

Editorial Calendar



Celebrating Earth Day

Publish Date: Sunday, April 22

Ad Deadline: Monday, April 9

Green Living...

...connects your business with consumers of all shades of green. Our readers are light green saplings to evergreen advocates. They read Green Living to get the latest on green or sustainable businesses and products, to learn about others in the green community, and to be informed. They share what they find and will tell others how and where to find it. Green Living is the perfect place to promote your business.

Let us help you create a customized advertising program that connects our targeted, eco-minded audience to you and to the products and services they care about.



Think Pink-

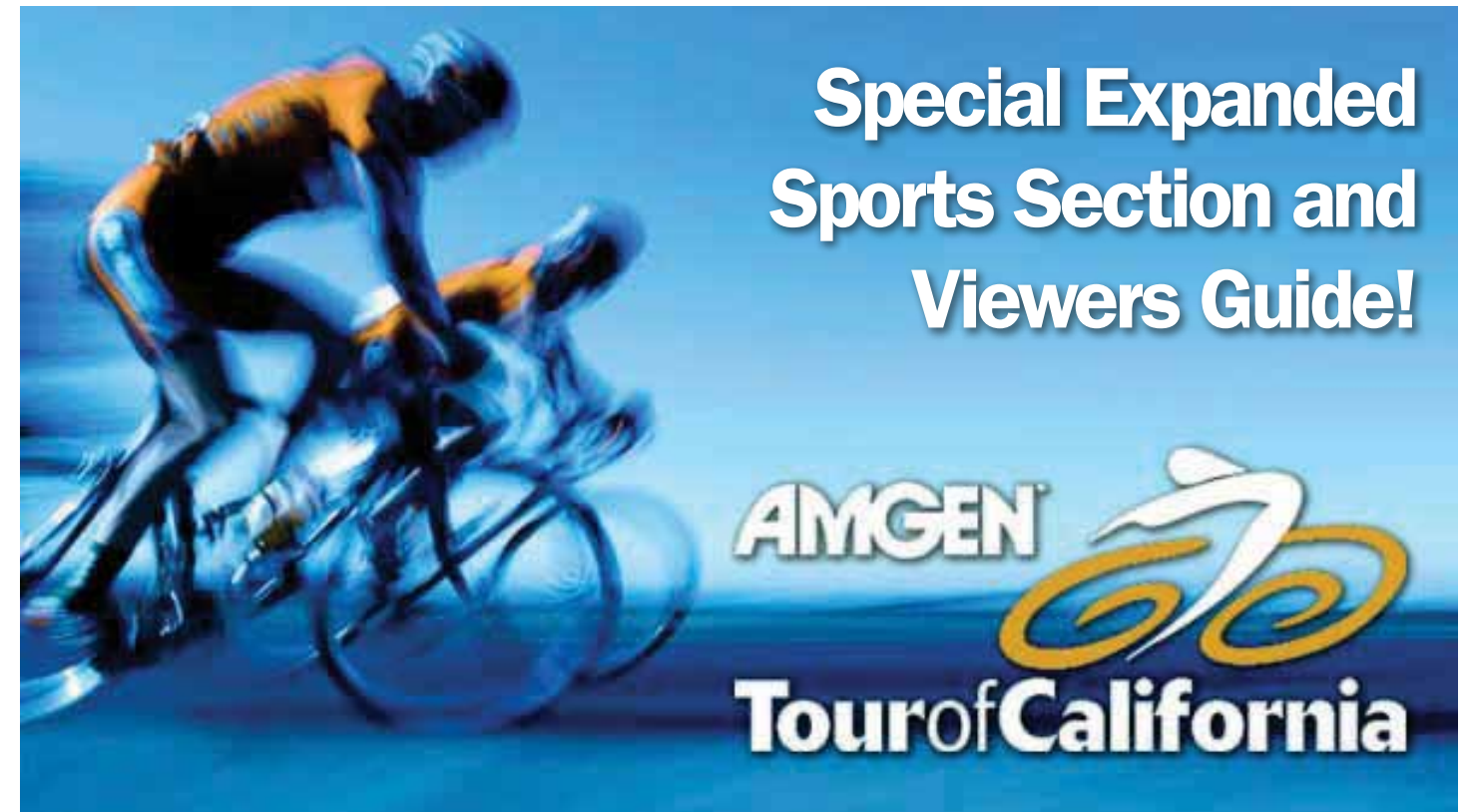
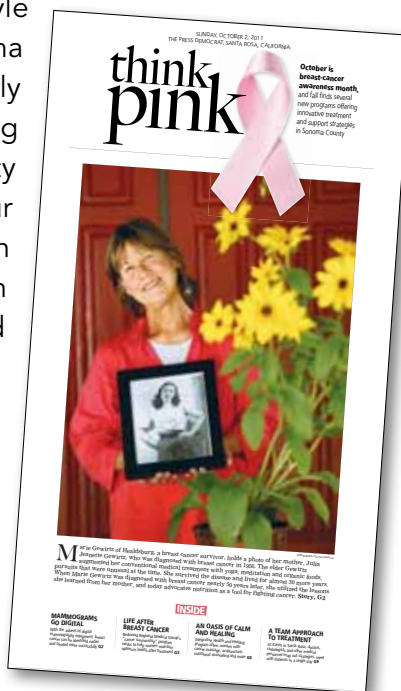
Breast Cancer Awareness

Publish Date: Sunday, Sept. 30

Ad Deadline: September 17

About Healthy Living

Healthy Living is dedicated to providing up-to-the-minute information on the healthy lifestyle issues that are important to Sonoma County residents. Published quarterly in its introductory year, Healthy Living offers an unparalleled opportunity to reach a vast audience within four counties. The greatest return on investment can be achieved when your advertisement is delivered within the powerful editorial framework and becomes part of the information readers are seeking. Whatever your advertising budget, we have an option to fit your needs. Let us help you create a customized advertising program that connects our targeted, health-minded audience to you and the products and services they care about.



Amgen Tour of California Publish Date: Sunday, May 6 Ad Deadline: Monday, April 23

Amgen Tour of California

The Amgen Tour of California will bring the drama and excitement of a professional bicycle stage race to the California coast. The world's top professional teams will compete over an eight-day, 700-mile race on a route that includes the California redwoods, wine country and the Pacific Coast.

And the Stage One finish is in... Santa Rosa!

Cycling is consistently ranked one of the country's top three participation sports and California leads the nation in cycling participation!*

Cycling enthusiasts are an attractive bunch who have median age of 37 and household incomes of \$75,000+, and according to the National Association of Sporting Goods Retailers, cycling is the second most popular recreational activity in the United States!

The Press Democrat sports coverage will give readers a pre-race day glimpse of the local events, competing teams, key racers, area maps, and where to watch. And we're proud to be a sponsor and promote the event all the way up to race day.



Holiday ONLINE ADVERTISING

Pressdemocrat.com is the premier news website for Sonoma County. With the most up-to-the-minute local news, community events, forums, classifieds and more, pressdemocrat.com delivers fresh local news and views to online readers who are younger and very affluent, an excellent combination. With an average of over 1 million unique visitors* and 11 million page views*, advertising on pressdemocrat.com is the most cost effective way to get your advertising noticed!

*August 2011 page views; Source: Omiture



Leaderboard
728x90 pixels

Med Rectangle
300x250 pixels

Half Page Banner
300x600 pixels

High Impact Advertising

Sliding billboards and Carousel billboards are award-winning, interactive online advertisements that demand user engagement. This option is sure to bring results when you use it to deliver your holiday message to the Greater Sonoma County Area.

\$1,750
per day

The Sliding Billboards are constantly present on the home or news page in the closed format. When the mouse travels over the ad, it is activated to open and reveal the entire ad (as seen below). The ad auto-expands one time per day per unique visitor.

Sliding Billboard
980x300 pixels open



Carousel Sliding Billboard
980x300 pixels open

\$145
per day | per spot

The Carousel Slider Billboards are constantly present on the home or news page in the closed format. When the mouse travels over the ad, it is activated to open and reveal the entire ad (as seen to the right). The ad auto-expands one time per day per unique visitor and is user operated to scroll to display all ads in a carousel rotation.



Mobile Advertising

If you're an advertiser, don't let the lack of a mobile site keep you from launching an effective mobile strategy this holiday season! Mobile users contribute significantly to in-store sales and you don't want to miss out on this growing consumer group. Google has projected the shopping habits of mobile shoppers this holiday season and these stats alone should motivate you to get your mobile marketing campaign up and running:

- 15% of total "Black Friday" searches will be from **mobile devices**.
- 44% of total searches for last minute gifts and store locator terms will be from **mobile devices**.
- 65% of high-end device users report that they have used their device to find a business, and then made a purchase at that business in person.

MOBILE RATES

Pressdemocrat.com/P360.com Run of Site	\$18 Per 1,000 impressions
BiteClubEats Sponsor	\$520 Per Month
Holiday Shopping (Thanksgiving-New Years)	\$500 Flat (ESOV Sponsorship)

Need a mobile landing page for your campaign? Talk to us!



Mobile Banner

Yahoo!

The internet is a big place, but with our exciting pressdemocrat.com and Yahoo! partnership, you can narrow your audience to the exact people who are looking for your product or service. Your ad on pressdemocrat.com can also be placed on Yahoo!, giving you unmatched reach in your local market. With Yahoo! Targeting, your ads can appear to only those visitors who are shopping in your specific industry, in your local market.



With Yahoo! Mobile, You Reach 57% of Mobile Web Users; #1 in Reach for Women 25-54 and Teens 13-17 - #2 Reach for Males 25-54
Source: comScore, June 2010

More Than Half of Yahoo! Mobile Users Access the Site on a Smartphone & 15% access Yahoo! Mobile on an iPhone or iPod touch
Source: 1. comScore MobiLens July 2010

Holiday SHOPPING

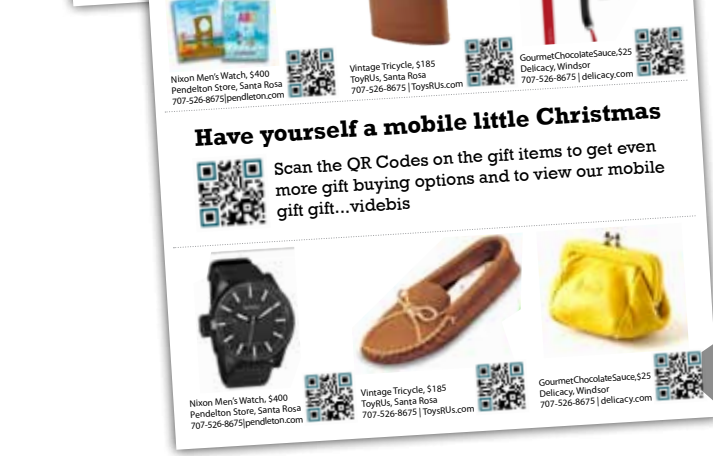
Published on Thanksgiving Day and December 6, the Holiday Section will be divided into two parts: Holiday Shopping and Holiday Happenings. This will offer readers a chance to get a head start in planning their holiday purchases and social calendar. By promoting your special gifts and services in the Holiday Shopping, your advertising message will be seen by a potential 75,340 shoppers in our area. And with distribution in The Press Democrat and the Petaluma Argus-Courier, this shopping guide offers incredible coverage for a very low cost. In addition, the Holiday Shopping Guide will also be available on pressdemocrat.com, shopsoco.com and in a "handy" mobile version as well!

GIFTS PAGE ITEMS INCLUDE:

- A scannable QR Code for quick information, such as a mapped location, instant call or email feature, website link, review and sharing features for email or social media.
- A feature spot on Shopsoco.com's website.
- A feature spot on our Mobile Holiday Shopping Guide

Holiday HAPPENINGS

Whether your restaurant is preparing a special menu for holiday dining or your business is planning the event of the season, the best place to reach holiday revelers is through the pages of The Press Democrat and pressdemocrat.com. Promote your special function, festive fete or holiday hours in the Holiday Happenings Guide publishing with the Holiday Shopping Guide. For added exposure, consider pressddemocrat.com and our family of niche sites, such as biteclub.com, 707 Wine Country Entertainment, a site designed to help you expand your marketing reach to even more of Sonoma County.



SANTA

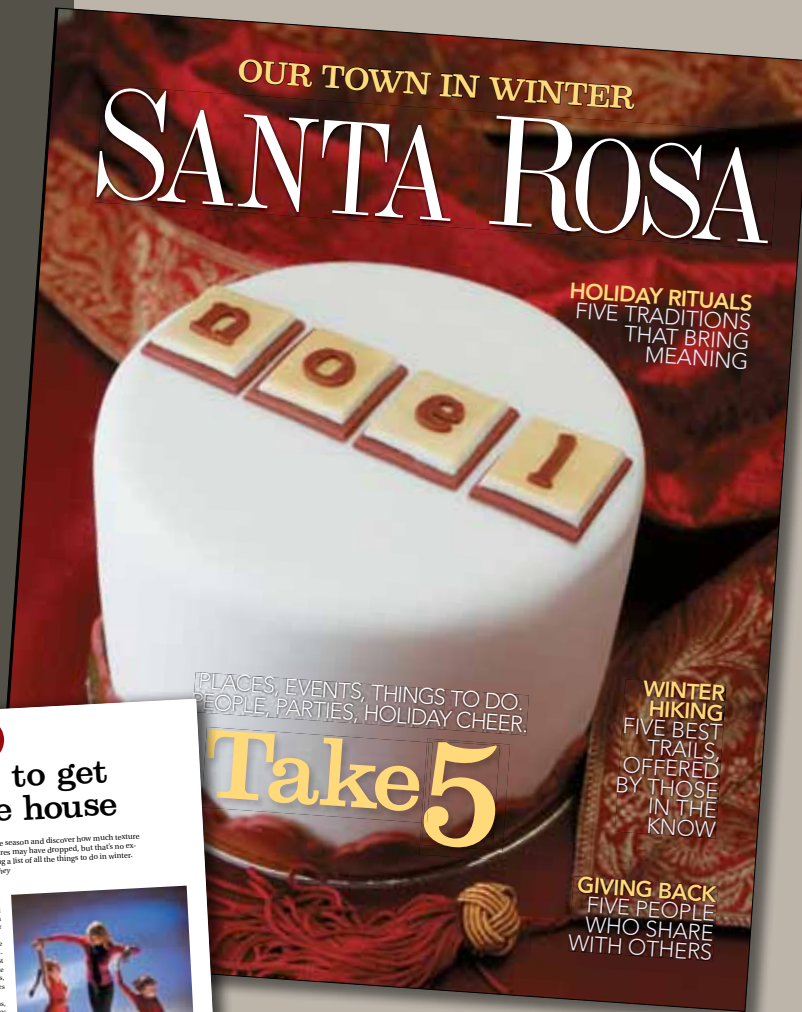
The guide to life in Santa Rosa focuses on the achievements, contributions, culture and active lifestyle of the people who call Santa Rosa home. Targeted to Santa Rosa's desirable audience, Santa Rosa magazine stands alone in our delivery of this elusive demographic with engaging stories and spectacular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

The winter issue of SR magazine will be themed around the things people do in winter in the greater Santa Rosa area. We'll include the holidays in a big way, of course, but also want to stretch beyond, to the iconic activities that define us in this Sonoma cozy season – think winter hikes, charitable giving, whale-watching, Dungeness crab, getaways, etc.

ROSA

MAGAZINE

AN INSIDER'S LOOK AT
LIFE IN SONOMA
COUNTY'S LARGEST CITY



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.



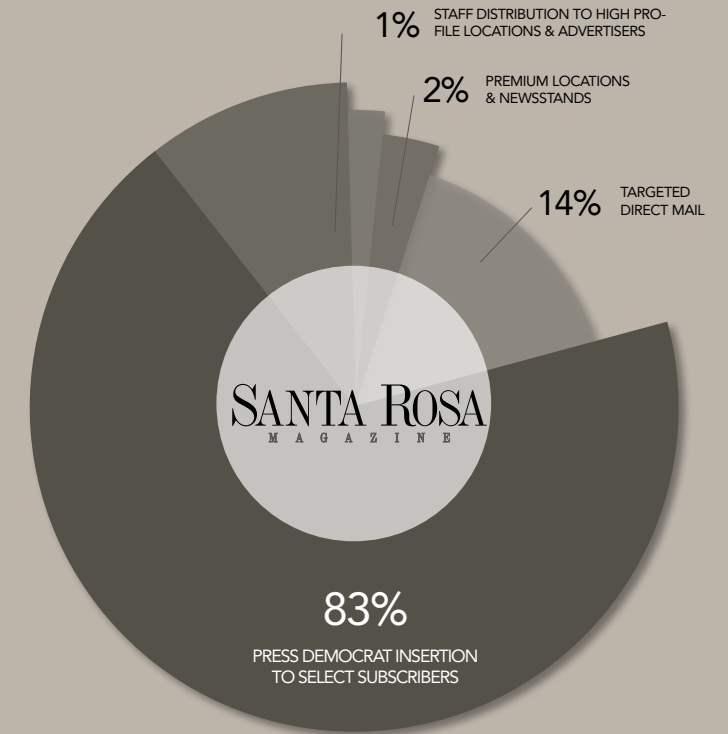
Sightings - See who attended recent events and fundraisers around town with lots of photos of people having fun and supporting good causes.



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

Have yourself a mobile little Christmas



Scan the QR Codes on the gift items to get even more gift buying options and to view our mobile gift gift...videbis



Vintage Tricycle, \$185
ToysRUs, Santa Rosa
707-526-8675 | ToysRUs.com



Gourmet Chocolate Sauce, \$25
Delicacy, Windsor
707-526-8675 | delicacy.com



Gourmet Chocolate Sauce, \$25
Delicacy, Windsor
707-526-8675 | delicacy.com



Nixon Men's Watch, \$400
Pendleton Store, Santa Rosa
707-526-8675 | pendleton.com



Vintage Tricycle, \$185
ToysRUs, Santa Rosa
707-526-8675 | ToysRUs.com



Vintage Tricycle, \$185
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Nixon Men's Watch, \$400
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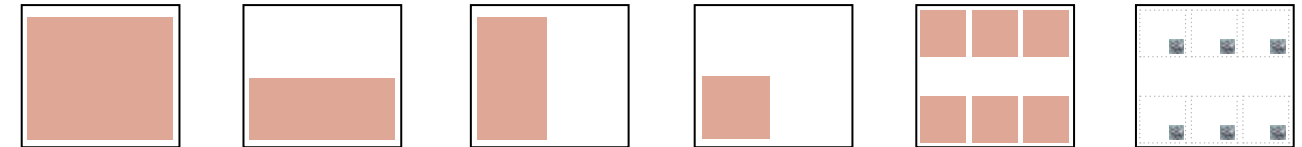


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- A scannable QR Code for quick information, such as a mapped location, instant call or email feature, website link, review and sharing features for email or social media.
- A feature spot on Shopsoco.com's website.
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Holiday Shopping & Happenings Guide

Tab Ad Sizes:



Full Page*	1/2 Page horizontal	1/2 Page vertical	1/4 Page	COOP AD	QR GIFT ITEM
9.667" x 9.639"	9.667" x 4.75"	4.75" x 9.639"	4.75" x 4.75"	3.22" x 3.5"	3.22" x 3.5"
\$1,200 - 1 ISSUE	\$600 - 1 ISSUE	\$600 - 1 ISSUE	\$300 - 1 ISSUE	\$175 - 1 ISSUE	\$300 - 1 ISSUE
\$975 - 2 ISSUES	\$487 - 2 ISSUES	\$487 - 2 ISSUES	\$245 - 2 ISSUES	\$126 - 2 ISSUES	\$245 - 2 ISSUES

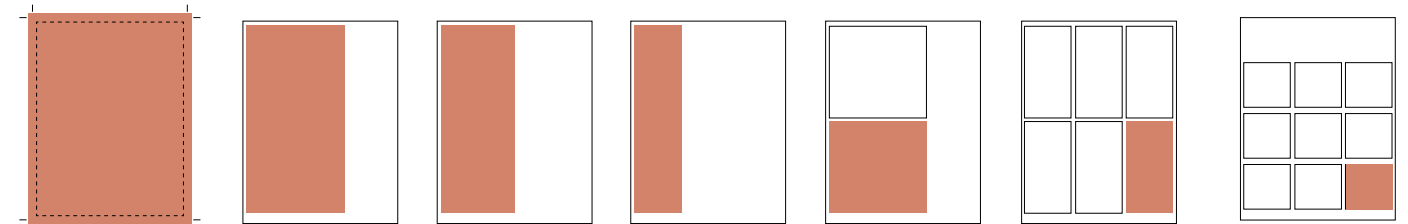
*Back Cover: \$3,500 - 1 issue; \$2,975 - 2 issues | Inside Covers: \$2,500 - 1 issue; \$1,975 - 2 issues | Page 3: \$2,000 - 1 issue; \$1,575 - 2 issues

1st Publication Date: **NOVEMBER 22**
Reservation Date: **OCTOBER 29**

2nd Publication Date: **DECEMBER 6**
Reservation Date: **NOVEMBER 12**

Santa Rosa Magazine

Magazine Ad Sizes:



Full Page with Bleed*	2/3 Vertical	1/2 Vertical	1/3 Vertical	1/3 Square	1/6 Vertical	GIFT ITEM
8.875" x 11.3125"	4.75" x 9.77"	3.52" x 9.77"	2.29" x 9.77"	4.75" x 4.81"	2.29" x 4.81"	2.29" x 2.5"
\$1,800	\$1,600	\$1,300	\$1,000	\$800	\$500	\$200

* All full pages include bleed: 8.875" x 11.3125". Trim: 8.375" x 10.8125". Image area: 7.875" x 10.3125" (elements not meant to trim should stay within this area). Advertisements assigned to premium positions are subject to creative approval prior to placement confirmation. The Publisher may reject or cancel any advertising for any reason at any time.

Publication Date: **SATURDAY, DECEMBER 1** Reservation Date: **MONDAY, OCTOBER 22**

2012 **Special Sections**

707-526-8570

adinfo@pressdemocrat.com

pressdemocrat.com



THE PRESS DEMOCRAT



SANTA ROSA
MAGAZINE

A PART OF THE PRESS DEMOCRAT MEDIA GROUP