



# 209<sup>®</sup>

M A G A Z I N E

Media Kit  
**2026**



## 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

55%

Men's  
Apparel

30%

Home  
Improvement /  
Supplies

31%

Automobile  
Purchases

59%

Vacations / Travel

52%

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

## PRINT RATES

### 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

SOURCE: CVC 2022 AUDIT REPORT

## AUDIENCE

**60%**  
Women

**GENDER**

**40%**  
Men

## EDUCATION

**68%**  
College  
Level

## AGE

**83%**  
Over 35

## INCOME

**57%**  
75K+  
Annually



AWARD WINNING MAGAZINE



MULTIMEDIA PUBLICATION



## 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

## AD SIZES

### DOUBLE TRUCK BLEED



BLEED: 17.2" X 11.13"  
TRIM: 16.8" X 10.9"  
SAFE ZONE: 14.8" X 9.9"  
GUTTER: 2"

### FULL PAGE BLEED



BLEED: 8.6" X 11.13"  
TRIM: 8.4" X 10.9"  
SAFE ZONE: 7.4" X 9.9"

### 2/3 PAGE



BLEED: 5.7" X 11.13"  
TRIM: 5.6" X 10.9"  
SAFETY: 4.6" X 9.9"

### HALF VERTICAL



3.6" X 9.9"

### HALF HORIZONTAL



7.4" X 4.9"

### QUARTER



3.6" X 4.9"



ASK ABOUT  
OUR OTHER **209** MAGAZINE  
SPECIAL EDITIONS

CONTACT YOUR SALES REP TODAY



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