



OUR MISSION

209 Magazine exists to celebrate and connect the communities that make up California's 209 area code—and beyond. Each issue highlights the heart of our region through local stories of artists, authors, restaurants, travel destinations, and adventures that inspire pride in where we live. Published six times a year, our mission is to bring readers closer to the people, places, events, history, and recipes that define the Central Valley lifestyle, keeping everyone "IN THE KNOW" about what's happening in their hometowns.

From our Arts & Culture spotlights to Food & Drink features, Travel & Adventure ideas, and Community Events & Lifestyle coverage, every section is designed to showcase **the best of life** in the 209. Stronger together, we believe in sharing the stories that celebrate our wonderful region—and giving our readers the most out of where we live. For advertisers, this means the opportunity to reach an engaged, loyal audience that values community and actively supports the people and businesses that make the 209 thrive.

OUR FEATURES

EDITORIAL FEATURES – Stories from our region
IN THE KNOW – Business, Community Trends
ARTS & CULTURE – Arts, Music & Entertainment
NAVIGATOR – Travel & Destination Highlights
FLAVORS – Recipes, Local Food, Restaurants,
Chefs, Wineries & Bartenders
THE GREAT OUTDOORS – Outdoor activities
FULL OF LIFE – Health & Wellness Living
A PLACE CALLED HOME – Home & Garden Lifestyle
MARKETPLACE – Unique 209 products

BUYING INTENT

IN THE NEXT 12 MONTHS, 209 MAGAZINE READERS PLAN TO MAKE PURCHASES IN THE FOLLOWING CATEGORIES

65% Women's Apparel 22% Jewelry

75%
Dining /
Entertainment

49% Medical

Services

35% Health Club / Exercise

Men's Apparel

Home
Improvement /
Supplies

31% Automoble Purchases

59%
Vacations / Travel

Home
Furnishings

67% PURCHASE FROM 209 MAGAZINE ADS; 43% KEEP EACH ISSUE A MONTH OR LONGER, EXTENDING EXPOSURE AND ADVERTISER IMPACT.

SOURCE: CVC 2022 AUDIT REPORT

WHY 209 MAGAZINE?

100K+ Readers

ACTIVE, ENGAGED, INFLUENTIAL

10K+ Paid Subscribers

800 Locations

CONTROLLED CIRCULATION

50+ Newsstands WIDE AVAILABILITY





DATES & DEADLINES

FEBRUARY/MARCH EDITION

CLOSE DATE/MATERIALS DUE: January 29, 2026

APRIL/MAY EDITION

CLOSE DATE/MATERIALS DUE: March 19, 2026

JUNE/JULY EDITION

CLOSE DATE/MATERIALS DUE: May 21, 2026

AUGUST/SEPTEMBER EDITION (BEST OF 209)

CLOSE DATE/MATERIALS DUE: July 23, 2026

OCTOBER/NOVEMBER EDITION

CLOSE DATE/MATERIALS DUE: September 17, 2026

DECEMBER/JANUARY EDITION

CLOSE DATE/MATERIALS DUE: November 5, 2026

| ,475 ,200 | \$1,200 | \$1,350 \$1,025 \$825 |
|--------------|---------|-----------------------------|
| ,200 | | |
| | \$995 | \$825 |
| | | |
| 500 | \$500 | \$400 |
| 2,750 | \$2,300 | \$1,975 |
| 2,500 | \$2,200 | \$1,800 |
| 1,000 | | |
| | | 2,500 \$2,200 |

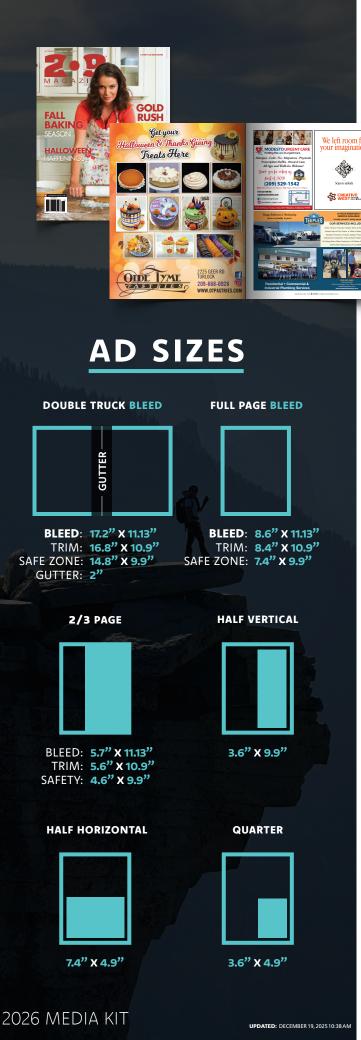
AUDIENCE GENDER Women Men **EDUCATION** College AGE INCOME 75K+ Over 35







Anually



AD MATERIAL GUIDELINES

FOLLOW THESE GUIDELINES TO ENSURE YOUR AD ARTWORK DISPLAYS CORRECTLY.

PHOTOGRAPHS

- Minimum resolution: 300 dpi (at size)
- Save as JPEG, EPS, TIFF

LINE ART

- Scan at 1000 dpi
- Accepted formats: JPEG, EPS, TIFF

COLORS

- Use CMYK (Cyan, Magenta, Yellow, Black)
- Convert all Pantone/Spot Colors to CMYK.

TYPE

- Black text: 100% black (not CMYK)
- Borders/rules: .25 pt or heavier
- No coupon/perforated borders

IMAGE PREPARATION

- Place at 100% size (don't enlarge)
- Convert images to CMYK, save as TIFF/JPEG
- Make edits in Photoshop only
- Ensure sharpness and strong contrast





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