

SANTA ROSA

M A G A Z I N E

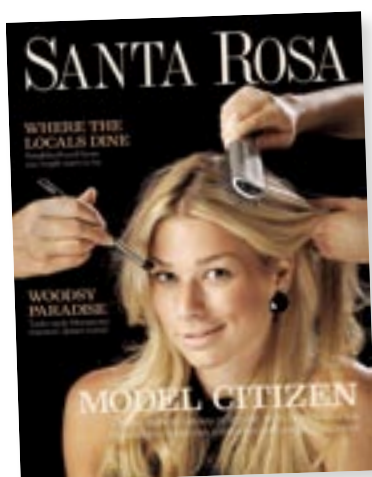


2 0 0 8 M E D I A K I T

D I S T R I B U T I O N

Santa Rosa Magazine's 11,000+ circulation provides an excellent way for advertisers to extend their reach to this critical Sonoma County market. By utilizing a sophisticated direct mail targeting program, Santa Rosa Magazine is read by the city's affluent and influentials.

- 9,500 copies are distributed through direct mail. The recipients are carefully selected to ensure we maintain our very valuable and elusive demographics
- 525 copies are on sale at premium locations and newsstands throughout the city
- 250 copies are mailed to select waiting rooms in Santa Rosa
- 800 copies are distributed by Santa Rosa Magazine's staff to high-end locations and premium advertisers



A U D I E N C E

Through sophisticated direct mail targeting abilities, Santa Rosa Magazine is distributed to the ideal audience for almost every advertiser. We have carefully created a recipient list that reflects affluent and active families in Santa Rosa. Santa Rosa Magazine stands alone in our delivery of this elusive demographic with an engaging editorial product.

* KEY DEMOGRAPHICS :

\$125,000+ Household Income ■ Professional/Managerial occupation ■ College Graduates
Married ■ Children in the household ■ Use their credit card monthly for \$1,000+ ■ Play Tennis and Golf

*Source: Claritas PRIZM NE 2005, Mediamark Research, Inc, 2006 ■ *Demographics listed have indices greater than 120

SANTA ROSA
MAGAZINE

Contact Jet Duncan for more information
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A PART OF
The New York Times
Company 

E D I T O R I A L

Santa Rosa Magazine successfully captures the vitality and energy of the largest city between San Francisco and Portland. Each issue explores the unique personalities, exciting events and can't-miss opportunities Santa Rosa offers its residents.

Published by The Press Democrat, Santa Rosa Magazine provides an unmatched insight, authority and understanding of the community it represents.

D E P A R T M E N T S



Philanthropy - Learn more about community leaders who are giving their time and resources to their favorite causes.



Q&A - Local celebrities respond to our questions about their passions, their hobbies, their jobs and their lives.



Theatre - Santa Rosa's top-notch theatre community is highlighted in every issue.



Calendar - This calendar of events is a must-read for readers to prioritize all of the upcoming and exciting Santa Rosa events.



Sightings - A look back on the last month's events and goings-on-about town with lots of pictures of local, national and international celebrities, fashion, food and soirees.



History - Every issue is closed with a glance back at the fascinating history that built Santa Rosa into the dynamic and exciting city it is today.