

H.D. *Living*

YOUR PREMIER HIGH DESERT LIFESTYLE MAGAZINE



08|09 MEDIA KIT

H.D.Living Magazine, Inc.
6630 SVL BOX Victorville, CA 92395
(760) 912-3794 | www.hdlivingmagazine.com

Welcome!

There are few places in Southern California that have experienced growth like the High Desert, and even less that have as much potential as we do here in the Victor Valley. With **High Desert Living** magazine, you now have a great way for your business to reach thousands of homeowners, business owners, area professionals and families that call the High Desert home. Targeting local communities and featuring people and places monthly that form the High Desert.

Circulation of **H.D. Living** will be throughout the Victor Valley including Victorville, Hesperia, Oak Hills, Apple Valley, Helendale, Adelanto, Phelan and Pinon Hills . H.D. Living will be available at local coffee shops, hotels, salons, professional offices, gyms, real estate offices and area medical waiting rooms.

H.D. Living will feature area business men and women, local events, local restaurants, new homes, and local residents along with local shopping hot spots and new places to go. We'll write about life and work and how our community continues to grow.

H.D. Living will be distributed to 14,000 of the newest homes and businesses in the Victor Valley, all owner-occupied single family homes along with upscale areas such as Spring Valley Lake, Desert Knolls, Oak Hills, Silver Lakes and various Gated Communities throughout the High Desert.

These residents eat, live, shop and play in the High Desert. They are the economic force in the Victor Valley bringing steady salaries and a quality "family life" and "work play" balance.

With area growth at a all time high, the High Desert is the place to be. The development of new homes, upscale shopping centers and restaurants makes living in the High Desert a place not only your family can grow but your business can too.

With H.D. Living magazine, you will be sure to reach this highly desirable target audience. Contact our sales department and reserve your space today!



Inside each issue of **H.D. Living** you will find community events, local spotlights, art and entertainment, calendar of events, local dining, and much more!

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2008-2009 Editorial Calendar

Frequency: 6X per year

2008

SEPTEMBER|OCTOBER *The Food Issue*

Advertising materials due date: July 3

Features *Fine Dining*: Featuring the High Desert's best dining destinations
Great High Desert Coffee Houses: The best places in the H.D. to grab a cup o' Joe
Back to School Shopping: The top back-to-school shopping destinations in the High Desert

NOVEMBER|DECEMBER *The Holiday Issue*

Advertising materials due date: September 4

Features *Holiday Rush*: How to keep your Holiday sanity
Winter Getaways: Five Holiday retreats
A Trendy Desert: The area's most fashionable shopping spots

2009

JANUARY|FEBRUARY *Health and Beauty*

Advertising materials due date: October 30

Features *Local Health Care*: Rating the High Desert's best healthcare options
City Spotlight: Hesperia's plans on being the High Desert's gatekeeper
Spa Trends: Treating yourself to the best area spas and salons

MARCH|APRIL *Local Business Spotlight*

Advertising materials due date: December 30

Features *Desert Dealers*: How local dealerships have become the top producers in Southern California
A Woman's World: Local women in business
City Spotlight: Victorville's big city dreams

MAY|JUNE *The Wedding Issue*

Advertising materials due date: March 5

Features *Planning the Perfect Wedding*: Tips from local experts on making your big day special
Local Wedding Resources: Guide to the best H.D. wedding resources
City Spotlight: Apple Valley, the biggest town around

In every issue:

Community Events
Local Spotlight
Art & Entertainment
Calendar of Events
Local Dining

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2008 ADVERTISING RATES

Rate base 14,000
Frequency 6X year

COVERS

Back Cover
Inside Front
Facing Inside Front
inside Back

Note: Premium positions
positions available on fir

INSIDE BOOK (color)

Spread
Full Page
2/3 V
1/2
1/3
1/4
1/6

* 1/6 space is available for a minimum 3x contract only.



ADVERTISING: All art materials must be submitted as a PDF file (sent either via e-mail, downloadable from an FTP site, or on CD-ROM). Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF. Ads with bleeds must include .125" minimum bleed on all bleed sides and registration marks embedded in the PDF placed at least .25" outside the trim edge. For best PDF results, we recommend saving PDF with presets set to "Press Quality" and a standard of "PDF/X-1a:2001." All ad materials must conform to SWOP standards. ([see www.swop.org](http://www.swop.org)).

Publisher assumes that advertiser or agency has full permission to publish all contents and subject matter of advertisement. Publisher assumes no warranty for content authorization. By submitting advertisement for publication in H.D. Living magazine, advertisers and or their representative agencies agree to hold H.D. Living magazine (and all associated employees and holdings) harmless against any claims, libel, violation of privacy, copyright, or trademark infringement, plagiarism, or violations of any federal or state law, statute, act, or regulation. Advertiser and its agency also agree to indemnify H.D. Living magazine against expenses and losses (including legal fees) resulting from any above actions.

Publisher will not be held liable for any acts of God, strikes, accidents, or other circumstances beyond Publisher's control that may result in a failure to print, publish, or distribute and circulate an issue of a magazine in which an advertisement has been accepted.

RIGHTS OF REFUSAL: All advertising copy is subject to approval from H.D. Living magazine (hereto referred to as the "Publisher"). Publisher reserves the exclusive right to reject or cancel any advertisement at any time. If publisher decides to cancel an advertisement, advertiser will not be charged for ad.

H.D. Living magazine reserves the right to refuse any ad that is of a vulgar, sexist, racist, or of otherwise degrading in nature. This decision is at the sole discretion of the publisher. If an ad is refused, the advertiser will have the option of submitting other materials, or paying half of ad rate if decision is made not to run any ad by advertiser.

CANCELLATION: An advertiser or its agency may not cancel (or alter) approved insertion orders after an issue's closing date. Cancellations or alterations in insertion orders must be made in writing, and only upon explicit approval of Publisher.

EDITORIAL SUPPORT: H.D. Living magazine supports its advertisers through editorial mentions and other inclusions in the magazine or associated materials. However, the Publisher cannot and will not guarantee inclusion of any advertiser's services or products or mention of these services or products.

ADVERTORIALS: In look, layout, or use of fonts or other identifiable, any advertisement that resembles current H.D. Living magazine editorial will not be accepted without prior agreement with Publisher. Any advertisement prepared with an editorial style will be required to place the words "advertorial" at the top.

RATES: Rates are subject to change without notice. However, rates will not affect current insertion orders, and advertisement reservations with future frequency reservations. If Publisher fails to receive payment from either advertiser or agency, both advertiser and agency will be held jointly and severally liable for such dues as Publisher is entitled to receive.

If advertiser or agency breaches any of the terms in this contract, the advertiser and/or its agency will remit payment equal to all of the Publisher's costs and expenses incurred while enforcing and or collecting these payments. All insertion orders are subject to the conditions set forth in this rate card. Signed insertion orders constitute binding contracts, subject to the conditions and provisions of this rate card. Insertion orders placed by advertising agencies constitute binding obligations of the agency whether the agency has received payment from the advertiser or not.

Page size 8.5 x 11

AD SIZES

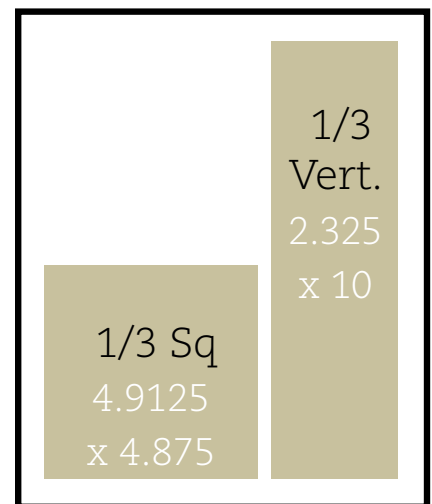
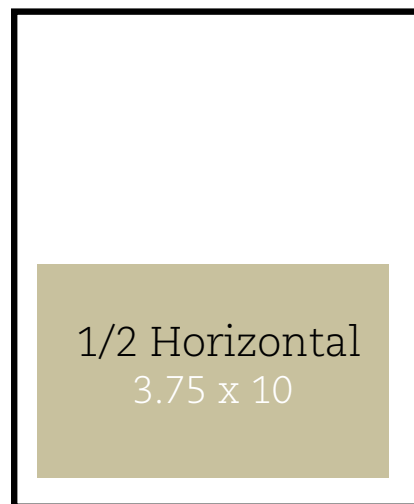
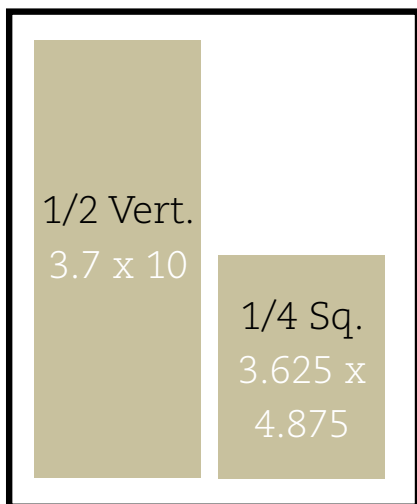
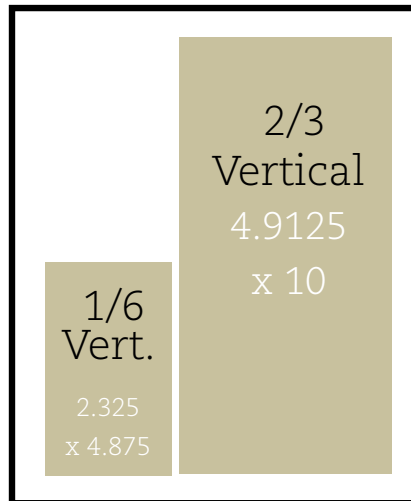
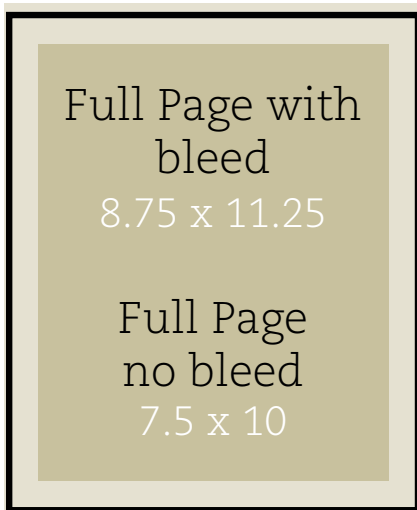
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Full Page	8.75 X 11.25	7.5 X 10
2/3 V	n/a	4.9125 x 10
1/2 H	n/a	3.7 x 10
1/2 V	n/a	7.5 x 4.875
1/3 H	n/a	4.9125 x 4.875
1/3 V	n/a	2.325 x 10
1/4	n/a	3.625 x 4.875
1/6	n/a	2.325 x 4.875

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MECHANICAL SPECIFICATIONS

Magazine trim size: 8.5 x 11



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: frankc@hdlivingmagazine.com. Ad Format Supported: CMYK Press-Ready PDF files only. Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable. Please contact (760) 912-3794 with any questions.

Graphic Design Fees:

A basic \$35 design charge will be incurred for 1x & 2x rates. Original art services, logos, drawings, etc. are not included. *H.D. Living magazine* provides basic ad assembly and layout to non-agency clients at no charge to contractual clients. 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.

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