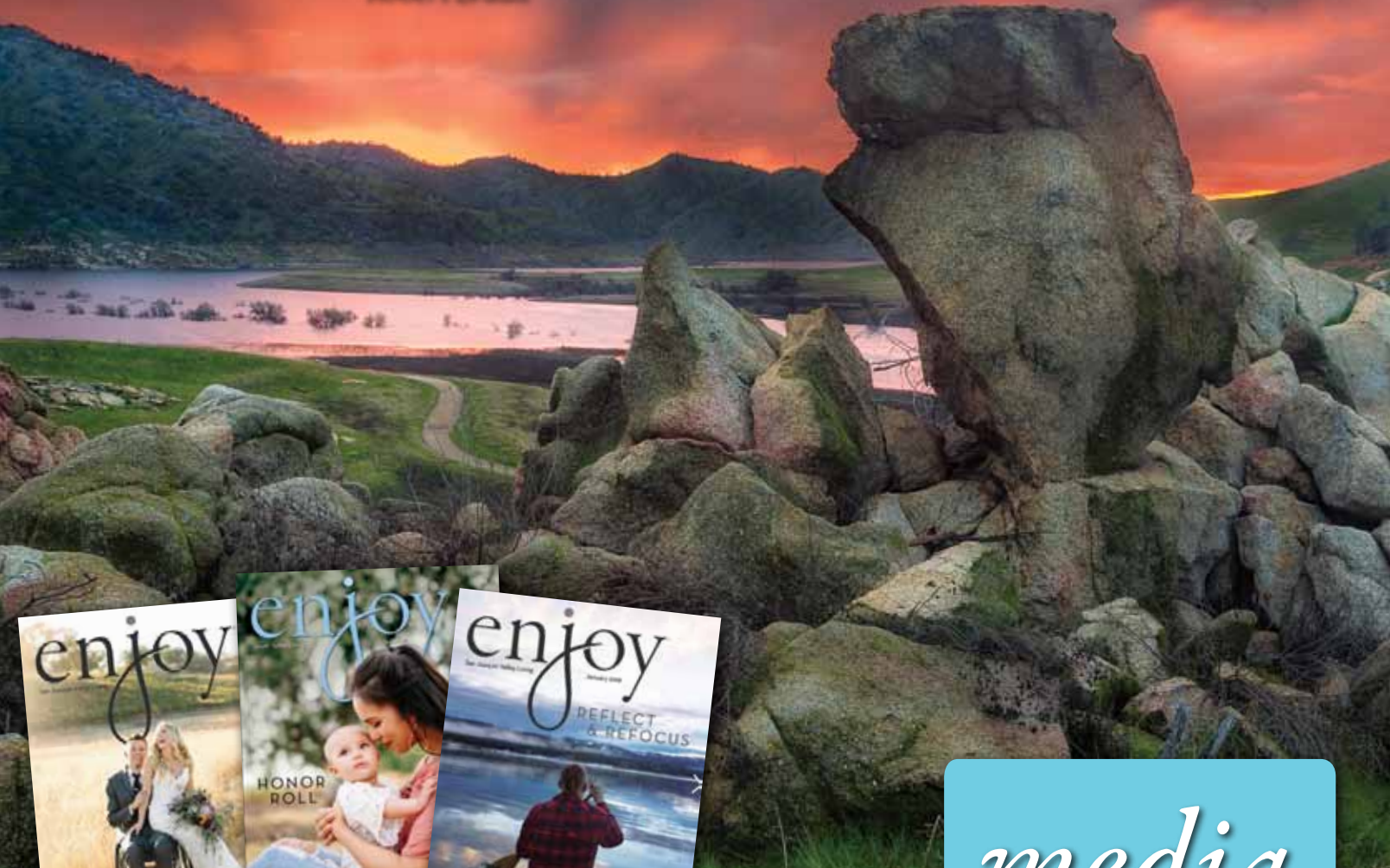


SAN JOAQUIN VALLEY LIVING

enjoy

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

Robert Brault



media
KIT 2019

FAMILY
RECREATION
BUSINESS
TRAVEL
BEAUTY

enjoy www.enjoysouthvalley.com

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.

TARGET MARKET

You can target your business to up to 45,000+ people per month in TULARE, KINGS and FRESNO counties

PASS ALONG RATE

2-3 People on average read each copy distributed: 15,000 magazines each read by 3 people = up to **45,000 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 in many high-traffic retail and professional locations throughout the San Joaquin Valley

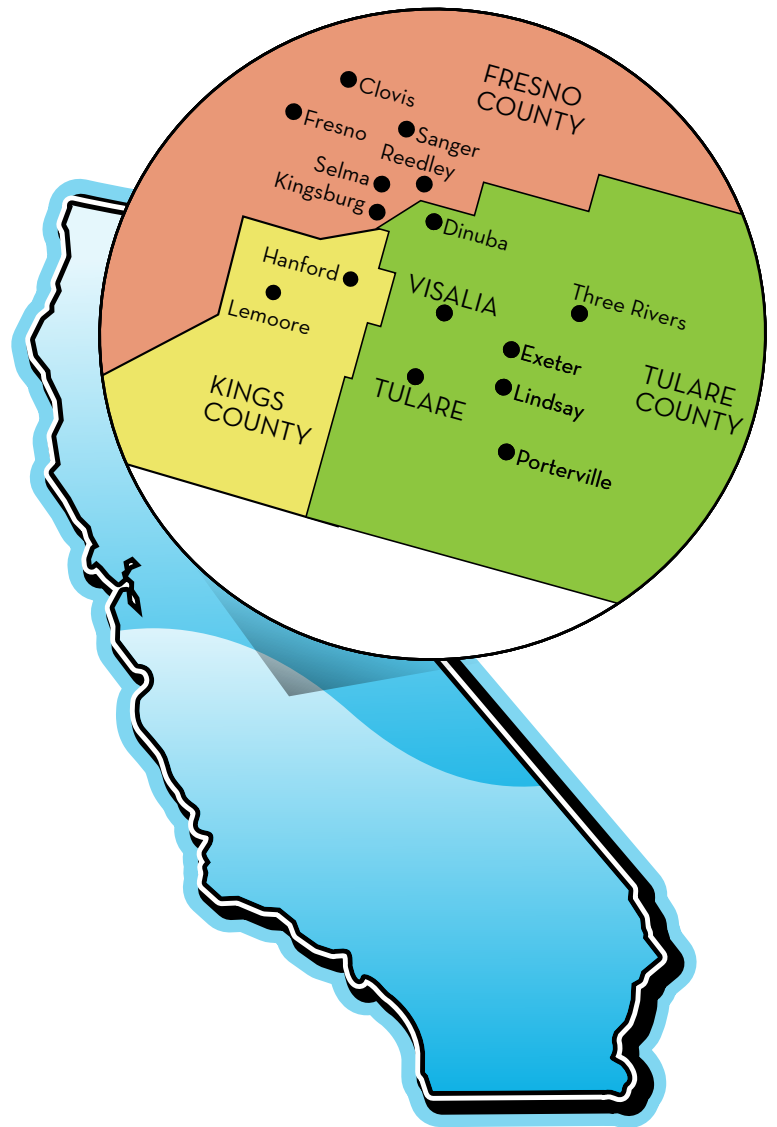
>**PLACEMENT** Distributed in hotel rooms and entertainment venues throughout the area



LOCAL
COVERAGE.
WORLD-CLASS
CONTENT.

Join us as we celebrate the San Joaquin Valley Area and all its many offerings. Our complimentary magazine has featured amazing local destinations, creative and caring people, community living, family, recreation and most of all, a love of life in the San Joaquin Valley Area. 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 open your eyes to the many reasons why you live in this beautiful region.

Find engaging stories from Tulare, Kings and Fresno 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
FOR THE MAGAZINE?**

Let us know!

Email: infosouthvalley@enjoymagazine.net

THAT'S
SOME
GOOD
STUFF!

Once again, the folks at the Association of Magazine Media have gathered some great information regarding magazine vitality. Here are a few things we thought were well worth sharing:

95%
of adults 18-29
read magazines.

Audiences for print and digital magazines
INCREASED BY
3.3 million
adults 18+ from 2016-2017

Magazine readers are the strongest everyday influencers in multiple product categories.

Readers enjoy reading magazine ads.

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

THERE'S MORE: Adults 18-49 rely on magazine media to provide them with valued information, conversation and purchase inspiration.

- Magazine readership grows long after publication date.
 - Across 1,400 advertising campaigns, magazines show the highest return on advertising dollars invested.
- Advertising in magazines raises brand awareness and purchase intent.
 - Magazine readers believe in brands—and are heavily swayed by advertising.
 - Ads in magazine media engage adults 18-49 more than ads in other media.
- Print magazine advertising is noticed and acted on regardless of size or placement.
- 65% of readers take action after seeing a print magazine ad.

ADVERTISING IN
MAGAZINE MEDIA
INCREASES SALES
ON BOTH PRINT
AND DIGITAL
PLATFORMS.

*From the Association of Magazine Media website:
https://www.magazine.org/Magazine/Research_and_Resources/Research/Magazine/Research_and_Resources_Pages/Research.aspx?hkey=c64df695-ea88-44b2-8973-e8fdefb3d82d

2019
EDITORIAL
CALENDAR



	SPACE RESERVATION CLOSING DATE	RELEASE DATE
January <i>Issue 148: REFLECT & REFOCUS</i> <i>Health Issue</i>	November 23	December 27
February <i>Issue 149: LIVE, LAUGH, LOVE</i> <i>Wedding Section</i>	December 28	January 25
March <i>Issue 150: A STITCH IN TIME</i> <i>Fabric, Fiber & Florals Section</i>	January 25	February 25
April <i>Issue 151: COWBOYS & CLASSICS</i> <i>Rodeos and Classic Cars Sections</i>	February 22	March 25
May <i>Issue 152: HONORING HEROES</i> <i>Highlighting Charitable Giving</i>	March 27	April 25
June <i>Issue 153: HAND-CRAFTED</i> <i>A Few Words on Craft Beer and Cider</i>	April 26	May 27
July <i>Issue 154: SUN-SATIONAL</i> <i>All Things Summer Issue</i>	May 24	June 25
August <i>Issue 155: GIVE PAWS</i> <i>A Little Love for our Pets</i>	June 26	July 25
September <i>Issue 156: GROWING MEMORIES..</i> July 26 <i>Home & Garden Issue</i>	July 26	August 26
October <i>Issue 157: SAVOR THE FLAVOR</i> <i>Happy 5th Birthday/Food Issue</i>	August 26	September 25
November <i>Issue 158: ACTS OF KINDNESS</i> <i>Hometown Holiday Heroes</i>	September 27	October 25
December <i>Issue 159: ALL IS BRIGHT</i> <i>Holiday Issue</i>	October 25	November 25

GO TO PRINT
10th 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 must be received by the **5th** of the preceding month.

* Editorial calendar is subject to change without notification rev. 12/28/18

**2019
PRINT RATE
SHEET** rates are
per issue



Standard Positions:

1 Issue Rate:
(per issue)

3 Issue Rate:
(per issue)

6 Issue Rate:
(per issue)

12 Issue Rate:
(per issue)

Double Page Spread	\$2,200	\$2,100	\$2,000	\$1,850
Full Page Spread	\$1,250	\$1,225	\$1,125	\$1,050
Full Page	\$1,150	\$1,125	\$1,025	\$950
Half Page (Vertical & Horizontal)	\$800	\$750	\$700	\$650
Quarter Page (Vertical & Horizontal)	\$500	\$450	\$400	\$375
Eighth Page	\$300	\$275	\$250	\$225

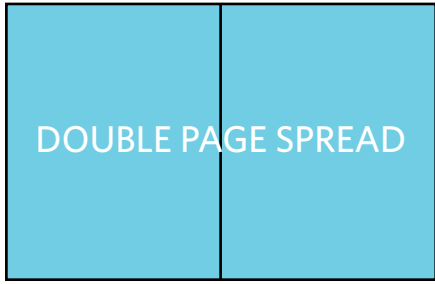
Premium Positions:

1 Issue Rate:
(per issue)

6 Issue Rate:
(per issue)

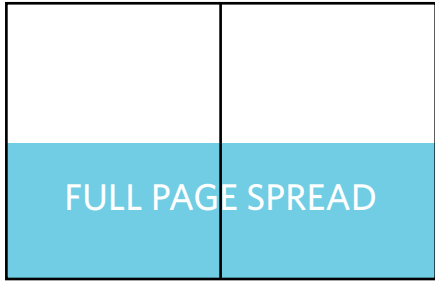
Back Cover	\$2,400	\$2,250
Inside Front Cover	\$1,800	\$1,650
Inside Back Cover	\$1,500	\$1,400
Page 2 Inside	\$1,700	\$1,500
Page 3 Inside	\$1,400	\$1,300
Page 5 Inside	\$1,300	\$1,225
Page 8 Inside	\$1,300	\$1,225
Double Page Spread - Center	\$2,500	\$2,350

- Magazine printed monthly
- Magazines distributed complimentary throughout the San Joaquin Valley area
- Current and archived issues with interactive ads available at www.enjoysouthvalley.com
- All ads are four color process.
- All prices are per issue. All rates are net.
- Multiple Standard Rate issues can be consecutive or staggered.
- Premium Positions can be contracted for 1 issue or 6 consecutive issue increments only. As a contract holder, you have first right of refusal on the spot you have purchased when your contract expires as long as your account is current.
- \$50 more per ad for special placement guaranteed, with the exception of premium positions



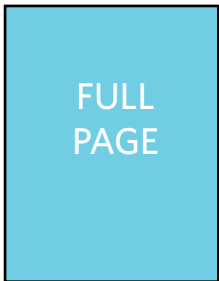
DOUBLE PAGE SPREAD

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



FULL PAGE SPREAD

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



FULL PAGE

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



1/2 PAGE HORIZONTAL

7.375" x 4.854"



1/2 PAGE VERTICAL

3.604" x 9.875"



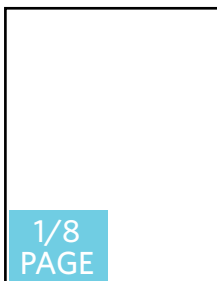
1/4 PAGE HORIZONTAL

7.375" x 2.344"



1/4 PAGE VERTICAL

3.604" x 4.854"



1/8 PAGE

3.604" x 2.344"

2019 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 **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 and you have permission to use.

File Submissions:

For files 10 mb or smaller, email to info@enjoymagazine.net
 For larger files and multiple files, please compress (stuff/zip) them and drop box or hightail them or drop off a thumb drive. You can also mail a CD/DVD along with a color printout of the artwork to:

Enjoy Magazine
 1475 Placer Street Suite C
 Redding, CA 96001

2019
DESIGN
FEES rates are
per issue



Ad Layout/Design:	\$25 for 1/8 page and 1/4 page ad design; \$50 for 1/2 page and \$100 for full page ad design; <i>Advertising campaign package & design concept available upon request</i>
Ad Alteration Fee:	\$15 - 1/8 & 1/4 Pg • \$25 - 1/2 Pg • \$50 - Full Page
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 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.*