

SAN JOAQUIN VALLEY

enjoy[®]

JANUARY 2020

MEDIA KIT

2020 MEDIA KIT

*family • recreation
business
travel • beauty*

530-246-4687 • www.enjoysouthvalley.com

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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 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: 17,000 magazines each read by 3 people = up to **51,000 impressions per month**

LONG SHELF LIFE

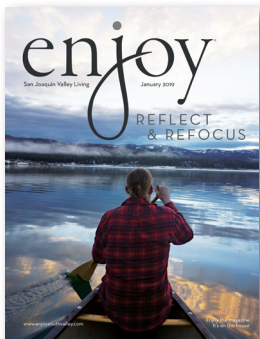
People tend to save multiple issues for long periods of time in anticipation of visiting featured locations and businesses. This results in additional viewings of your advertisement!

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



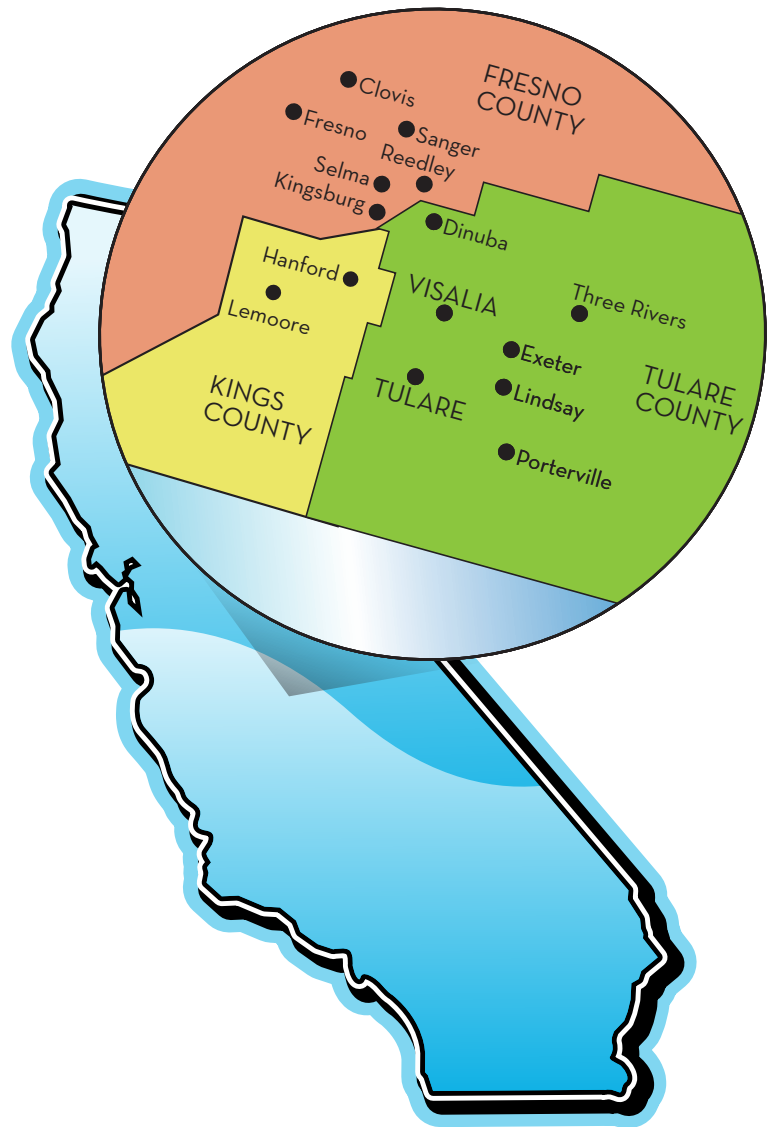
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LOCAL COVERAGE. WORLD-CLASS CONTENT.

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

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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

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2020 EDITORIAL CALENDAR

ISSUE MONTH AND THEME	SPACE RES. CLOSING DATE	RELEASE DATE
January Issue 63: JUST BREATHE <i>Health/Wellness</i>	November 22	December 27
February Issue 64: LOVE LETTERS <i>Wedding/Valentines</i>	December 27	January 24
March Issue 65: CLEAR THE CLUTTER <i>Renew/Revitalize</i>	January 24	February 24
April Issue 66: BUCKLE UP <i>Kool April Nites/Rodeo</i>	February 21	March 24
May Issue 67: ADVENTURE AWAITS <i>Head Start to Summer</i>	March 25	April 24
June Issue 68: VITAMIN SEA <i>Fun at the Coast</i>	April 23	May 23
July Issue 69: WILD AND UNTAMED <i>California Adventure District</i>	May 25	June 24
August Issue 70: UNDER THE STARS <i>Get Outside</i>	June 24	July 24
September Issue 71: LIVE WITHOUT LIMITS <i>NorCal Bike and Walking Trails</i>	July 24	August 26
October Issue 72: LASTING LEGACY <i>Enjoy Celebrates 14 Years</i>	August 24	September 23
November Issue 73: MOUNTAINS ARE CALLING <i>Snow/Winter Activities</i>	September 24	October 23
December Issue 74: A THRILL OF HOPE <i>Holidays</i>	October 23	November 24

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. 10/24/19

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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	\$2,200	\$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

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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.

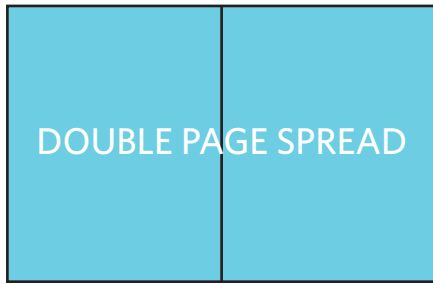
If providing digital images, please provide images that are at least 300 dpi and are equal to the size needed in the ad.

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:

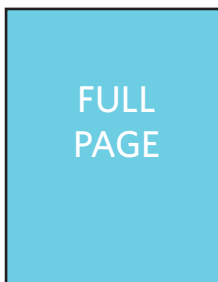
Enjoy Magazine
1475 Placer Street Suite C
Redding, CA 96001



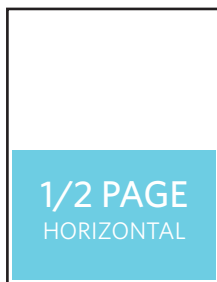
bleed size 17" x 11.125"
trim size 16.75" x 10.875"
safe area 16.25" x 10.375"



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"



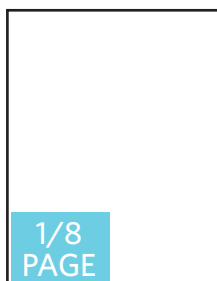
3.604" x 9.875"



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

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; Advertising campaign package & design concept available upon request
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.**