

NORTHERN CALIFORNIA

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JANUARY 2020

MEDIA KIT

## 2020 MEDIA KIT

*family • recreation  
business • travel • beauty*

530-246-4687 • [www.enjoymagazine.com](http://www.enjoymagazine.com) • 1475 Placer St., Suite C • Redding CA 96001



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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 the articles do.*

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## TARGET MARKET

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

## WHERE YOU CAN FIND US

### 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**

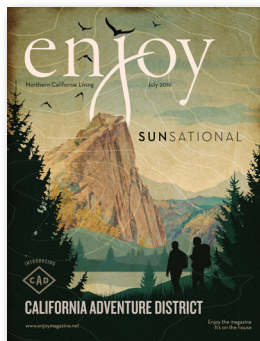
### LONG SHELF LIFE

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!

>**COVERAGE** Find Enjoy at over 500 locations throughout the North State

>**DISPLAY RACKS**  
In many high-traffic retail and professional locations

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



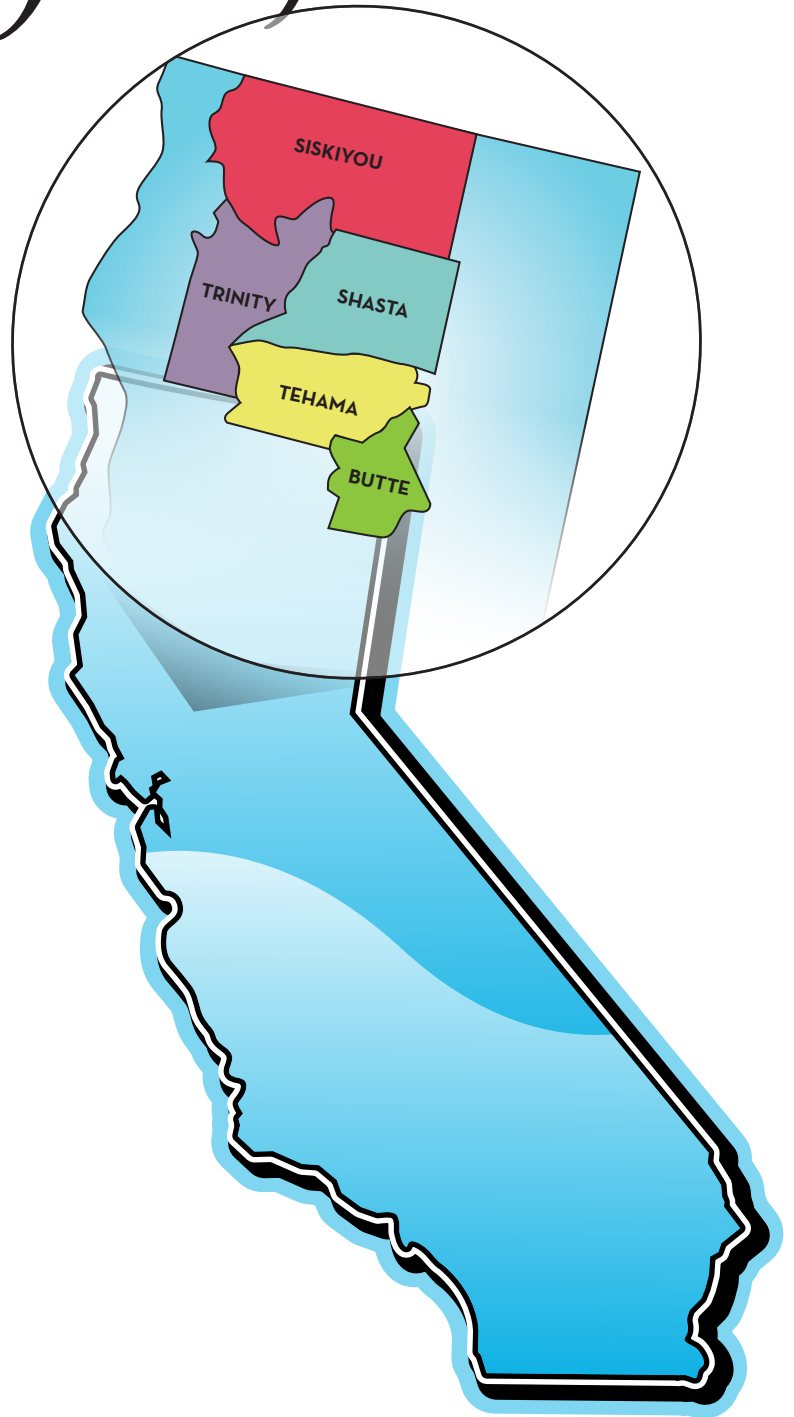
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LOCAL  
COVERAGE.  
WORLD-CLASS  
CONTENT.

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, as well as some of the outlying areas in Northern California, 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: [info@enjoymagazine.net](mailto:info@enjoymagazine.net)

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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: [http://www.magazine.org/sites/default/files/MPA-FACTbook2018-19-web\\_o.pdf](http://www.magazine.org/sites/default/files/MPA-FACTbook2018-19-web_o.pdf)

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## 2020 EDITORIAL CALENDAR

ISSUE MONTH AND THEME	SPACE RES. CLOSING DATE	RELEASE DATE
<b>January</b> Issue 160: <b>JUST BREATHE</b> ..... <i>Health/Wellness</i>	November 22	December 27
<b>February</b> Issue 161: <b>LOVE LETTERS</b> ..... <i>Wedding/Valentines</i>	December 27	January 24
<b>March</b> Issue 162: <b>CLEAR THE CLUTTER</b> ..... <i>Renew/Revitalize</i>	January 24	February 24
<b>April</b> Issue 163: <b>BUCKLE UP</b> ..... <i>Kool April Nites/Rodeo</i>	February 21	March 24
<b>May</b> Issue 164: <b>ADVENTURE AWAITS</b> ..... <i>Head Start to Summer</i>	March 25	April 24
<b>June</b> Issue 165: <b>VITAMIN SEA</b> ..... <i>Fun at the Coast</i>	April 23	May 23
<b>July</b> Issue 166: <b>WILD AND UNTAMED</b> ..... <i>California Adventure District</i>	May 25	June 24
<b>August</b> Issue 167: <b>UNDER THE STARS</b> ..... <i>Get Outside</i>	June 24	July 24
<b>September</b> Issue 168: <b>LIVE WITHOUT LIMITS</b> ..... <i>NorCal Bike and Walking Trails</i>	July 24	August 26
<b>October</b> Issue 169: <b>LASTING LEGACY</b> ..... <i>Enjoy Celebrates 14 Years</i>	August 24	September 23
<b>November</b> Issue 170: <b>MOUNTAINS ARE CALLING</b> ... <i>Snow/Winter Activities</i>	September 24	October 23
<b>December</b> Issue 171: <b>A THRILL OF HOPE</b> ..... <i>Holidays</i>	October 23	November 24

### 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 must be received by the **5th** of the preceding month.

\* Editorial calendar is subject to change without notification  
rev. 10/23/19

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## 2020 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	\$2,550	\$2,425	\$2,300	\$2,050
Full Page Spread	\$1,700	\$1,450	\$1,350	\$1,250
Full Page	\$1,500	\$1,300	\$1,200	\$1,050
Half Page (Vertical & Horizontal)	\$1,000	\$875	\$800	\$725
Quarter Page (Vertical & Horizontal)	\$700	\$525	\$450	\$425
Eighth Page	\$500	\$325	\$300	\$250

### Premium Positions:

**1 Issue  
Rate:**  
(per issue)

**6 Issue  
Rate:**  
(per issue)

Back Cover	\$2,100	\$2,000
Inside Front Cover	\$2,075	\$1,900
Inside Back Cover	\$1,725	\$1,600
Page 2 Inside	\$1,950	\$1,725
Page 3 Inside	\$1,625	\$1,500
Page 5 Inside	\$1,500	\$1,400
Page 8 Inside	\$1,500	\$1,400
Double Page Spread - Center	\$2,875	\$2,700

- 20,000 magazines printed monthly.
- Magazine racks throughout Shasta, Siskiyou, Tehama, Trinity and Butte Counties.
- Current and archived issues with interactive ads available at [www.enjoymagazine.net](http://www.enjoymagazine.net).
- 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



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## 2020 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.

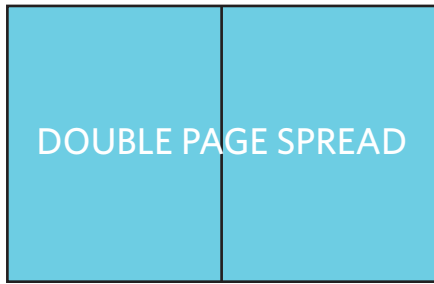
If providing digital images, please provide images that are at least 300 dpi and are equal to the size needed in the ad.

**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](mailto: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:

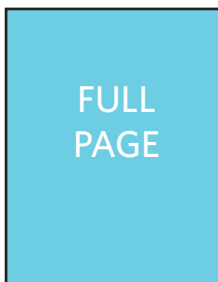
Enjoy Magazine  
1475 Placer Street Suite C  
Redding, CA 96001



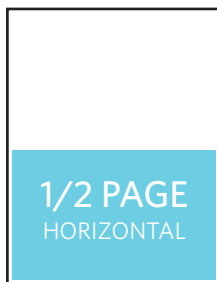
bleed size 17" x 11.125"  
trim size 16.75" x 10.875"  
safe area 16.25" x 10.375"



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"



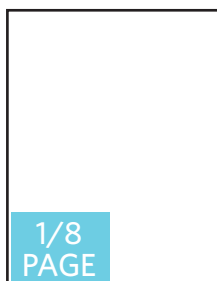
3.604" x 9.875"



7.375" x 2.344"



3.604" x 4.854"



3.604" x 2.344"



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## 2020 DESIGN FEES

rates are  
per issue

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

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***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.***