

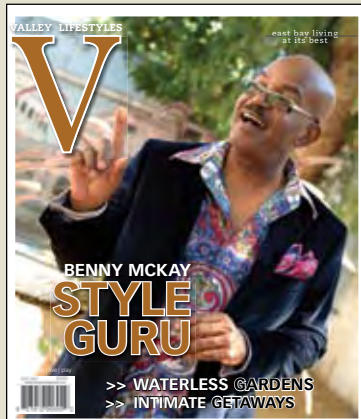
VALLEY LIFESTYLES MAGAZINE



east bay living at its best

2008 Media Kit

danville • dublin • livermore • pleasanton • san ramon • walnut creek



eat | shop | live | play

www.valleylifestylesmagazine.com



the valley reader

Valley Lifestyles magazine is designed to reach the progressive, active, and dynamic East Bay resident. This core group eat, shop, live, and play in the Valley—from Walnut Creek to Livermore—and are looking for the best life has to offer—including your products and services.

Everything about Valley Lifestyles has been brought together with our reader—your customer—in mind: the cover, the layout, font selection, and editorial content have all been selected to offer optimal benefit to our readers and an ideal vehicle for your advertising message.

the valley reader: at a glance

gender/age:

men	32 %
women	68 %
average age.....	41.2

discretionary income:

avg. household income	\$165,000
avg. personal income	\$82,000

home:

own home	79%
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home value:

> \$750,000	38%
> \$900,000	42%
> \$1,250,000	20%

home improvement plans for next 12 months:

kitchen makeover	61%
closet makeover	54%
landscape	51%
bathroom.....	37%
garage.....	27%
deck/outdoor entertainment	25%
bedroom	20%
driveway	17%
add-on.....	8%

times our readers eat out at a local restaurant, per week:

1-3	52%
3-5	42%
5-7	6%

purchased something featured in Valley Lifestyles magazine:

from an article.....	52%
from an ad.....	48%

what readers do with their copy of Valley Lifestyles magazine:

save for future reference	55%
give to a friend	45%

what readers like best about Valley Lifestyles magazine

Food & Drink	93%
Home & Garden	85%
Beauty & Fashion	85%
Health & Fitness.....	75%
Travel	65%
Advertisements	60%

shopping destinations:

Broadway Plaza	40%
NoMa boutiques	38%
Stoneridge Mall.....	51%
Danville boutiques	44%
Livermore boutiques.....	37%
Downtown Pleasanton boutiques ...	45%
Hacienda Crossings, Dublin	32%
San Francisco	35%

Data compiled from subscription requests, contest entry forms, and reader surveys



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inside *Valley Lifestyles*

Every article, every feature, and every story in *Valley Lifestyles* magazine is written and designed on the page with our reader in mind. We designed our editorial content to entertain, uplift, inform, and enlighten the Valley resident while maximizing advertiser's exposure.

editorial content

Valley Lifestyles magazine is divided into six distinct topical sections:

up front [local events & happenings]

Our best picks for places to go, people to see, and things to do in the Valley.

lifestyle [art & entertainment]

Local personalities, relationship advice, local beauty and fashion products and advice, and other articles about how to live and enjoy life to its fullest. Focus is also on local entrepreneurs and those individuals making a difference in their communities.

health and beauty [personal wellness]

Engaging the soul, mind, heart, and body through articles on health, fitness, and relaxation, and local health professionals.

living space [house & garden]

Homes of note, including local architects, interior designers, historic homes, dramatic redesigns, gardens of distinction, and more.

getaways [travel]

Whether it be an overnigher or a two-week stay, everyone needs to getaway. Our travel editor highlights the best destinations for getting cozy or just getting lazy.

sip & sup [food & drink]

Valley readers love to entertain, and we show them the best party planning tips and food and cocktail recipes for an intimate gathering or a grand fiesta. When not entertaining, our readers can be entertained at one of the Valley's finest restaurants, cocktail bars, or local hangouts.

These sections were created as an editorial vehicle for your advertising message. By reserving space in each section, you will be sure to create maximum visual impact on your desired reader and customer.



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2008 editorial calendar

(frequency: 8x per year)



JANUARY 15: Meet the new year

FEATURES:

- Facing the New Year
- Romantic dining destinations
- Poolside in Las Vegas

MATERIALS DUE DATE: December 5

MARCH 1: The Dining Issue

FEATURE:

- Out of this world eating destinations
- Restaurant listing (NEW)
- Paris in Spring

MATERIALS DUE DATE: January 25

April 15: Outdoors in the Valley

FEATURE:

- Planting a garden
- Bicycling the East Bay

MATERIALS DUE DATE: March 5

June 1: Summer fun in the Valley

FEATURE:

- Insider's guide to the Valley
- Hosting a backyard BBQ
- Father's Day Gift Guide

MATERIALS DUE DATE: April 25

July 15: Backyard Oasis

FEATURE:

- Waterfalls, pools, and ponds
- Escape the Heat: Cool indoor destinations

MATERIALS DUE DATE: June 5

September 1: Get out of town

FEATURES:

- Great getaways for weeks, days, or a weekend
- Entertainment guide

MATERIALS DUE DATE: July 25

October 15: Fall Preview Guide

FEATURES:

- Party planning: Halloween and Thanksgiving
- Fall interior design trends

MATERIALS DUE DATE: September 5

DECEMBER 1: Holiday Entertainment

FEATURES:

- Holiday cocktails
- Holiday event calendar

MATERIALS DUE DATE: October 21



Editorial Mission

Valley Lifestyle magazine's editorial mission is to provide an entertaining, enlightening, and educational resource for our readers while providing our advertisers with a quality product in which to reach these readers.

In Every Issue:

- V-list
not-to-be-missed events
- Date Planner
(special event highlight)
- Bay Tripper
(local destinations)
- Trendspotters
(local business news)
- Mixed media
(latest book reviews)
- Style File
(regional fashion and style)
- Notebook
(fashionable products and accessories)
- Profile
(meet your neighbor)
- Haute Stuff
(products for your home and garden)
- Getaways
(relaxation destinations)
- Kitchen Confidential
(fashionable products and accessories)
New for 2008!
- Wine and Dine
(exclusive restaurant listing)
New for 2008!
- Behind the Bar
(cocktail culture)
- Diary of a Suburban Queen
(the day after happily ever after)

SPONSORSHIP OPPORTUNITIES

Ask your representative how you can be an exclusive "sponsor" for any of the above sections (excluding "Diary of a Suburban Queen"), providing you prime placement and other incentives.



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circulation & distribution

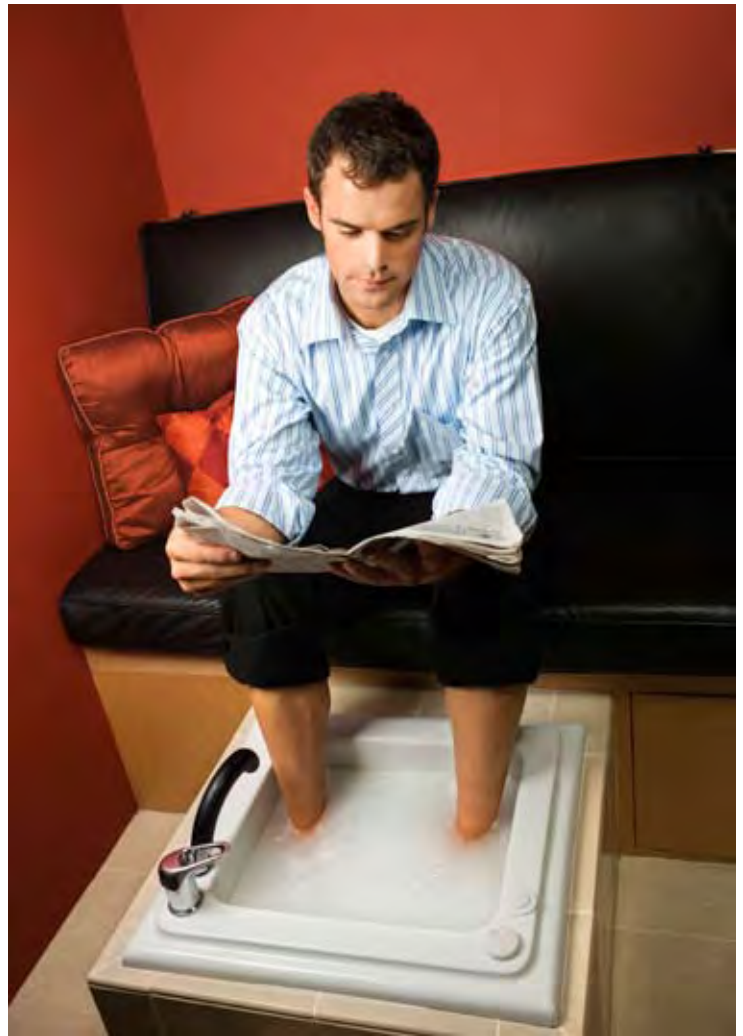
Valley Lifestyles distribution and coverage area is centered around the 680 corridor, from Walnut Creek down to Pleasanton and Livermore. Major communities we focus on include Danville (including Blackhawk), Dublin, Livermore, Pleasanton, San Ramon, and Walnut Creek.

Each issue, **30,000** copies of of *Valley Lifestyles* magazine are made available to your customers through:

- Direct mail: (22,000) *Valley Lifestyles* is direct mailed to a select number of upscale households meeting a specific criteria based on age, household income, and home worth.
- High traffic areas: (5,000) *Valley Lifestyles* magazines are made available at select high-traffic destinations in our target markets, including boutiques, hair salons, gyms, coffee shops, area businesses, hotels, and real estate offices.
- Waiting rooms: (3,000) copies of *Valley Lifestyles* can be found at area physician, dental, and cosmetic surgery waiting rooms, as well as at local Chambers of Commerce.

total readership per issue:

Valley Lifestyles magazine enjoys a 1.9 pass-along-rate. This means that close to 60,000 people read each issue of this magazine—including your ads!



Valley Lifestyle magazine readers are **affluent, upwardly mobile, active, sophisticated shoppers, and home owners** planning on home improvements. They are looking for the best products and services the Valley has to offer them.



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Valley Lifestyles magazine 2008 Advertising Rates

PREMIUM POSITION	BLEED	STANDARD	1X	4X	8X
Back Cover	9.25 x 11	7.875 x 9.625	\$3,200	\$3,000	\$2,850
Inside Front Cover	9.25 x 11	7.875 x 9.625	2,900	2,610	2,350
Inside Back Cover	9.25 x 11	7.875 x 9.625	2,900	2,610	2,350
Facing Inside Front Cover	9.25 x 11	7.875 x 9.625	2,900	2,610	2,350
Pages 2-5	9.25 x 11	7.875 x 9.625	2,450	2,205	\$1,985
Premium Spread	18.5 x 11	n/a	\$4,800	\$4,500	\$4,200

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

INSIDE BOOK (4C)	BLEED	STANDARD	1X	4X	8X
Full Page	9.25 x 11	7.875 x 9.625	\$2,295	\$1,915	\$1,595
2/3 V	n/a	5.125 x 9.625	1,795	1,495	1,245
1/2 H	n/a	7.875 x 4.75	1,395	1,195	895
1/2 V	n/a	3.875 x 9.625	1,395	1,195	895
1/3 SQ	n/a	5.125 x 4.75	990	835	695
1/4 V	n/a	3.875 x 4.75	715	595	495
1/6*	n/a	2.5 x 4.75	n/a	415	385

*The 1/6 space is available for a minimum 4X contract only.

PAGE SIZE: 9w x 10.75h
Non-bleed: 7.875w x 9.625h
Bleed: 9.25w x 11.h

COLOR: Rates are 4C per insertion, gross.

ADVERTORIAL FEE: Full page rate plus \$200.

POSITIONING: Rate plus 20%, on a first-come basis.

FREQUENCY: 8X per year (every 45 days)

DISCOUNTS:

NONPROFITS: Approved non-profit rates begin at 4X rate.
AGENCY DISCOUNTS: 15% discount to recognized agencies.

BANNER ADVERTISING (ValleyLifestylesMagazine.com)

Valley Lifestyles magazine includes a complimentary link in our online marketplace for every advertiser who reserves a 1/3 page ad or larger. Other advertisers can have a link added for \$20.00 per month. We do not accept Internet-only advertising at this time.

POSITIONING

VALLEY LIFESTYLES magazine publishes 8x 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.

ISSUE	MATERIALS DUE DATE
January 15 (2008)	December 5 (2007)
March 1	January 25
April 15	March 5
June 1	April 25
July 15	June 5
September 1	July 25
October 15	September 5
December 1	October 21

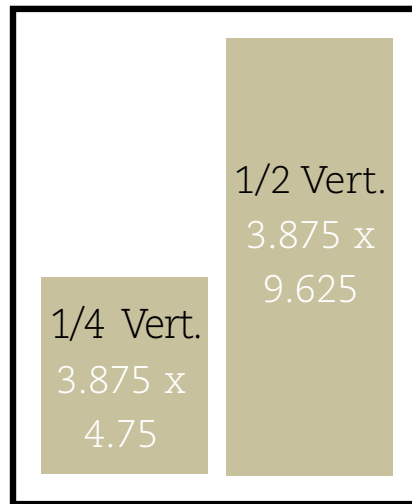
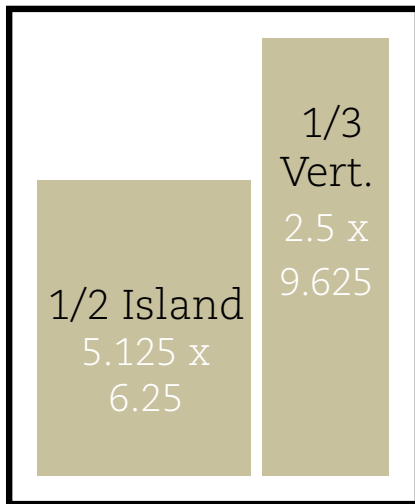
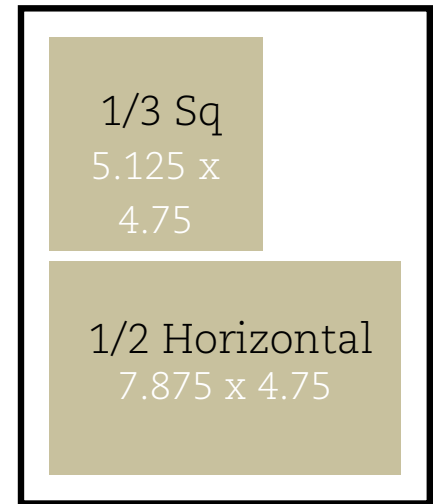
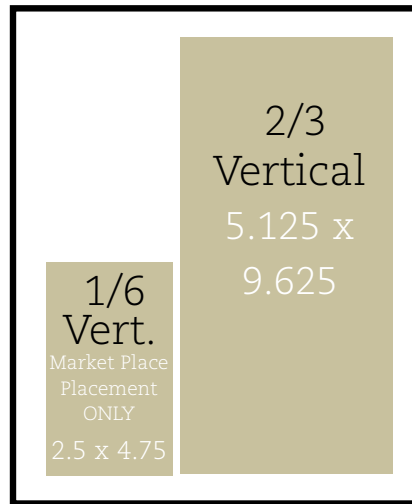
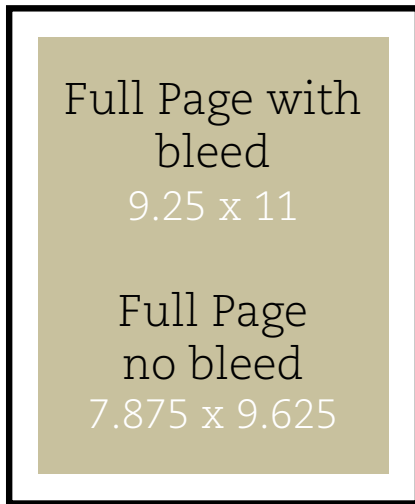
The due date shown is the last day available for camera-ready artwork to be supplied to Valley Lifestyles. If you would like us to design an ad for you, subtract another week from above dates.



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2008 mechanical specifications

Magazine trim 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.

Graphic Design Fees:

A basic \$50 design charge will be incurred for 1x & 2x rates. Original art services, logos, drawings, etc. are not included. *Valley Lifestyles 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. FTP Upload: please contact us for upload Information.



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2008 mechanical specifications

TRIM SIZE:	9w x 10.75h
BINDING:	Perfect bound
PRINTING PROCESS:	Web offset from digital files
TRIM SAFETY:	Allow 0.25 from trim size on all sides for live matter that is not meant to bleed.
LINE SCREEN:	133 lpi (300 DPI)
GUTTER:	Allow 0.5" across the gutter.

ADVERTISING MATERIAL DELIVERY:

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. We recommend saving at 600 DPI. All ad materials must conform to SWOP standards. (see www.swop.org)

E-MAIL MATERIALS TO:

art@insidemagazines.com

MAIL MATERIALS TO:

Valley Lifestyles magazine
ATTN: Production
38 W 10th Street
Tracy CA 95376

IN-HOUSE AD PRODUCTION:

Contact us if you need help in the design or layout of an ad for your business. There is a \$50 hourly charge associated with this service, two-hour minimum.

RIGHTS OF REFUSAL

Valley Lifestyles 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.

PROMOTIONAL OPPORTUNITIES

Let Valley Lifestyles be involved in your store opening, non-profit event, or other community activity or involvement. Contact us for more information.

PAYMENT

Payment is expected at time of insertion reservation, or 30 days before publication date.



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