

SANJOAQUIN ●
Business
MAGAZINE

MEDIA KIT

2008

COVERING LATHROP | LODI | MANTECA | RIPON | STOCKTON | TRACY

INTRODUCTIONS

Dear Advertiser,

Welcome to *San Joaquin Business Magazine*. Our goal with this publication is simple: to grow your company's bottom line. With a mission statement like that, San Joaquin magazine should be part of your company's ongoing marketing strategy.

If that's not enough, here are some more reasons why your company should be advertising with *San Joaquin Business* magazine:

SAN JOAQUIN BUSINESS MAGAZINE DELIVERS TO THE MOST POWERFUL EXECUTIVES, PROFESSIONALS, BUSINESS OWNERS, AND DECISION MAKERS IN SAN JOAQUIN COUNTY

With 20,000 copies distributed each issue, your message will be in the hands of those who are looking for your products or services to help add to their bottom line, increasing yours in the process.



SAN JOAQUIN BUSINESS MAGAZINE COVERS LOCAL BUSINESS LIKE NO OTHER PUBLICATION

We provide our readers with the back story—the how, who, and why of local business. We tell our readers who the power players are (and those on their way to being one), how the biggest local deals got made, what is coming on the horizon, and how their business can succeed in San Joaquin's business climate. Each issue will feature the latest trends, insights, advice, and perspectives to help their business excel.

SAN JOAQUIN BUSINESS MAGAZINE PROVIDES INFORMATION

Information is power, and San Joaquin magazine gives our readers a powerful new tool—in each issue they will find out who their competition is, what they're up to, and how their company can react to stay on top. Entrepreneurs will learn about other start-ups in the area, and what steps they're taking to succeed. San Joaquin magazine will provide inspiration, guidance, and a network of peers to help any business grow.

SAN JOAQUIN BUSINESS MAGAZINE IS GOOD ROI

We at San Joaquin Business magazine are passionate of and believe in the entrepreneurial business climate of San Joaquin County. We also appreciate and commend the bigger businesses for their ongoing support of San Joaquin's economy by taking risks, creating jobs, and helping create a better San Joaquin for everyone. We are also passionate about helping our advertisers grow their businesses. Invest in San Joaquin business magazine, and prepare for an impressive ROI (return on investment).

Sincerely,

A handwritten signature in black ink, appearing to read 'Tony Zoccoli', written in a cursive style.

Tony Zoccoli, Publisher
tony@sanjoaquinbusinessmagazine.com

EDITORIAL OVERVIEW

AGRICULTURE

San Joaquin County is one of the biggest agricultural centers in California, home to some of the largest crops of corn, avocado, walnuts, and asparagus.

BANKING & FINANCE

From insurance and accounting firms to banks and credit unions to investment companies, San Joaquin has a vibrant financial scene.

MANUFACTURING

From insulated coffee cups to commercial hamburger bun production, San Joaquin is home to a large manufacturing and production center.

HEALTH CARE

Several of the state's largest health care companies have headquarters in San Joaquin county, and cities like Stockton and Lodi are seeing an influx of medical professionals opening practices.

REAL ESTATE

Some of the Central Valley's biggest real estate development companies—residential and commercial—call San Joaquin home.

RETAIL AND RESTAURANTS

From specialized boutiques to established department stores, from corner delis to luxury restaurants, San Joaquin's savvy foodies and shoppers are finding more and more options available.

ART & ENTERTAINMENT

San Joaquin is experiencing a cultural renaissance, from the refurbished Bob Hope Theatre to the newly opened Tracy Grand to the many art galleries and museums.

TRANSPORTATION

By boat, air, rail, or highway, San Joaquin has been a delivery hub for many national and international businesses.

TECHNOLOGY

With Silicon Valley less than an hour away, many supporting hi-tech firms and entrepreneurs are using San Joaquin as their home base.

WINE

Grapes are big business in San Joaquin. Lodi and surrounding areas are fast becoming recognized for their delicious varietals, and many local grapes are used by wineries in Napa and Sonoma to create award-winning wines.

NEIGHBORS | **AGRICULTURE**



Perry and Sons Pumpkins

For over 100 years, Perry and Sons has been a family-run business in the heart of the Central Valley. The company's pumpkins are grown in the heart of the Central Valley, where the soil is rich and the weather is perfect. Perry and Sons has a long history of growing pumpkins, and their pumpkins are known for their quality and flavor. The company's pumpkins are grown in the heart of the Central Valley, where the soil is rich and the weather is perfect. Perry and Sons has a long history of growing pumpkins, and their pumpkins are known for their quality and flavor.



Dell'Osso Pumpkins

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capital ideas | **MOVERS AND SHAKERS**



IMPOSSIBLY COOL CUP

It's the only insulated coffee cup that's also a commercial hamburger bun production center. The cup is made of a special material that keeps the coffee hot and the bun fresh. The cup is made of a special material that keeps the coffee hot and the bun fresh. The cup is made of a special material that keeps the coffee hot and the bun fresh.

MOVERS & SHAKERS

Don't Lose Your Cool

Written by **CHRISTOPHER CRAWLEY**
Photo by **MIKE PUGH**

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V


Valley Visionaries

Created by **TERRY HARRIS**
Photograph by **ANDREW BRIDGES**

ONE REPRESENTS A BUSINESS COMMUNITY determined to build an urban identity in the Central Valley. The other represents a business community committed to agriculture and innovation in a rural heartland. The first is a group of men who are bringing their own vision of a new urban identity to the Central Valley. The second is a group of men who are bringing their own vision of a new urban identity to the Central Valley.



[community local arts]



The Grand Theatre

The Grand Theatre is a historic building that has been restored to its former glory. The theatre is a beautiful example of classical architecture and is a great place to see a performance. The Grand Theatre is a historic building that has been restored to its former glory. The theatre is a beautiful example of classical architecture and is a great place to see a performance.

THE ARTS SCENE IN THE CENTRAL VALLEY HAS BEEN THRIVING FOR YEARS. FROM THE GRAND THEATRE TO THE TRACY GRAND, THERE ARE MANY PLACES TO ENJOY THE ARTS. THE ARTS SCENE IN THE CENTRAL VALLEY HAS BEEN THRIVING FOR YEARS. FROM THE GRAND THEATRE TO THE TRACY GRAND, THERE ARE MANY PLACES TO ENJOY THE ARTS.

Breathing Life into the Central Valley Arts Scene

there's no business like **Show Business**

by **TERRY HARRIS**

NEIGHBORS | **WINE**



young Vines

Meet Lodi's up-and-coming young wine enthusiasts to watch

THE BLOOD OF LODI'S NEXT GENERATION OF WINEMAKERS RUNS ZINFANDEL RED, WITH A HINT OF OLD VINE TRADITION AND A SUGGESTION OF MODERN TECHNIQUES.

MANY LODI WINE FAMILIES have a long history of growing and making wine. The next generation of winemakers is bringing new ideas and techniques to the industry. The next generation of winemakers is bringing new ideas and techniques to the industry.

"You have to be up for the challenge. There's a certain business savvy that's part of the industry," says Adams. "You can't just be a farmer, you have to be a business owner."

by **TERRY HARRIS**, photos by **ANDREW BRIDGES**

ADVERTISING RATES

PREMIUM POSITION

	1X	3X	6X
Back Cover	\$3,520	\$3,300	\$3,135
Inside Front Cover	\$3,520	\$3,300	\$3,135
Inside Back Cover	\$3,410	\$3,100	\$3,025
Facing Inside Front Cover	\$3,190	\$2,750	\$2,530
Pages 2-5	\$3,190	\$2,750	\$2,530
Premium Spread	\$5,280	\$4,950	\$4,620

NOTE: Premium positions are full page, 4-color only.
Premium positions available on a first-come basis.

INSIDE BOOK (4C)

	1X	3X	6X
Full Page	\$2,600	\$2,200	\$1,695
1/2 H	1,430	1,265	935
1/4 V	825	715	521
1/8 (business card)*	n/a	465	410

*The 1/8 space is available for a minimum 6X contract only.

PAGE SIZE

TRIM: 8.375 x 10.875
BLEED: 8.5 x 11
LIVE AREA: 7.375 x 9.875

COLOR Rates are 4C per insertion, gross

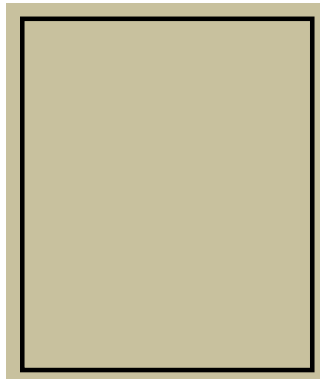
ADVERTORIAL FEE Full page rate plus \$400

POSITIONING Rate plus 20% based on availability

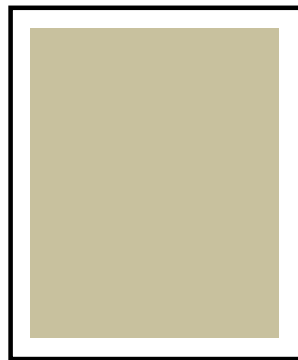
FREQUENCY 6X per year

AD CREATION

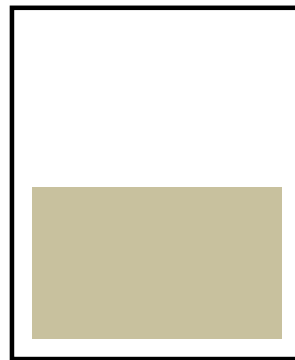
Full page \$200
Half page \$100
Quarter page \$50



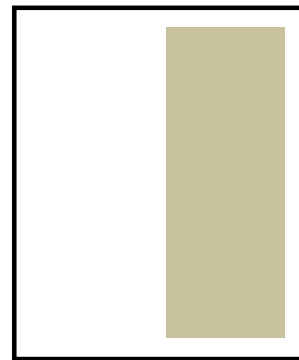
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8.5 x 11



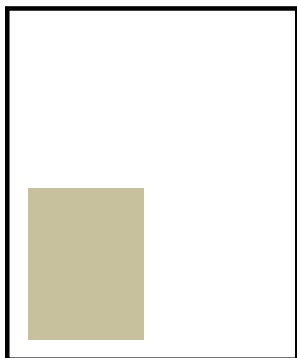
full page live
8.5 x 11



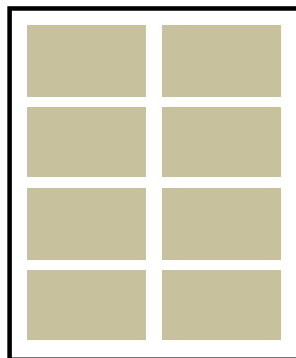
Half horizontal
7.375 x 4.25



Half vertical
3 x 9.875



Quarter page
3 x 4.25



Business card
3 x 2

ISSUE

January 15 (2008)
March 1
April 15
June 1
July 15
September 1
October 15
December 1

MATERIALS DUE DATE

December 5 (2007)
January 25
March 5
April 25
June 5
July 25
September 5
October 21

The due date shown is the last day available for camera-ready artwork to be supplied to Valley Lifestyles. If you would like us to design an ad for you, subtract another week from above dates.

SAN JOAQUIN
Business

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