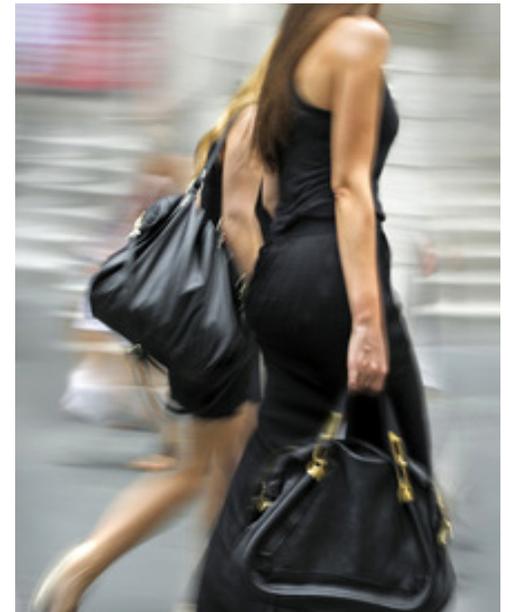




# walnut creek

M A G A Z I N E

2020 MEDIA KIT



## ABOUT US

*Walnut Creek Magazine* is a savvy city publication dedicated to connecting the communities of the East Bay with smart stories on digital, print, and social media platforms. Whether you're looking for food and drink, art and culture, events and hotspots, or business trends and travel ideas, *Walnut Creek Magazine* is your guide to the city and region. A trusted resource for over a decade, *Walnut Creek Magazine* is locally owned and operated.

## CITY & REGION

Walnut Creek's central location in the heart of the San Francisco East Bay makes it ripe for investment and development. A regional hub, the city features a walkable downtown, world-class shopping, dining, and culture, plus top performing schools, public transportation, and the most open space per capita in California—almost 3,000 acres. It adds up to an enviable place to live, work, and play.

## CONTACT

KESSLER COMMUNICATIONS, INC.  
WALNUT CREEK MAGAZINE  
PUBLISHER: PAM B. KESSLER  
PO BOX 5550, WALNUT CREEK, CA 94596  
(925) 212-5146  
PUBLISHER@WALNUTCREEKMAGAZINE.COM

## AUDIENCE

From the treadmills of local health clubs to the rooftop patios at local apartments to the backyards in secluded neighborhoods, Walnut Creek Magazine readers are affluent, engaged, and accomplished.

**25-65** Years Old

**85%** College Graduates

  
**75%**  
are Female

  
**20%**  
are Male

**70%**  
Own a Home Valued  
Over \$800k

**\$150,000**  
Average  
Household Income

**30%**  
Rent

**\$2,250**  
Average for a One-Bedroom  
Apartment

# EDITORIAL CONTENT

WALNUT CREEK MAGAZINE COVERS THE PEOPLE, FOOD, CULTURE, ARTS AND ENTERTAINMENT, FASHION, LIFESTYLE, AND NEWS THAT DEFINE THE REGION WITH A SIGNATURE MIX OF JOURNALISM, PHOTOGRAPHY, AND DESIGN. THESE ARE EXAMPLES OF TYPICAL SECTIONS AND STORIES IN EACH ISSUE.

**TALK OF THE TOWN:** Local business news plus interviews with movers, shakers, artists, and others. \*On the Horizon: happenings, announcements, & things to know about. \*What's in Store: an insider's guide to retail & restaurant openings and closings. \*City Revealed: behind the scenes stories about topics that impact daily life.

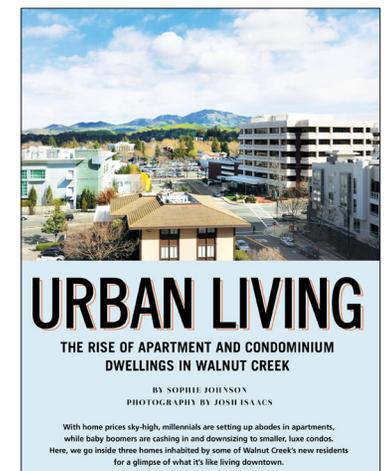
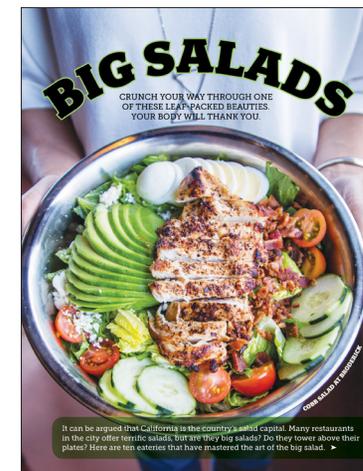
**TRAVEL:** From luxe destinations to glamour camping and coastal retreats, we take you on an array of amazing getaways. • Native Knowledge: expert writer's guide you on where to stay, what to do, and where to eat. • Profiles: interviews with winemakers, hotel managers, restaurateurs, and local chefs.

**WHERE & WHEN:** A curated guide to top Northern California art exhibits, music festivals, comedy shows, and theater performances. \*Must-do speaker series, culinary and wine events, county fairs, dance acts, and cinema screenings. \*Profiles: interviews with directors, conductors, producers, and actors.

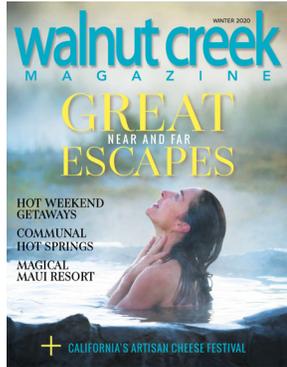
**SHOP:** We find the hottest looks, latest products, and shopping spots. • Beauty Profiles: fashion designers, boutique owners, models, makeup artists, and hair salons. • Style: professional models star in seasonal fashion spreads curated from local retailers.

**EAT + DRINK:** Local restaurants, recipes, menus, and venues. \*Cappuccinos, craft beers, martinis, sports bars and clubs. • Profiles: chefs, mixologists, restaurant and bar owners. \*What's in Season: a guide to fruits and vegetables at weekly farmers' markets. • Dining Guide: most comprehensive places in Walnut Creek, Alamo, Pleasant Hill, Concord and Lafayette to eat and drink.

**REAL ESTATE:** Exclusive stories about a city in transition, downtown development, and residential neighborhoods from an insider's perspective. \*Tour new apartment buildings, meet new residents, and go inside sprawling ranch homes. \*Gardening tips, native landscaping, sustainable living and more.



# EDITORIAL CALENDAR



## WINTER

Materials due: 2/14/20

\*Release date: 3/6/20

### FOCUS

Health & Beauty Issue  
Wellness Travel  
Destinations  
Spa Treatments  
Natural Hot Springs  
Maui Magic  
Citrus Season



## SPRING

Materials due: 4/17/20

Release date: 5/7/20

### FOCUS

Architecture Awards  
Urban Development  
Inside Local  
Neighborhoods  
Prime Properties  
Ultimate Foodie Guide



## SUMMER

Materials due: 6/12/20

Release date: 7/10/20

### FOCUS

Fashion Issue  
Local Adventures  
Concerts & Festivals  
Pet-Friendly Places  
Best Barbecue  
Ice Cream Round-up



## FALL

Materials due: 8/14/20

Release date: 9/10/20

### FOCUS

Food Issue  
Chef Profiles  
Best Schools  
Soccer Season  
Wine Country Getaways  
Weekend Brunch



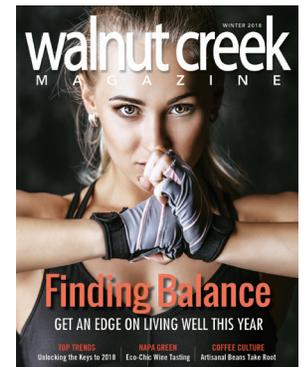
## BEST OF WC 2020

Materials Due: 11/6/20

Release Date: 12/4/20

### FOCUS

Reader's Choice Awards  
Holiday Gift Guide  
DIY Centerpieces  
Interior Design  
Coastal Escapes  
Chef Recipes



## WINTER 2021

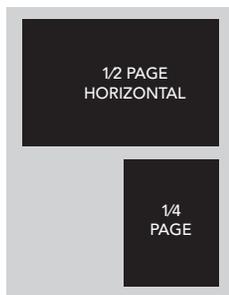
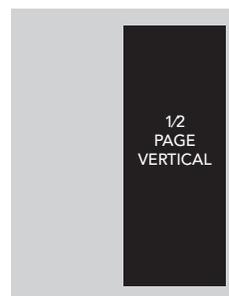
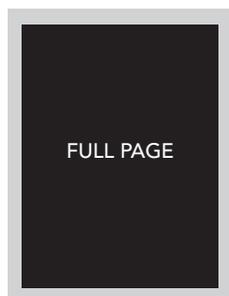
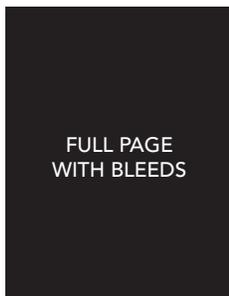
Materials due: 1/6/21

Release date: 2/05/21

### FOCUS

Winter Wellness  
Trendy Foods  
Boutique Gyms  
Craft Cocktails  
Big Salads  
San Francisco Staycations

ADVERTISING RATES	1 Issue	3 Issues	6 issues
	(PRICE X 1)	(PRICE X 3)	(PRICE X 6)
BACK COVER	\$3600	\$3200	\$2800
INSIDE FRONT/BACK COVER	\$1800	\$1600	\$1400
FULL PAGE	\$1600	\$1400	\$1200
2/3 PAGE	\$1300	\$1100	\$900
1/2 PAGE	\$1100	\$900	\$700
1/3 PAGE	\$900	\$700	\$500
1/4 PAGE	\$600	\$500	\$400



SIZE	TRIM (W X H)
FULL PAGE BLEEDS	8.375" X 10.875"*
FULL PAGE	7.25" X 9.625"
1/2 PAGE VERTICAL	3.5" X 9.625"
1/2 PAGE HORIZ.	7.25" X 4.6875"
1/4 PAGE	3.5" X 4.6875"
1/3 PAGE VERTICAL	2.5" X 9.625"
2/3 PAGE...???	

\* Please keep text and images 1/8" from edges. Add 1/8" to all sides for bleeds.

**DESIGN:**  
 Ad design is included in print advertising rates. This includes one hour of design work. Anything requiring more than one hour of design, will be billed at \$50 per hour. Submit ads in high resolution digital format: PDF/X-1a, TIFF, or JPEG (300dpi). Rates are subject to change without notice. Invoices are due upon receipt.

## AMPLIFY YOUR MESSAGE ONLINE

Exciting things are happening at walnutcreekmagazine.com. If you visit us regularly, you've probably noticed we have created an online experience that is becoming as valuable to advertisers as our print edition. Explore the fresh content. Add your business to the online directory. Post events. Take advantage of sharing your message with a new audience with a banner ad or article.

### BANNER ADS (prices quoted are per week)

Our digital ads rotate on most pages to give advertisers maximum exposure and a wide range of viewers. Ads can also be viewed on our digital edition and mobile devices.

300,000 Web Impressions / 45,000 Page Views

PUSHDOWN	\$200
SKYSCRAPER	\$100
SIDEBAR	\$100
INLINE	\$50
SNAPSHOT	\$50

### ADVERTORIAL ARTICLES

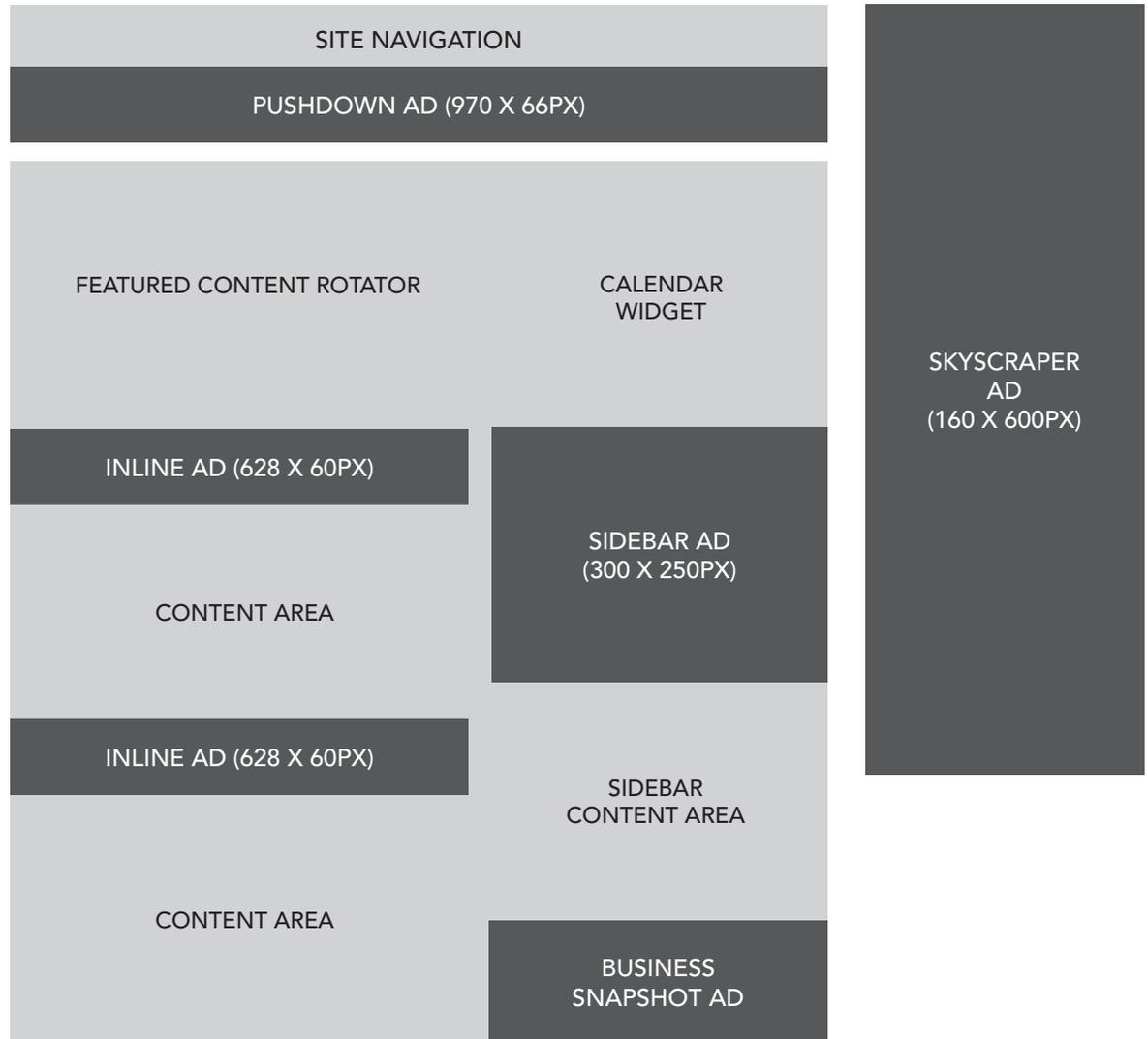
FULL PAGE \$500 per month (500 words)

1/2 PAGE \$250 per month (250 words)

Submit copy of approximately 500 words to be showcased online and include your logo, image, as well as a link to your website. This content can be promotional for your business or a nonprofit you support. Subject to approval and minor editing.

### SOCIAL MEDIA BOOST

Expand your marketing message with a social media post on *Walnut Creek Magazine's* Facebook or Instagram pages. We will post your message and image on our pages: \$150/per post.



## KEY PRINT DISTRIBUTION PARTNERS

On a good day, you can find *Walnut Creek Magazine* at over 150 locations throughout Walnut Creek, Lafayette, Alamo, and Pleasant Hill. Look for copies at area hotels, in waiting rooms at dental and medical practices, local hospitals, health clubs, hair salons, spas, boutiques, and restaurants.



WHOLE FOODS MARKETS  
 RENAISSANCE CLUB SPORT  
 WALNUT CREEK MARRIOTT  
 MORUCCI'S DELI  
 BROADWAY EYEWORKS  
 CITY HALL  
 LETTUCE  
 CHANGES SALON  
 CHILDREN'S HOSPITAL  
 GENOVA DELI  
 WALNUT CREEK LIBRARY  
 MOOYAH  
 THIRTEEN SALON  
 BUTTERCUP GRILL  
 CLASSIC CLEANERS

WC FARMERS' MARKETS  
 FORMA GYM  
 WALNUT CREEK HARDWARE  
 A-1 SHOE REPAIR  
 EMBASSY SUITES  
 SUNRISE BISTRO  
 WALNUT CREEK CHAMBER  
 ENCORE MEDSPA  
 WELLS FARGO BANKS  
 DENICA'S  
 COUNTER BURGER  
 JOHN MUIR ORTHOPEDIC  
 SHADELANDS DENTAL  
 PRIMA VINI  
 TICE VALLEY GYM

LAFAYETTE PARK HOTEL  
 DUDUM REAL ESTATE GROUP  
 UPS STORES  
 SKIPOLINI'S  
 LAFAYETTE CHAMBER  
 HYATT HOUSE  
 PACIFIC BAY COFFEE  
 BEDFORD GALLERY  
 SABORES DEL SUR  
 WALNUT CREEK SCHOOL DISTRICT  
 CORNERSTONE COPY  
 COUNTRYWOOD SHOPPING CENTER  
 JOHN MUIR MEDICAL CENTER  
 PEET'S COFFEE  
 GARDENS AT HEATHER FARM  
 RUTH BANCROFT GARDEN  
 ROCCO'S PIZZERIA  
 CONTRA COSTA ONCOLOGY  
 CIVIC ARTS SHADELANDS  
 IL FORNAIO  
 J ROCKCLIFFE REALTORS  
 PLEASANT HILL CHAMBER  
 ALAIN PINEL REALTORS  
 BRODERICK  
 LINDSAY WILDLIFE MUSEUM

## WHAT THEY'RE SAYING

"Walnut Creek Magazine is a pillar of our advertising campaign. The consistent exposure we receive from this respected publication is one of the keys to our marketing success and an excellent resource for our clients who are seeking new senior living communities."

— JENNY SHIVELY, HERITAGE DOWNTOWN

"When I think of a reliable media source that keeps the community connected to the arts, Walnut Creek Magazine comes to mind. The magazine is a gem. And a valued media partner for non-profits."

— LAUREN JONAS, ARTISTIC DIRECTOR,  
 DIABLO BALLET

"I've been advertising in Walnut Creek Magazine for years. It's an effective marketing medium for bringing in new business and showcasing the best our city has to offer. I highly recommend this magazine for advertising."

— SUZI MOCK, OWNER,  
 BROADWAY EYEWORKS