

NORTHERN CALIFORNIA'S LIFESTYLE MAGAZINE

enjoy

“Enjoy the little things, for one day you may look back and realize they were the big things.”

Robert Brault



media
KIT
2018

FAMILY
RECREATION
BUSINESS
TRAVEL
BEAUTY

NORTHERN CALIFORNIA'S LIFESTYLE MAGAZINE

enjoy

Why
advertise
in Enjoy
Magazine?



“I LOOK AT
EVERY
AD!”

“I READ ENJOY
MAGAZINE
COVER TO
COVER!”

These are the **TOP 2** things we hear
from our readers.

Ads tell as much about the community as do the articles.

enjoy • 530-246-4687 • www.enjoymagazine.net • 1475 Placer St., Suite C • Redding CA 96001

TARGET MARKET

You can target your business to 60,000 people per month in SHASTA, SISKIYOU, TEHAMA, TRINITY and BUTTE Counties.

PASS ALONG RATE

2-3 People on average read each copy distributed: 20,000 magazines each read by 3 people = **60,000 impressions per month**

LONG SHELF LIFE

People tend to save multiple issues for long periods of time in anticipation of visiting featured locations and businesses. This results in additional viewings of your advertisement!

WHERE YOU CAN FIND US

>**COVERAGE** Find Enjoy at over 400 locations through out the North State

>DISPLAY RACKS

In many high-traffic retail and professional locations

>PLACEMENT

Distributed in hotel rooms and entertainment venues throughout the area



LOCAL COVERAGE. WORLD-CLASS CONTENT.

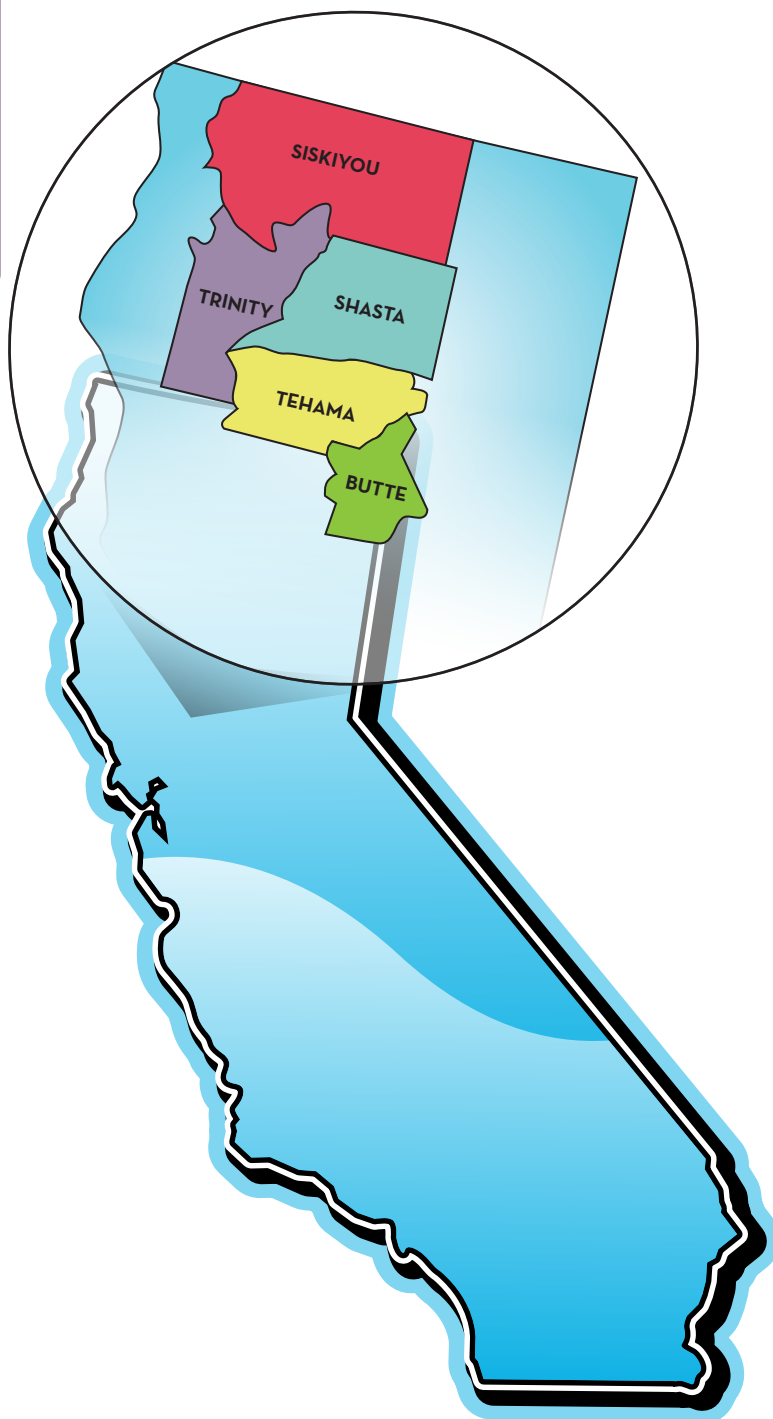
Since the fall of 2006, our complimentary magazine has featured amazing local destinations, creative and caring people, community living, family, recreation and most of all, a love of life. We all celebrate the Northern California Lifestyle and relish its many offerings. Whether you've lived here for a short time or all your life, there is plenty to learn, love and enjoy about this one of a kind area. Our view will hopefully open your eyes to the many reasons why you live in this beautiful region.

Find engaging stories from Shasta, Siskiyou, Tehama, Butte and Trinity Counties, all with a positive and uplifting editorial focus and created by a team of award-winning advertising designers.

**THINK YOU HAVE A GOOD STORY
IDEA FOR THE MAGAZINE?**

Let us know!

Email: ronda@enjoymagazine.net



THAT'S
SOME
GOOD
STUFF!

The folks at the Association of Magazine Media put together a great video, "20 Tweetable Truths About Magazine Media*," showcasing magazine vitality. Here are a few we thought were well worth sharing

92%
of U.S. adults
read magazines.

New magazines continue to be launched -
206 in 2011.

Magazine readership remains steady despite the biggest economic downturn in 80 years.

Readers enjoy reading magazine ads.

They don't pay to avoid them as they do with other media.

ANOTHER SHOW STOPPER: Magazines drive web search more than any other medium. More than internet advertising and twice that of social media.

- Consumers spend more than \$300 million each month buying magazines at newsstand.
- Magazines are the go-to source for key events...Steve Jobs...Lin-sanity...the Royal Wedding...Whitney Houston.
- Who says that teenagers only read texts? 72% of teens read magazines.
- Here's a show-stopper. Adults 34 and younger read more magazines than adults 34+.
- Magazines build buzz. They excel in reaching people who shape attitudes and behavior.
- Want real prime-time? The top 25 magazines reach more adults and teens than the top 25 prime-time TV programs.
- 61% of readers took action as a result of a magazine ad.

**MAGAZINE
ADS RANK
#1 OF ALL
MEDIA IN
DRIVING
PURCHASES.**

*From the Association of Magazine Media website: <http://www.magazine.org/insights-resources/presentations/20-tweetable-truths-about-magazine-media>

2018 EDITORIAL CALENDAR

SPACE RESERVATION CLOSING DATE

RELEASE DATE

January Issue 136: **REFRESH** November 24

December 21

February Issue 137: **ADORING** December 29

January 22

March Issue 138: **SKY'S THE LIMIT**..... January 26

February 22

April Issue 139: **DRESS CODE** February 23

March 22

May Issue 140: **HONOR ROLL** March 30

April 23

June Issue 141: **SOUND CHECK**..... April 27

May 23

July Issue 142: **LAND OF THE FREE** May 25

June 21

August Issue 143: **UNWIND**..... June 29

July 23

September Issue 144: **LEARNING CURVE**..... July 27

August 23

October Issue 145: **LIVE IT UP**..... August 31
Happy 12th birthday, Enjoy Magazine!

September 21

November Issue 146: **GATHER** September 28

October 23

December Issue 147: **TIED UP WITH BOWS**.... October 26

November 22

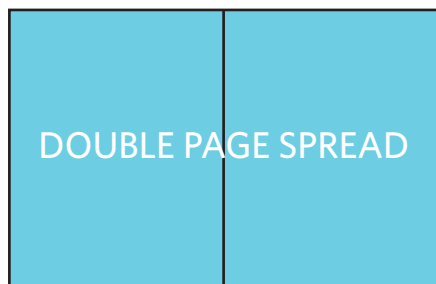
GO TO PRINT

11th of the preceding month

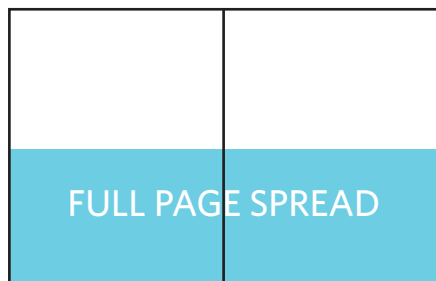
IMPORTANT AD INFORMATION:

For ads created by Enjoy, all materials must be received no later than the **1st** of the preceding month. All completed ads can be received by the **5th** of the preceding month.

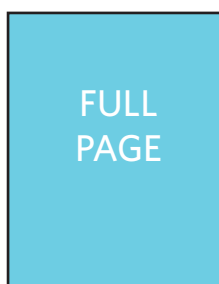
* Editorial calendar is subject to change without notification
rev. 7/28/16



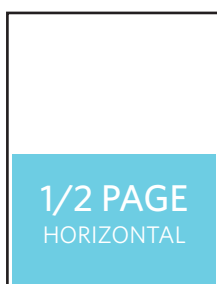
bleed size 17" x 11.125"
trim size 16.75" x 10.875"
safe area 16.25" x 10.375"



bleed size 17" x 5.56"
trim size 16.75" x 5.4375"
safe area 16.25" x 5.1875"



bleed size 8.625" x 11.125"
trim size 8.375" x 10.875"
safe area 7.875" x 10.375"



7.375" x 4.854"



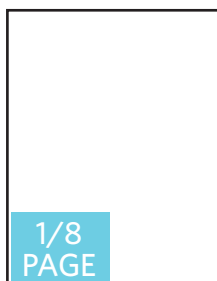
3.604" x 9.875"



7.375" x 2.344"



3.604" x 4.854"



3.604" x 2.344"

2018 PRINT SIZES & SPECS

● Advertising Sizes and Specifications

Please make sure all submitted ads and artwork fall within the following guidelines.

Color:

All final layouts must be provided in CMYK. Please convert all PMS, spot and RGB colors accordingly. Printing will be 4 color process.

Formats:

For ads that are already designed, we prefer a 300 dpi **Adobe Acrobat PDF**. We can also accept layouts in **QuarkXpress** (.qxd), **Adobe InDesign** (.indd), **Adobe Illustrator** (.ai or .eps) or **Adobe Photoshop** (.psd) **AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED. If created in Adobe Illustrator and artwork is print ready, please convert text to outlines.**

Ad Design Services:

Ad design services are available. Ask your sales representative about special rates.

If providing digital images, please provide images that are at least 300 dpi and are equal to the size needed in the ad.

Please note, we cannot pull images (including logos) off the web and use them for print ads, unless they are high res images specifically for downloading.


File Submissions:

For files 5 mb or smaller, email to info@enjoymagazine.net
For larger files and multiple files, please compress (stuff) them and upload files to our ftp site. Please contact us for site address, username and password OR mail a CD along with a color printout of the artwork to:

Enjoy Magazine
1475 Placer Street Suite C
Redding, CA 96001

2018 DESIGN FEES

rates are
per issue



Ad Layout/Alteration Fee:	\$50 for 1/8 page and 1/4 page ad design; \$100 for 1/2 page and full page ad design \$150 for DPS ad design; <i>Advertising campaign package & design concept available upon request</i>
Ad Alteration Fee:	\$50 per half hour
Stock Photo Fee:	\$25 minimum
Custom Stock Photo Fee:	Priced per picture, quote provided prior to purchase
Custom Photography Fee:	\$95 an hour, plus travel charges
With a one year contract:	First ad layout FREE (includes two revisions of initial layout) Alterations from original approved ad subject to half hour charge minimum

Ads not provided in *formats listed in Advertising Sizes and Specifications will be charged the minimum alteration fee.

**Prefer Adobe Acrobat PDF. We can also accept layouts in QuarkXpress (.qxd), Adobe InDesign (.indd),
Adobe Illustrator (.ai or .eps) or Adobe Photoshop (.psd)*

AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED.

If created in Adobe Illustrator and artwork is print ready, please convert text to outlines.

For ad alterations not received before ad deadline, we reserve the right to run previous month's ad (per your advertising agreement). Ad alterations received after ad deadline are subject to rush charges.**

*****Rush charges are billed at 150% of hourly charge for less than 24 hour notice and 200% for less than 12 hour notice.***

2018 RATE CARD WEB ADS

BANNER ADS

	1x (month)	3x
Pushdown Ad	\$120	\$108
Sidebar Ad	\$90	\$81
Wide Skyscraper Ad	\$90	\$81
Inline Ad	\$60	\$54
Business Snapshot Ad	\$30	\$27

PREMIUM DIRECTORY LISTING

Reinforce your campaign by providing a complete business listing (with SEO links), more pictures, and only the best reviews.

Upgrade today!

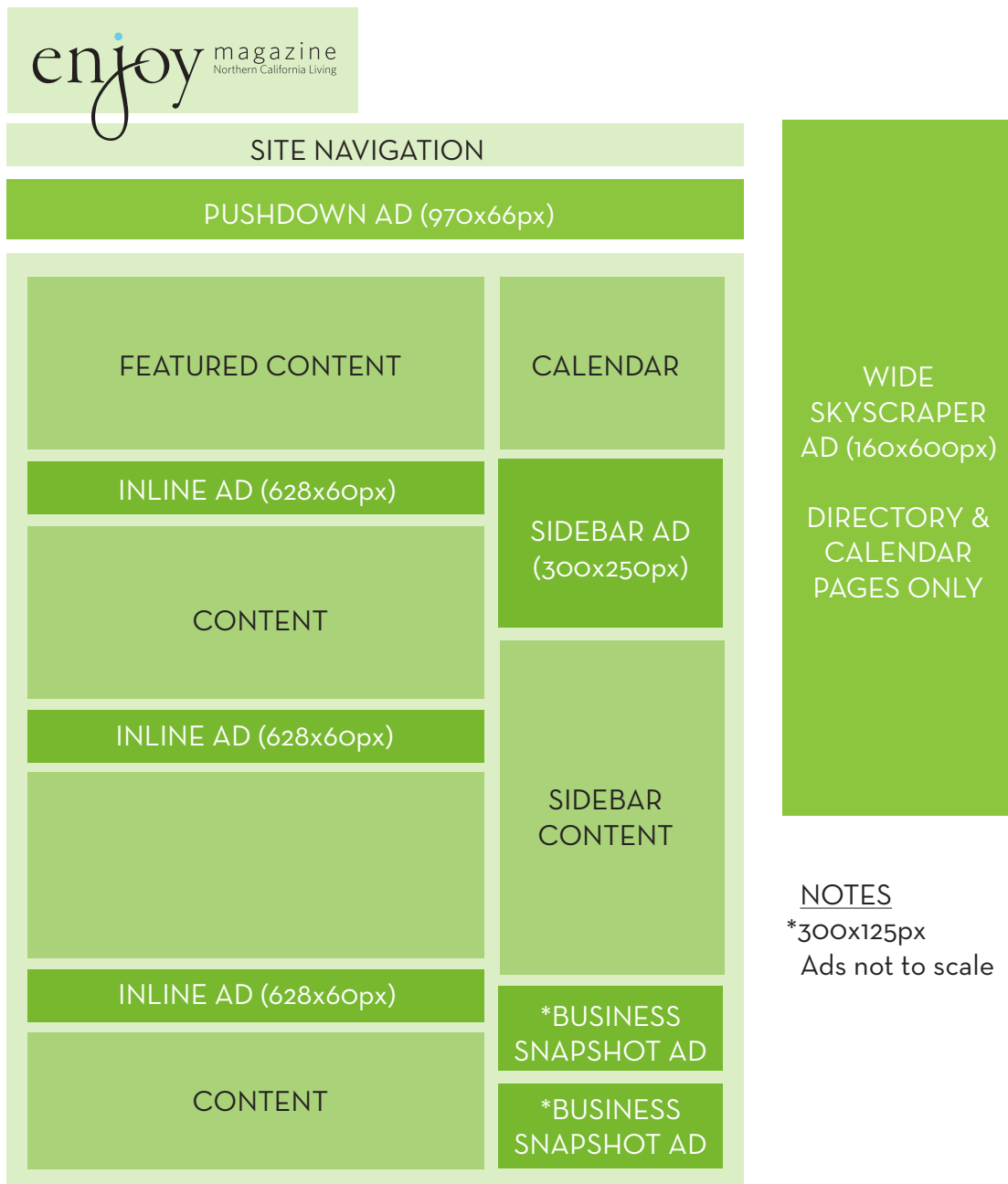
SELF SERVICE

	Express	Premium
Directory	Free	\$24.99
Event Calendar	Free	N/A

Be a part of our website with an average of *20,000+ hits monthly.

*From Google Analytics and is based on unique page views and users, NOT on bounce rate.

2018 WEB SIZES & PLACEMENT



2018
INTEGRATED
CAMPAIGNS

INTRODUCTORY DIGITAL

- Business Snapshot Ad
- Social Share

\$50
Per Month

Only \$40 per month for existing print advertisers

STANDARD DIGITAL

- Inline Ad & Snapshot Ad
- Social Media Mention

\$160
Per Month

Only \$128 per month for existing print advertisers

PREMIUM DIGITAL (Max. Engagement)

- Pushdown & Sidebar Ad
- Promoted Facebook Posts

\$330
Per Month

Only \$264 per month for existing print advertisers