

2010 RATE CARD

# BakersfieldLife™

Bakersfield's Premier City Magazine



# Reader Profile

Published in an exceptional marketplace, *Bakersfield Life* magazine reaches the highly affluent residents of Kern County. With a massive discretionary income, our readers are **people who buy**.

## Demographics

Female .....	56%
Male.....	44%
Married.....	67%
Children at home .....	46%
Age 35+.....	78%
\$50,000 + HHI .....	69%
College educated.....	65%

## Housing

Own their residence .....	78%
Home valued at \$200K+ .....	68%

## What they do\*

Shopped at Valley Plaza .....	82%
Casino visitor .....	47%
Domestic travel.....	94%
Shopped sporting goods stores .....	66%
Have pets .....	72%
Enjoy wine .....	63%
Enjoy gardening.....	68%

## Where they Live

Metro Bakersfield (933xx Zip codes) .....	75%
Outer Bakersfield and County .....	25%

## Planning to Buy\*\*

Cellular service .....	70%
DVD Player.....	84%
Computer.....	74%
Household major Goods^ .....	57%

## Money

Employed full time .....	51%
Own investments .....	60%

## Reader Growth\*\*\*

% of reader growth .....	152%
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\* Last 12 months

\*\* In next 12 months

\*\*\* In last 24 months

^ Mattress, furniture, computer, high definition TV, major appliance



# Circulation

## Three Point Distribution System

- **Home Delivery - 51,000 Monthly Issues**

On the last Saturday of every month, Bakersfield Life is distributed to every subscriber of The Bakersfield Californian, Kern County's most trusted news source.

- **Newsstands - 7,000 Monthly Issues**

With more than 60 rack locations in Bakersfield being filled every week, you are sure to find a copy of Bakersfield Life just around the corner.

- **While You Wait - 3,000 Monthly Issues**

More than 300 waiting rooms throughout Bakersfield have people reading Bakersfield Life as they wait for their doctor or medical professional.

## Circulation – 61,000 Monthly

The highest distribution and readership of any local magazine-style publication.

**More issues equal  
More readers equal  
Better results**



# Ad Rates

Size	Open	6x	12x
Full Page	\$2,750	\$2,475	\$1,875
2/3 Page	\$2,190	\$1,960	\$1,495
1/2 Page	\$1,540	\$1,385	\$1,050
1/3 Page	\$1,195	\$945	\$715
1/4 Page	\$910	\$820	\$620
1/8 Page	\$495	\$445	\$340

## Premium Pages

	Open	6x	12x
Double Truck	\$5,500	\$4,550	\$3,250
Back Cover	N/A	\$3,290	\$2,750
Inside Front Cover	N/A	\$3,090	\$2,500
Page 3	\$3,160	\$2,750	\$2,250
Page 4	\$2,975	\$2,650	\$2,150
Page 5	\$2,825	\$2,575	\$1,950
Inside Back	\$3,080	\$2,675	\$2,200
Facing Features	\$2,800	\$2,500	\$2,050
Full Page opposite Table of Contents			
Facing Departments	\$2,550	\$2,350	\$1,895
Full Page opposite Table of Contents			
1/3 Features Page	\$1,300	\$1,020	\$795
Table of Contents page 1			
1/3 Departments Page	\$1,250	\$999	\$750
Table of Contents page 2			
Products Around Town	\$165	\$140	\$125
The Promenade	\$165	\$140	\$125
Snap! Bakersfield Life	N/A	\$950	\$800
1/2 - 1 page spread			
Snap! Bakersfield Life	N/A	\$1,895	\$1,450
Full - 2-page spread			

Any Fixed Position Additional 10%

## Themed Issues

One-time rate for clients placing in corresponding themed issues

1/8	1/4	1/2	Full
\$395	\$720	\$1,225	\$2,175

Note: Not all premium positions are shown on the right. Snap! BLife 1/2 (1 page) 6x rates can be used for non-consecutive issues. (limit 12 months) 12x rates are for consecutive months.



# Deadlines & Ad Mechanics

## Publication Date      Scheduling & Materials Deadline\*

### Saturday

12/26/09

1/30/10

2/27/10

3/27/10

4/24/10

5/29/10

6/26/10

7/31/10

8/28/10

9/25/10

10/30/10

11/27/10

### Friday

12/5/09

1/16/10

2/13/10

3/13/10

4/10/10

5/15/10

6/12/10

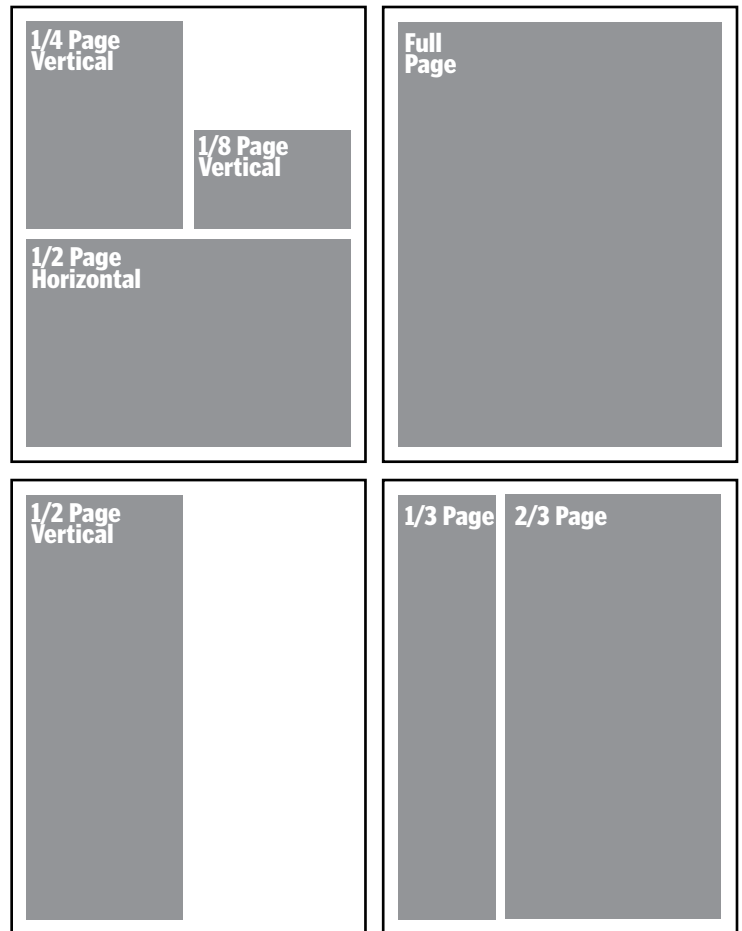
7/17/10

8/28/10

9/11/10

10/16/10

11/13/10



## \*Camera Ready Deadlines

All camera ready ads are due by the scheduling and materials deadline. All ads killed past deadline are subject to a 50 percent cancellation charge.

## Artwork Submission

All ads should be 300 dpi, CMYK or grayscale, and provided as high-resolution .pdf files with all fonts embedded or converted to outlines/paths.

## Magazine Trim Size 8.375 x 10.75

### Ad Dimension

Double Truck

Full Page

2/3 Vertical

1/2 Horizontal

1/2 Vertical

1/3 Page Vertical

1/4 Page Vertical

1/8 Page Vertical

The Promenade

Snap! BLife 1/2

Snap! BLife Full

### Non-Bleed

Not Offered

Not Offered\*\*

5.0278 x 10

7.625 x 4.875

3.6786 x 10

2.4306 x 10

3.6786 x 4.875

3.6786 x 2.3125

2.445 x 2.3861

7.625 x 2.75

16 x 2.75

### Bleed

17.25 x 11.25

8.875 x 11.25

3.06 X 11.25\*

For bleed ads, live matter must be 3/8" from trim size.

\*\*All text must stay within 7.625 x 10 on Full Page ads

# 2010 Editorial Calendar

## Monthly Departments

- **History**

From the Kern County Museum, learn the stories of Kern County's past.

- **Dining Divas**

Looking for a new place for lunch? The Divas will bring great reviews.

- **Community**

Groups and individuals helping others and making Bakersfield a better place to live.

- **On The Red Couch**

Local women have a lot to say and they talk openly On The Red Couch.

- **Why I Live Here**

A look at the great neighborhoods of Bakersfield from a resident's point of view.

- **Home and Garden**

Discover new ways to spruce up your home and backyard.

- **Guys on the Green**

Learn what the conversation is like on the golf course.

- **Going Green**

Efforts to make Bakersfield a greener community

- **Trip Planner**

Want to get away? These weekend trips will bring plenty of adventure.

- **Snap! Bakersfield Life**

Who's out on the town? Our cameras are on the streets every month.

## January

2010 Projections

Me & My Pet

**Vows Special Section**

Deadline: Dec. 4, 2009

Publishes: Dec. 26, 2009

\*overrun 5,000 copies

## February

The Food Issue

Valentine's Day Fine Dining

**Home & Garden Special Section**

Deadline: Jan. 15, 2010

Publishes: Jan. 30, 2010

\*overrun 3,000 copies

## March

Women issue

Breakfast spots

**Health and Wellness Special Section**

Deadline: Feb. 12, 2010

Publishes: Feb. 27, 2010

## April

Bakersfield's History/Future

**Living Green Special Section**

Deadline: March 12, 2010

Publishes: March 27, 2010

## May

Tribute to Local Nurses

Local Heroes

**Night Life Special Section**

Deadline: April 9, 2010

Publishes: April 24, 2010

## June

Top Local Graduates

**Best of Bakersfield Special Section**

Deadline: May 14, 2010

Publishes: May 29, 2010

## July

The Travel Issue

Summer Sips

**Custom Homes Special Section**

Deadline: June 11, 2010

Publishes: June 26, 2010

## August

Why We Love Bakersfield

10 People to Watch

**Auto Special Section**

Deadline: July 9, 2010

Publishes: July 31, 2010

## September

Trails in and around Kern County

Spa Guide

**Health and Wellness Special Section**

Deadline: Aug. 13, 2010

Publishes: Aug. 28, 2010

## October

Snapshots of College Sports Athletes

Sneak Peek: 2011 car lineup

Wall of Hope Links for Life

**Home & Garden Special Section**

Deadline: Sept. 10, 2010

Publishes: Sept. 25, 2010

\*overrun 3,000 copies

## November

Bakersfield Gives Thanks

**Living Green Special Section**

Deadline: Oct. 15, 2010

Publishes: Oct. 30, 2010

## December

Philanthropists of 2010

**Holiday Gift Guide Special Section**

Deadline: Nov. 12, 2010

Publishes: Nov. 27, 2010

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TRIM AREA

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# BakersfieldLife

Do not place text here

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## **SAFE ZONE** **7.625" X 10"**

**(Please keep all photos and text within this safe zone)**

### **Centered on Page** **(0.6467" Margins)**

TRIM AREA

TRIM AREA

**Trim Size 8.375 x 10.75**  
**(This is the place that the magazine is cut)**

**Bleed Area 8.875 x 11.25**  
**(All color needs to come all the way to this point)**

## **This Example is not to Scale**

Do not place text here

TRIM AREA

Do not place text here