

*A tale of two cities...*

AN INSIDER'S LOOK AT LIFE IN SONOMA COUNTY

# Editorial

Santa Rosa Magazine successfully captures the vitality, energy and uniqueness of the largest city between San Francisco and Portland. Each issue explores the personalities, exciting events and can't-miss opportunities available to Santa Rosa area residents. Published by The Press Democrat, Santa Rosa magazine provides an unmatched insight, authority and understanding of the community it represents.

## DEPARTMENTS



**Philanthropy** - Learn more about your neighbors who give their time and resources to favorite causes.



**Q&A** - People in the news respond to questions about their passions, their jobs and their lives.



**Nightlife** - Santa Rosa's top-notch theatre and music are highlighted in every issue.



**Calendar** - This calendar of events is a must-read for readers to select and prioritize upcoming and exciting community events.



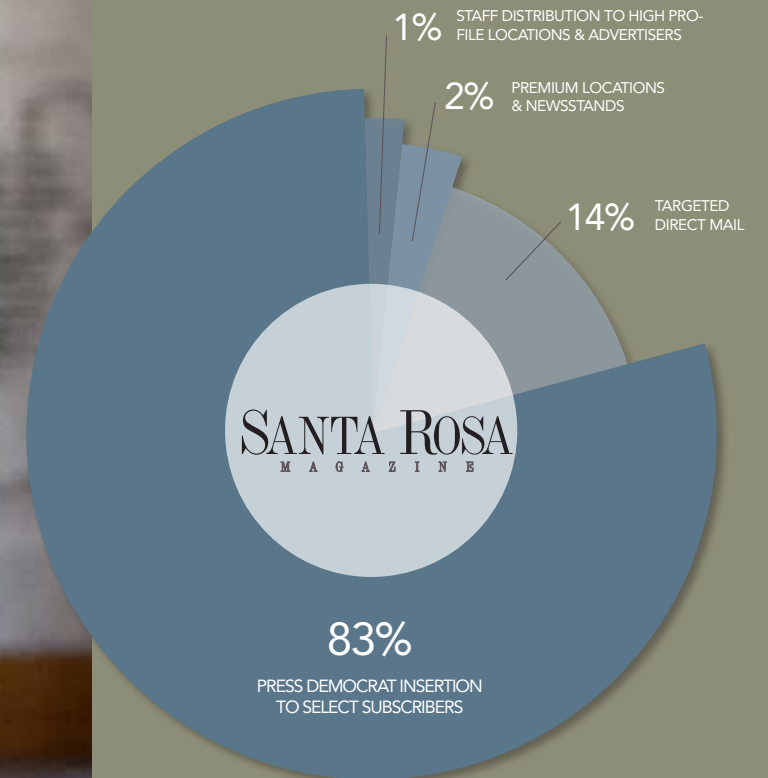
**Sightings** - See who attended recent events and fundraisers around town with lots of photos of people having fun and supporting good causes.



**History** - Every issue closes with noted historian and columnist Gaye LaBaron's glance back at the fascinating history that built Santa Rosa into the exciting city it is today.

# Distribution

Santa Rosa Magazine's 27,600+ circulation provides an excellent way for advertisers to extend their reach to this critical Santa Rosa market. Whether your business is located in Santa Rosa, Petaluma, Healdsburg or within Sonoma County, you will certainly want to reach this influential customer.



- 22,950 copies are inserted in Santa Rosa Press Democrat newspapers.
- 500 copies are on sale at premium locations and newsstands throughout the city
- 3,856 copies are distributed through targeted direct mail reaching households throughout Santa Rosa with a minimum household income of \$100,000
- 300 copies are distributed by Santa Rosa Magazine's staff to high profile locations and premium advertisers

# SANTA ROSA

MAGAZINE

The Guide to Life in Santa Rosa focusing on the achievements, contributions, culture and active lifestyle of the people who call Santa Rosa home. Targeted to Santa Rosa's desirable audience, Santa Rosa Magazine stands alone in our delivery of this elusive demographic with engaging stories and spectacular photography. The ideal audience for almost every advertiser, our readers reflect affluent and active households in Santa Rosa.

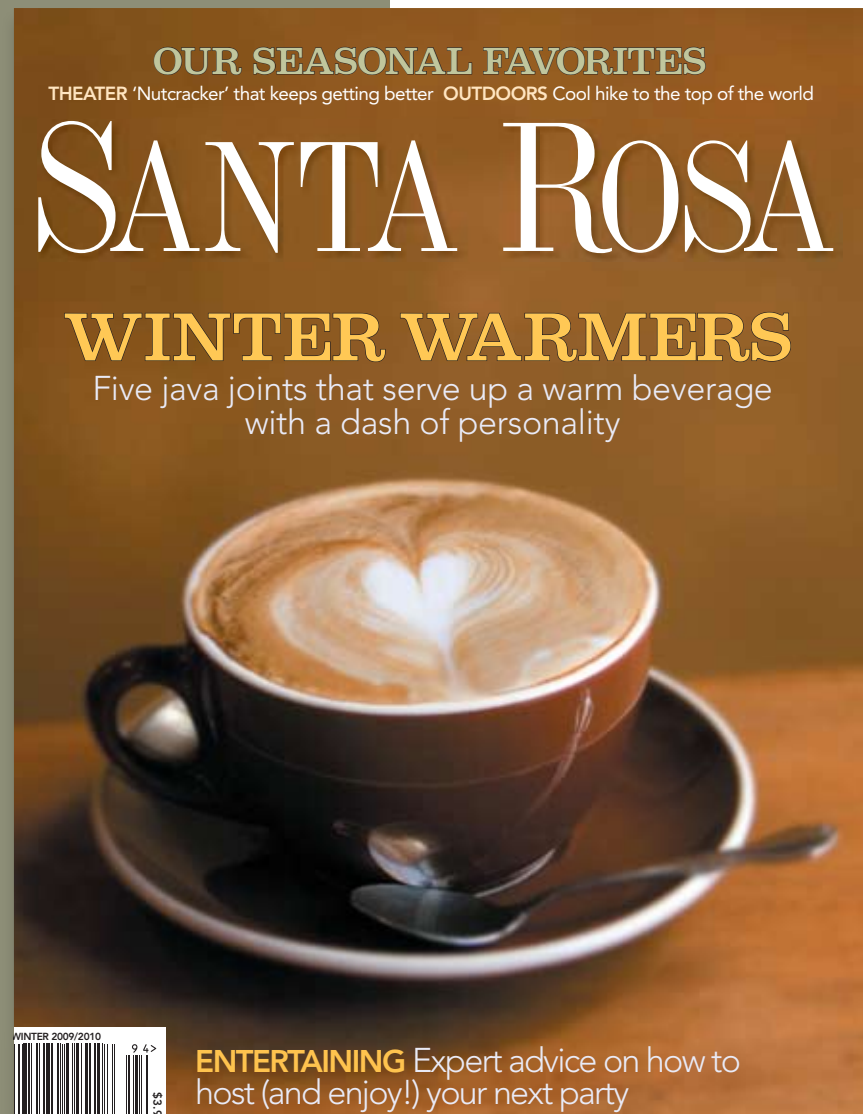
*...there is more to Sonoma  
and tasting rooms. It is  
two of it's largest*

# Petaluma

MAGAZINE

Petaluma magazine that offers an up-close look at the Petaluma scene. It reflects this community's rich tapestry of life - people, the arts, the outdoors, homes and gardens, food and local events. Each issue is infused with lively writing, beautiful photography and inspired design. You'll find out some things you didn't know about some very interesting people. You will also see a marketplace of advertising that reflects the best our city has to offer.

*County than vineyards  
diverse and growing, with  
cities leading the way.*



# Inside

Every issue of Petaluma Magazine reflects the personalities, organizations, issues and events that make Petaluma one of the most dynamic and multi-faceted cities in The Bay Area. Only the combination of The Argus-Courier and The Press Democrat can provide the authority, access and respectable journalism necessary to provide this level of coverage.

## DEPARTMENTS



**Petaluma Potpourri** - Unique, often humorous and always educational facts about Petaluma



**75 Days** - The community calendar providing a list of events and entertainment for the upcoming months



**Profile** - In every issue, we focus on what really makes Petaluma unique: our residents, by profiling an active Petaluman



**Photo Page** - A beautiful array of photographs detailing a particular area of Petaluma



**Petaluma Scene** - A visual look back on recent local events and charitable fundraisers

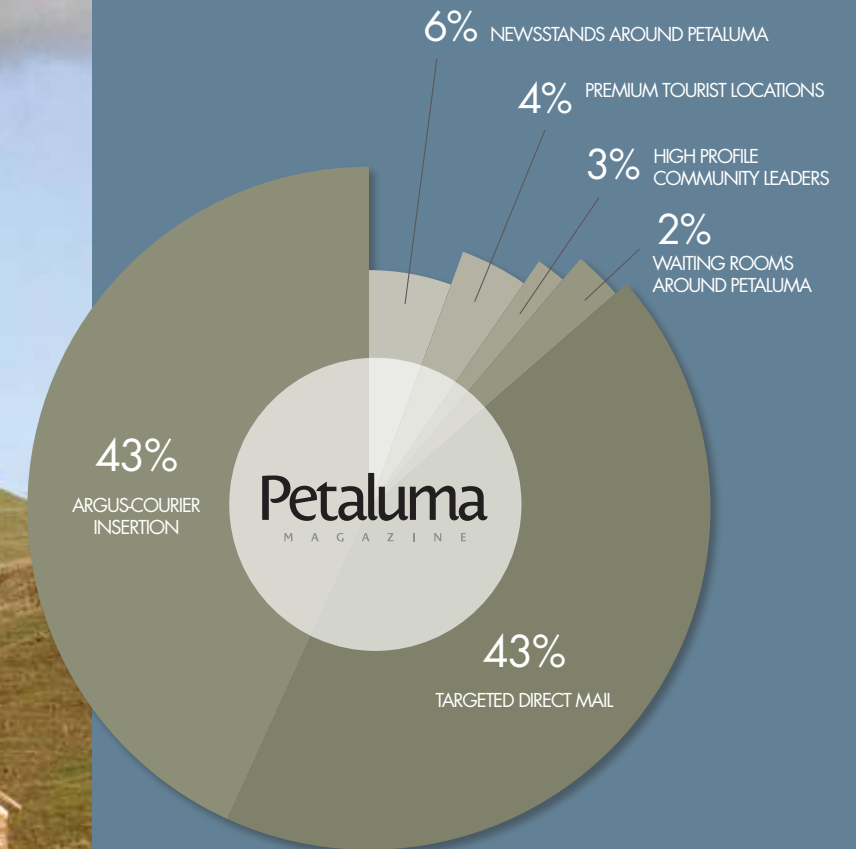


**Destinations** - Things to do, places to go, find the best places to unwind and discover.



# Distribution

Petaluma Magazine's 12,500 circulation provides significant coverage of the Petaluma market. Our distribution strategy combines the power of the Argus-Courier subscriber with direct mail targeting capabilities to provide the affluent and influential audience to match your marketing needs. Petaluma Magazine is the only advertising vehicle in the market to provide significant reach with this valuable demographic.



- 5,400 copies are distributed in the award-winning Argus-Courier, Petaluma's official newspaper
- 5,400 copies are mailed directly to affluent and active members of the community
- 700 copies are available for sale around the city
- 500 copies are distributed to Petaluma's Visitor Center, upscale hotels and key tourist locations around the city.
- 300 copies are delivered to Petaluma's community leaders, corporate executives and key decision makers
- 200 copies are mailed to high-traffic waiting rooms around Petaluma

## 2010 Santa Rosa Magazine Rates

AD SIZE	DIMENSIONS	1 EDITION	2 EDITIONS
Back Cover (with bleed)	see right*	\$2,300	\$1,900
Inside Covers (with bleed)	see right*	\$2,100	\$1,800
Premium Full Page**	see right*	\$1,900	\$1,700
Full Pages	see right*	\$1,800	\$1,400
2/3 Vertical	4.75" x 9.77"	\$1,600	\$1,200
1/2 Vertical **	3.52" x 9.77"	\$1,300	\$1,000
1/2 Horizontal **	7.21" x 4.81"	\$1,300	\$1,000
1/3 Vertical	2.29" x 9.77"	\$1,000	\$800
1/3 Square	4.75" x 4.81"	\$800	\$600
1/6 Vertical	2.29" x 4.81"	\$500	\$400

### PUBLICATION DATES

October 2  
December 4

### RESERVATION DEADLINES

August 9  
October 11

## 2010 Petaluma Magazine Rates

AD SIZE	DIMENSIONS	1 EDITION	2 EDITIONS
Back Cover (with bleed)	see right*	\$1,930	\$1,445
Inside Covers (with bleed)	see right*	\$1,820	\$1,365
Premium Full Page**	see right*	\$1,820	\$1,365
Full Pages	see right*	\$1,610	\$1,290
2/3 Vertical	4.75" x 9.77"	\$1,180	\$945
1/2 Horizontal	7.21" x 4.81"	\$910	\$725
1/2 Vertical**	3.52" x 9.77"	\$910	\$725
1/3 Vertical	2.29" x 9.77"	\$600	\$480
1/3 Square	4.75" x 4.81"	\$545	\$435
1/6 Vertical	2.29" x 4.81"	\$430	\$340

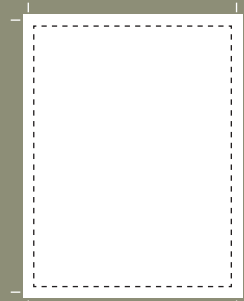
### PUBLICATION DATES

September 9  
November 18

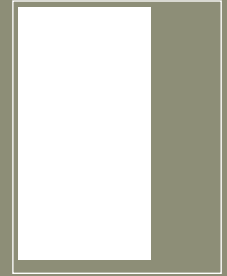
### RESERVATION DEADLINES

July 19  
September 27

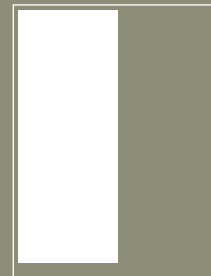
## Our Display Sizes



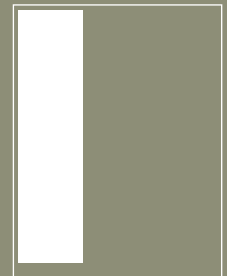
**Full Page with Bleed**  
8.625" x 11.0625"



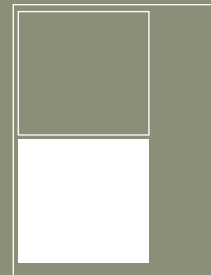
**2/3 Vertical**  
4.75" x 9.77"



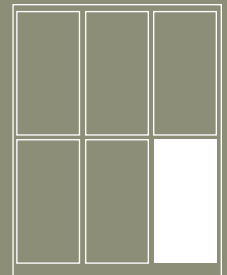
**1/2 Vertical\*\***  
3.52" x 9.77"



**1/3 Vertical**  
2.29" x 9.77"



**1/3 Square**  
4.75" x 4.81"



**1/6 Vertical**  
2.29" x 4.81"

\*Full page bleed: 8.625" x 11.0625".  
Image area: 7.875" x 10.3125" (for elements not meant to trim). \*\*Ad sizes limited.

Discount is available for advertisers utilizing both magazine products.  
Please ask your sales representative for more information.

For more information, call **707.526.8587** or email [linda.hann@pressdemocrat.com](mailto:linda.hann@pressdemocrat.com)