DDS	1208 West Tokay Street	Lodi
Van Ruiten Winery	340 West Highway #12	Lodi
Viaggio Estate Winery	100 East Taddei Road	Lodi
Weibel Winery	13 N School Street	Lodi
Wine & Roses	2505 W. Turner Rd	Lodi

MANTECA

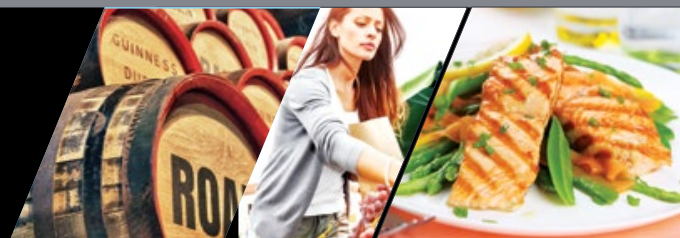
Bean & Leaf Café	1254 W Lathrop Rd	Manteca
Café Aroma	1499 W Yosemite	Manteca
Doctors Hospital	1205 E. North Street	Manteca
Ernies Restaurant	N Main St	Manteca
InShape Health Clubs	1805 E. Yosemite Avenue	Manteca
InShape Health clubs	1350 W. Yosemite Avenue	Manteca
Kaiser	Yosemite Ave	Manteca
Manteca Branch Library	320 W. Center	Manteca
Oak Valley Community Bank	191 West North Street	Manteca
Premiere Credit Union	2275 W Louise Avenue	Manteca
Rocky Mountain Chocolate	303 E Yosemite Ave	Manteca
Tipton's	169 W. Yosemite Ave	Manteca

STOCKTON

Big Valley Ford	3282 Auto Center Circle	Stockton
Buds Seafood	Lincoln Center	Stockton
Carats Jewelry	Lincoln Center	Stockton
Chase Chevrolet	6441 Holman Rd	Stockton
Combine Fitness	1419 W. Fremont St	Stockton
Commons on Thornton	10711 Thornton Road	Stockton
Creamery	5756 Pacific Ave	Stockton
DAMERON HOSPITAL	525 W. Acacia	Stockton
Delta Blood Bank	65 North Commerce	Stockton
Delta college	5151 pacific avenue	Stockton
Dickeys	5350 Pacific Ave D2	Stockton
Downtown Stockton Alliance	343 E. Main Street/first floor	Stockton
Dr Hugh Vu	1617 Saint Marks Plaza #E	Stockton
Dr. Ronald Noriesta DDS	4512 feather rivee	Stockton
Empire Theater	2353 Pacific Avenue	Stockton
Empresso Coffehouse	1825 Pacific AVenue	Stockton
Ernies General Store	Water Loo Rd	Stockton
Fleet Feet	Lincomn Center	Stockton
Gary Longs Levelers	Lincoln Center	Stockton



SanJoaquin
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WHERE to FIND US

Continued

Visit: SanJoaquinMagazine.com for more courtesy pick up locations.

STOCKTON

Haggin Museum	1201 N. Pershing Avenue	Stockton
Indulgence Salon	7610 Pacific Avenue	Stockton
InShape : Hammer	7920 Kelley Drive	Stockton
InShape Corporate Office	Downtown Stockton	Stockton
InShape Health	6. South El Dorado Street	Stockton
InShape: Marina	6545 Embarcadero Drive	Stockton
InShape: Quail Lakes	2303 W. March Lane	Stockton
JC Salon Studio	941 Willora Rd #A	Stockton
Jetter jolt	526 W. Benjamin Holt	Stockton
Kaiser	7373 West Lane	Stockton
Kids Care Dental Group	3484 Brookside Road, Suite 101	Stockton
Marina Market	3201 W> Benjamin Holt Dr #185	Stockton
Max Muscle	4343 Pacific Avenue	Stockton
Midtown Creperie	2311 Pacific Avenue	Stockton
Nothing Bundt Cakes	128 Lincoln Center	Stockton
Oakvalley Community Bank	2935 W. March Lane	Stockton
Outback Steakhouse	1243 W. March Lane	Stockton
Papapavlos	501 N. Lincoln Avenue	Stockton
Peking Restaurant	7555 Pacific Avenue Ste 115	Stockton
Performance Chiropractic	75 W March Ln	Stockton
Podestos	Lincoln Center	Stockton
Red Orchid	126 E Market	Stockton
Reserve at Spanos Park	6301 West Eight Mile Road	Stockton
Rio Las Palmas	877 East March Lane	Stockton

PARTIAL PICK UP SPOTS

River Point Landing	4950 Buckley Cove Way	Stockton
Saint Joseph	1800 North California Street	Stockton
Salon Allure	702 Porter Avenue	Stockton
Salon Avante	5759 Pacific Avenue	Stockton
Salon Concepts	3255 W. Hammer Lane	Stockton
SJ Office of Education	2901 Arch - Airport Road	Stockton
Sassy Pants	354 Lincoln center	Stockton
Siamese Street	3236 Pacific Ave	Stockton
Stockton Chamber	445 West Weber Avenue	Stockton
Sweat	Pacific	Stockton
Theadora Lingerie	354 Lincoln Center	Stockton
University Plaza Hotel	110 W. Fremont	Stockton
Waterfront Warehouse	445 W. Weber	Stockton
Wheeler Orthodontics	4568 Feather River Dr	Stockton

TRACY

Academy of Performing Arts	124 W. 10th Street	Tracy
Baristas	10th Street	Tracy
City of Tracy Civic Center	333 Civic Center Plaza	Tracy
Dr Rafat Razi	2160 Grant Line #130	Tracy
Gerards Deli	939 Central Avenue	Tracy
Great Plate	714 Central Avenue	Tracy
InShape Health Clubs	239 W. 11th Street	Tracy
InShape Health Clubs	101 S. Tracy Blvd	Tracy
Kaiser Waiting Rooms	2185 GrantLine Rd	Tracy
Mikasa Sushi	1260 Tracy Blvd	Tracy
Roasted Bean	10th Street	Tracy
Sutter Tracy	1420 N. Tracy Blvd	Tracy
Tracy Thai	Central Avenue	Tracy
Tracy Branch Library	20 E. Eaton Avenue	Tracy
Tracy Chamber	223 East 10th Street	Tracy
Tracy Grand Theater	715 Central Avenue	Tracy

FEATURED IN EVERY ISSUE: EVERY ISSUE OF SAN JOAQUIN MAGAZINE COVERS LOCAL TOPICS INCLUDING FOOD & WINE, HOME TRENDS, GETAWAYS, FASHION, EVENTS, HEALTH, FITNESS, ARTS & MORE.



SanJoaquin
MAGAZINE



FREQUENT *Advertisers*

CONSISTENT RESULTS MEAN HAPPY CLIENTS. HERE ARE SOME OF OUR VALUED CLIENTS WHO CONTINUE TO CHOOSE SAN JOAQUIN MAGAZINE

Help us **Stuff** the **Silverado** to benefit the Emergency Food Bank of San Joaquin County!

CHASE CHEVROLET 1944

Discover the chef within. Young House Development

October 13, Holiday Cookie Decorating

October 17, Farm to Fork Tour at Golden Bear Ranches

November 12, Pie Anxiety

November Special
Bikini Laser Hair Removal & Collagen Induction Therapy \$199 Initial Treatment

SHOP ONLINE! INTERNET PRICING!

Thank You for Voting Us

Friends are always interested in your dreams. Our loans help them come true.

When the diagnosis is Cancer **trust St. Joseph's**

Top quality cancer care... close to home

Dignity Heal St. Joseph's Medical C

SHOCK TOP PUMPKIN WHEAT BEER

Home Loans • Boat • RV Loan 800-941-1494 bankofstockton.com

CALLLEN CORDERO

- Bank of Stockton
- Big Bobs Flooring
- California Closets
- California Vein & Vascular
- Central Valley Dermatology
- Chase Chevrolet
- Classic Design
- Cross Fit 209
- Dameron Hospital
- Daniger Furniture
- Danz Jewelers
- Delta Sierra Beverage
- Discovery Shutters
- Doctors Hospital
- Downtown Stockton Alliance
- Gary Long Jewelers
- Haggin Museum
- Hutchins Street Square
- InShape Health Clubs
- Jackson Rancheria
- Kaiser Hospitals
- Kids Care Dental
- Lodi Memorial Center
- Lodi Wine Visitors Bureau
- Macchia Winery
- Memorial Medical Center
- Mikasa Sushi
- Oak Valley Community Bank
- Pacific Home Care
- Port of Stockton
- Ronald Noriesta DDS
- Saint Joseph's Hospital
- Salida Surgery
- San Joaquin General Hospital
- Stockton Visitors Bureau
- Stonecreek Village
- Todd Franklin DDS
- University of the Pacific
- Viaggio Estate & Winery
- Wheeler Orthodontics
- Wine & Roses
- World of Wonders Museum
- Zeiter Eye Medical Group

Effortless Home Improvement®

Classic Design FLOOR TO CEILING

After Effortless Home Improvement

Effortless Home Improvement®

We've created masterpieces for your friends... for your neighbors... Why not for you? Visit our elegant, full-service interior design showroom today and, together, let's make your home amazing.

209-334-0860 2393 S. Stockton St. • Lodi, CA www.classicdesigninc.com

Happy HOLIDAYS from the entire TODD FRANKLIN, D.D.S. T

Holiday S... Mention this ad to receive a Com... Cosmetic Evaluation! CALL TODAY (209)...

You can trust Dr. Todd Franklin to... Make your smile beautiful... Keep you and your smile healthy... Help you feel great about your smile... Utilize the best and most recent technology.

Dr. Franklin is the Program Director and Senior Instructor for the Pacific Analytic Continuum. As a teacher of dentists, he has trained hundreds of dentists all across the country.

Monthly payment options available, including no interest financing!

Learn more about Dr. Franklin and his practice by visiting www.ToddFranklinDDS.com

Artistry. Decision. Safety. Results.

Expert Surgical Non-Surgical Facials Skin Rejuvenation Breast Reconstruction Tummy Tuck Liposuction Botox Laser Resurfacing Laser Hair Removal Microdermabrasion Cellulite Reduction Facials Massage Weight Management Botox



TOP 5 REASONS

Why Magazine Advertising WORKS

1 Magazine Ads

Last: Glossy magazines find their spot on coffee tables and entertainment areas in homes, giving advertisers the opportunity for added exposure as consumers refer to the magazine multiple times.

3 Magazines Supply Credibility:

Consumers trust our established publication, as we have been their resource for over a decade.

2 Magazine Creative Connects with Readers:

Magazine ad content makes consumers desire, laugh, ponder, smile and more. Editorial teamed with beautiful ads make people react and connect with advertisers' brands.

4 Magazines Target Efficiently:

Editorial is broad, and appeals to both men and women, in multiple age brackets. The depth of our editorial reaches people of all demographics, lifestyles and interested allowing advertisers to hone in on the targets that fit their needs.

5 Magazines Engage Readers:

Magazine readers pay full and complete attention when reading our publication.



San Joaquin
MAGAZINE



Our Clients Speak Out

"San Joaquin Magazine has been successful for us. It reaches our demographic audience and has great circulation. We get a lot of calls from people who read San Joaquin magazine. We are also able to showcase our business in a high quality fashion"

Robert Walker, California Closets

"I have been using San Joaquin Magazine for well over five years now. If you are a business owner and you are looking to increase your market share, San Joaquin Magazine is the place to be. Saturation and consistency are the key elements in getting your message out and only with San Joaquin Magazine which is the Lifestyle magazine of the central valley will you be able to accomplish that. I encourage you to give them a call."

Todd Franklin, DDS

"San Joaquin Magazine is our best source of business and advertising across all mediums. We have worked with the magazine for more than 7 years and it has consistently been our #1 source for new business."

Tiffany Gomes, Classic Design Floor to Ceiling

"The San Joaquin Magazine is one of my favorite places to advertise. The magazine is pretty visible. We are happy with the design and the layout is well put together. We advertise monthly and its one of those magazines that people tell us they see everywhere. It's been a good experience. The San Joaquin Magazine is representative of the community and things that are going on within it."

Jorja Lerner, Harney Lane Winery

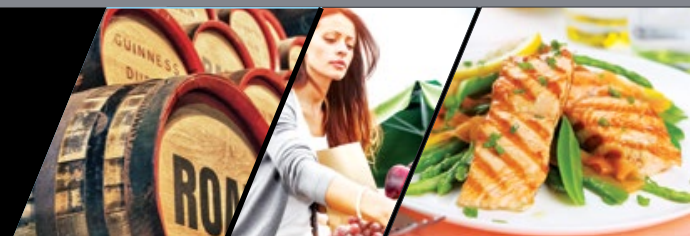
"We have advertised before in other magazines, but San Joaquin Magazine is the only publication that works for us. Customers even mention it by name!"

Susan Daniger, Daniger Furniture

"We are very happy with our business with the San Joaquin Magazine, and have worked with the publication for a few years. During the past few years, we have definitely noticed more and more referrals from customers who have seen the advertisements in the magazine."

Darlene, Dr. Inong

San Joaquin
MAGAZINE



Creating The Right Ad

Let our team of design experts create a professional looking ad for you. Even if you don't know where to start, our skilled team can capture your business in a striking and effective full-color ad. Every advertiser is important to us, and we strive to create an ad based on your input. We then create and supply you a high resolution PDF for you to review. However it is very important that we know your expectations from advertising so we can create your ad correctly.

Option 1 BRANDING DISPLAY AD

A well designed print display ad delivers high value and excellent results for businesses big and small – just as it always has. We are creating a quality ad campaign to connect with our readers. When you place your advertising in one of our publications, you know your message will reach a loyal readership, active and engaged in the community around them. 91% of all glossy magazine advertising is designed to be display advertising.

Option 2 CALL-TO ACTION AD

Sometimes immediate gratification outweighs the need of a branding ad. The initial design pieces are roughly the same, with one key element that distracts from the aesthetic design. The Addition: "An Offer You Can't Refuse"

However, we aim to design you a well balanced creative ad, while still integrating your great offer. But we will design it without star bursts, gaudy fonts and dotted lines to resemble coupons.

IMPORTANT NOTE: A poor call-to-action offer can result in poor response. 5%-10% Off, Free Consultations, Call today for specials, etc often receive poor response. Glossy magazine readers are vastly different than coupon seekers, so any call-to-actions needs the WOW Factor.

To ensure your ad creates the ROI you seek, ensure you ask everyone that comes in how they heard about you, but ensure you offer has WOW

TO GET STARTED GETTING THE RESULTS YOU DESERVE,
CALL 209.833.9989 OR VISIT
SANJOAQUINMAGAZINE.COM

California Vein & Vascular Institute
Varicose veins, leg pain, and edema affects t
California Vein & Vascular Institute, we use sta
invasive techniques for individual diagnosis and
too small or complex. Even if you have been to
options, there is hope for.

California Vein & Vascular Institute • Stephanie M. Dentoni, MD, FSVM
Certified by the American Board of Vascular Medicine and the American Board of Venous and Lymphatic Medicine
209.462.8346 • 2216 N. Calloma St., Ste C • Stockton • www.legswithoutveins.com

rediscover your beauty
Total Body MDS Spa
5059 Canal Lane | Valley Springs, CA | 209.481.4976 | www.dadsandredings.com

WAX SERVICES	Waxing - Full Body Waxing - Back Waxing - Legs Waxing - Arms Waxing - Bikini	\$9.50	\$450
SPAS SERVICES	Spa - Full Body Spa - Back Spa - Legs Spa - Arms Spa - Bikini	\$125	\$75
25% OFF			



Editorial Calendar Planning Preview 2016

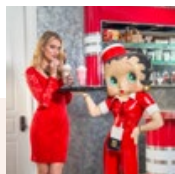


JANUARY

EDITORIAL HIGHLIGHTS
HEAT UP THE SEASON

SPECIAL ADVERTISING SECTION
MEDICAL PROFILES
ACTIVE SENIOR LIVING

ALSO PUBLISHING THIS MONTH
SJ PARENTS

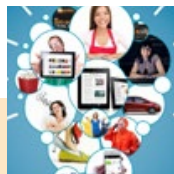


FEBRUARY

EDITORIAL HIGHLIGHTS
HOW SWEET IT IS
29 DATES IN 29 DAYS

SPECIAL ADVERTISING SECTION
VALENTINE'S DAY GIFTS
HOME IMPROVEMENT

ALSO PUBLISHING THIS MONTH
SJ WEDDINGS



MARCH

EDITORIAL HIGHLIGHTS
HOW-TO-GUIDE
SPRING FASHION

SPECIAL ADVERTISING SECTION
ACTIVE SENIOR LIVING
SALON/SPA ROUND-UP

ALSO PUBLISHING THIS MONTH
SJ PARENTS



APRIL

EDITORIAL HIGHLIGHTS
SJ WONDER WOMEN

SPECIAL ADVERTISING SECTION
WOMEN IN BUSINESS
COSMETIC TRENDS GUIDE
HOME IMPROVEMENT
PROFILES



MAY

EDITORIAL HIGHLIGHTS
ASIAN PERSUASION

SPECIAL ADVERTISING SECTION
MEDICAL PROFILES
ACTIVE SENIOR LIVING

ALSO PUBLISHING THIS MONTH
HEALTH & MEDICAL GUIDE 2016
SJ PARENTS



JUNE

EDITORIAL HIGHLIGHTS
SUMMER FASHION
BIKING SAN JOAQUIN

SPECIAL ADVERTISING SECTION
HOME IMPROVEMENT

ALSO PUBLISHING THIS MONTH
2016 CITY GUIDE

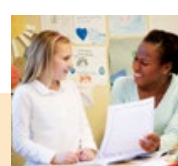


JULY

EDITORIAL HIGHLIGHTS
10TH ANNUAL
BEST OF SAN JOAQUIN

SPECIAL ADVERTISING SECTION
ACTIVE SENIOR LIVING
HALL OF FAME

ALSO PUBLISHING THIS MONTH
SJ PARENTS

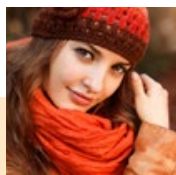


AUGUST

EDITORIAL HIGHLIGHTS
SUMMER DINING
EDUCATION

SPECIAL ADVERTISING SECTION
EDUCATION PROFILES
HOME IMPROVEMENT

ALSO PUBLISHING THIS MONTH
SJ WEDDINGS
SJ HOME & GARDEN



SEPTEMBER

EDITORIAL HIGHLIGHTS
FALL FASHION FOCUS
BEAUTY SECRETS

SPECIAL ADVERTISING SECTION
DENTAL HEALTH
ACTIVE SENIOR LIVING

ALSO PUBLISHING THIS MONTH
WINE-DINE-209
SJ PARENTS



OCTOBER

EDITORIAL HIGHLIGHTS
PET LOVER'S GUIDE
WOMEN'S WELLNESS

SPECIAL ADVERTISING SECTION
MEDICAL EXPERT PROFILES
WOMEN'S WELLNESS
HOW-TO-GUIDE
LOCAL PET ROUND-UP
HOME IMPROVEMENT



NOVEMBER

EDITORIAL HIGHLIGHTS
THANKS FOR GIVING
COMFORT FOOD

SPECIAL ADVERTISING SECTION
ACTIVE SENIOR LIVING
BRIDE GUIDE
HOLIDAY GIFT GUIDE

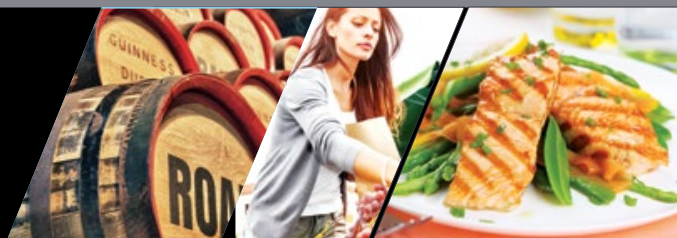
ALSO PUBLISHING THIS MONTH
SJ PARENTS



DECEMBER

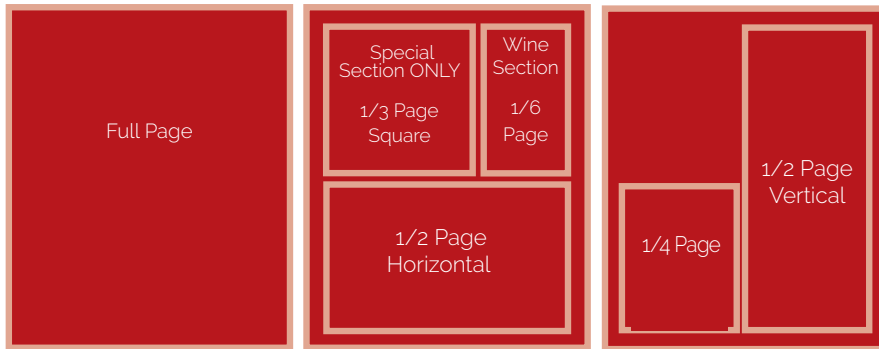
EDITORIAL HIGHLIGHTS
WINTER FASHION
HOLIDAY DINING & WINING
WINTER TRAVEL

SPECIAL ADVERTISING SECTION
HOLIDAY GIFT GUIDE
EDUCATION PROFILES
HOME IMPROVEMENT



Advertising Specs

AD SIZES



WE'RE A
BIG Deal
9" X 10.75"
WIDER
MAGAZINE
 MEANS A BIGGER AD SIZE
 AT NO ADDITIONAL FEE

ISSUANCE AND CLOSING DATES

2016 ISSUE	RESERVE BY	FINAL MATERIALS
January	December 1	December 10
February	January 1	January 8
March	February 1	February 10
April	March 1	March 11
May	April 1	April 8
June	May 1	May 12
July	June 1	June 10
August	July 1	July 11
September	August 1	August 10
October	September 1	September 9
November	October 1	October 10
December	November 1	November 11

Please Note: Special deadlines apply for ads needing typesetting or design. Contact your sales representative for information regarding free in-house design

Full page.....	9 x 10.875
1/2 page [vertical].....	3.875 x 9.625
1/2 page [horizontal].....	7.875 x 4.75
1/3 [square].....	5.125 x 4.75
1/4 page [vertical].....	3.875 x 4.75
1/6 wine section.....	2.5 x 4.75

BLEED SIZES

Page [full w/bleed]..... 9.25 x 11
Safety margin. Keep all live matter 1/4" from head and foot trim, and 1/4" from outer trim.

TRIM SIZE: 9 x 10.875

FULL PAGE W/Bleed: 9.25 x 11.

COLOR: 4C per insertion, gross

ADVERTORIALS: Full page rate

POSITIONING: Rate plus 10%

FREQUENCY: 12x per year

AD SUBMISSION

FORMAT: PDF files only.

FILE REQUIREMENTS: All files must be final, color corrected, hi-res (300 dpi).

AD SUBMISSION: Please email final PDF ads to your Sales Executive or to our **Creative Director:** art@SanJoaquinMagazine.com

DUE DATE: Final PDFs need to be submitted no later than the 10th of the month prior. Your previous ad will be placed should no new art be submitted prior to the due date. Please direct any questions about these dates to your sales representative.

IN HOUSE AD PRODUCTION: San Joaquin Magazine offers onsite production and creative services. All supplied artwork must be provided in digital, hi-res, format. Changes to new and existing ads will be subject to a nominal \$25 production fee. Production charges are in addition to advertising rates.

www.SanJoaquinMagazine.com

SanJoaquin
 MAGAZINE



Advertising Rates 2016

“ We have advertised before in other magazines, but San Joaquin Magazine is the only publication that works for us. Customers even mention it by name! ”

Susan Daniger, Daniger Furniture

2016 RATES

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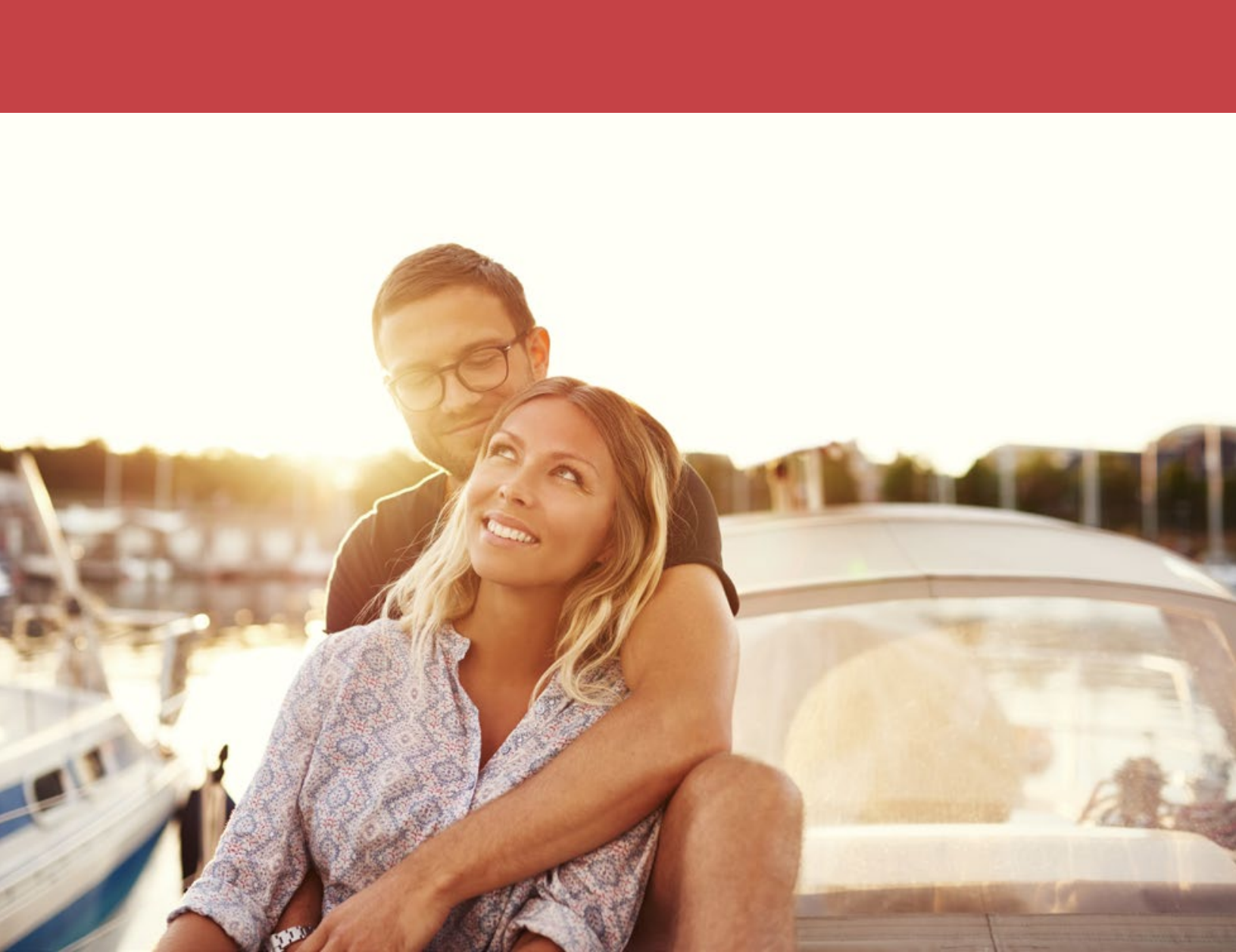
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