

2021



Issue 39



Issue 40



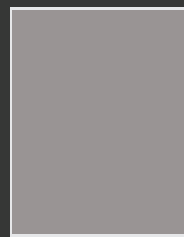
Issue 41



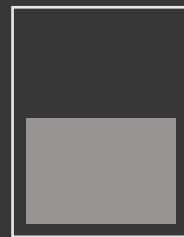
Issue 42

209magazine.com

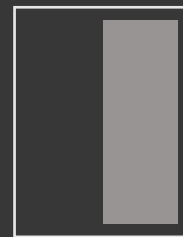
AD SPECS



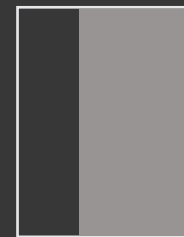
FULL PAGE BLEED
BLEED: **8.6" x 11.13"**
TRIM: **8.4" x 10.9"**
SAFE ZONE: **7.4" x 9.9"**



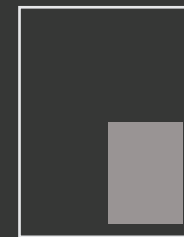
HALF HORIZONTAL
7.4" x 4.9"



HALF VERTICAL
3.6" x 9.9"



2/3 PAGE
BLEED: **5.7" x 11.13"**
TRIM: **5.6" x 10.9"**
SAFETY: **4.6" x 9.9"**



QUARTER
3.6" x 4.9"

209[®]

MAGAZINE

209MAGAZINE.COM

MEDIA PLANNER

SUBMITTING PHOTOGRAPHS OR ARTWORK

PHOTOGRAPHS

Must be taken at a high resolution (300 dpi) or be scanned at 300 dpi.

LINE ART

Must be scanned at 1000 dpi and must be either JPEG, EPS or TIFF format.

COLORS

Use only process colors (cyan, magenta, yellow and black). All spot colors or pantone colors need to be converted to CMYK.

TYPE

Black type must be 100% black only – not CMYK. Borders and rules should be 1 point or heavier. No coupon borders permitted (i.e. perforated).

DIGITAL PREPARATION OF PHOTOGRAPHS

All images must be at a full resolution of 300 dpi.

Place all images at 100%. (Enlarging your image will decrease the overall resolution and quality.) Images should be converted to CMYK and converted from JPEG to EPS or TIFF format. All alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range. (light to dark).

2021 MEDIA PLANNER

MANTECA
209-249-3505

OAKDALE
209-847-3021

TURLOCK
209-634-9141

209[®]
A MULTIMEDIA
EXCLUSIVE PUBLICATION

WELCOME TO 209[®] MAGAZINE

SIX TIMES A YEAR we bring readers a package of compelling stories that capture all aspects of living in the 209. Page after glossy page showcases the writing, photography and information at getting the most out of where we live.

WHY CHOOSE 209 MAGAZINE?

209 MAGAZINE REACHES OVER **100,000** ACTIVE, INFLUENTIAL AND ENGAGED READERS EVERY ISSUE

10,367 PAID SUBSCRIBERS

1,185 EXCLUSIVE IN ROOM HOTEL COPIES

OVER 500 CONTROLLED CIRCULATION LOCATIONS

OVER 50 NEWSSTAND LOCATIONS INCLUDING BARNES AND NOBLE BOOKSELLERS AND COSTCO

SOURCE: CVC 2020 AUDIT REPORT

209 MAGAZINE EDITORIAL FEATURES

Navigator Travel and Destinations

Flavors What's Cooking in the 209, Dining & Wine

Book Review Book review and featured local author

Look Back A visit back to a historical time and place

Full of Life Health segment that elevates day-to-day living

A Place Called Home Home and Garden features

In the Know Readers get the need-to-know news about trends, issues and what's happening in our region. Stories will include news about the arts, business and finance and philanthropy

Charity Corner 209 Magazine gives back in each issue with a local non-profit organization

Marketplace A look at unique products from the 209 area

IN AN AGE OF INTERRUPTION, MAGAZINES ENGAGE. MAGAZINES DELIVER MORE AD IMPRESSIONS THAN TV IN A HALF-HOUR PERIOD

(SOURCE: MCPHETERS & CO)

SINCE FACEBOOK WAS FOUNDED, MAGAZINES GAINED MORE THAN ONE MILLION YOUNG READERS

(SOURCE: MRI)

MAGAZINES RANK #1 AT INFLUENCING CONSUMERS TO START A SEARCH ONLINE

(SOURCE: BIGRESEARCH SIMULTANEOUS MEDIA USAGE STUDY)

THE AVERAGE READER SPENDS 43 MINUTES READING EACH MAGAZINE ISSUE

(SOURCE: MRI)

MAGAZINES ARE THE #1 MEDIUM OF ENGAGEMENT ACROSS ALL DIMENSIONS

(SOURCE: MAGAZINE PUBLISHERS' OF AMERICA'S MAGAZINE HANDBOOK)

MAGAZINES RETAIN A SHELF LIFE OF UP TO 6 MONTHS AFTER PUBLISHING

(SOURCE: MRI)

209 MAGAZINE IS THE ONLY AREA REGIONAL MAGAZINE THAT IS AUDITED FOR READERSHIP AND PAID SUBSCRIBERS.

(SOURCE: CRMA)

ISSUE DATES AND DEADLINES

February/March Edition

Close Date/Materials Due: January 18, 2021

April/May Edition

Close Date/Materials Due: March 15, 2021

June/July Edition

Close Date/Materials Due: May 17, 2021

August/September Edition - Best of 209

Close Date/Materials Due: July 19, 2021

October/November Edition

Close Date/Materials Due: September 20, 2021

December/January Edition

Close Date/Materials Due: November 15, 2021

RATE CARD

AD SIZE	OPEN	3X	6X
FULL PAGE	\$1,950	\$1,650	\$1,350
2/3 PAGE	\$1,475	\$1,200	\$1,025
1/2 PAGE	\$1,200	\$995	\$825
1/4 PAGE	\$600	\$500	\$400
BACK COVER	\$2,750	\$2,300	\$1,975
INSIDE COVER	\$2,500	\$2,200	\$1,800
2-PAGE ADVERTORIAL	\$4,000		

TURLOCK
209-634-9141

MANTECA
209-249-3505

OAKDALE
209-847-3021

209 MAGAZINE READER PROFILE

GENDER

Women **60%**
Men **40%**

EDUCATION

College Educated **64%**

AGE

Over 35 **77%**

INCOME

over 75K Annually **51%**

SOURCE: CVC 2020 AUDIT REPORT



209[®]
MAGAZINE

209[®]
MULTIMEDIA
2021 MEDIA PLANNER