

# Petaluma

M A G A Z I N E



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# TARGETED 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
- 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
- 500 copies are distributed to Petaluma's Visitor Center, upscale hotels and key tourist locations around the city.
- 700 copies are available for sale around the city



# THE PETALUMA AUDIENCE

The combination of the demographics from The Argus-Courier subscriber and our ability to target affluent and active households through direct mail provides you with the ideal audience for your advertising message. Petaluma Magazine is the only advertising vehicle available that can provide this exclusive audience.

## \*KEY DEMOGRAPHICS:

\$150,000+ Household Income ■ Professional/Managerial ■ College Graduates ■ Homeowners  
Country Club Membership ■ Contribute to Charities ■ Belong to Civic or Fraternal Organizations

\*SOURCE: 2006 CLARITAS PRIZM ■ DEMOGRAPHICS ARE FOR THE ARGUS-COURIER AND HAVE INDICES OF 120 OR BETTER.

# THE PETALUMA STORY

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.

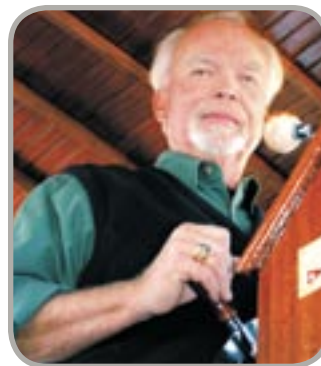
## REGULAR DEPARTMENTS :



**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.