



walnut creek

M A G A Z I N E

2018 PRINT / DIGITAL MEDIA KIT
WALNUT CREEK'S CITY MAGAZINE



ABOUT US

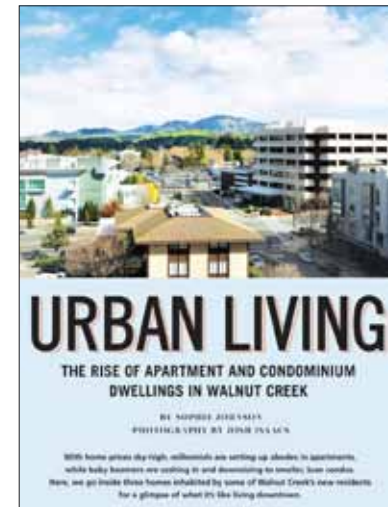
Walnut Creek Magazine is a print and online city magazine focused on issues, trends, culture, people, and hot spots. What makes us different? We're local. We're produced by a team of creative individuals who have a strong desire to celebrate our metropolitan area. From world-class shopping and lively restaurants, to miles of open space and top public schools, Walnut Creek is a great place to live, work, and play. Founded in 1998, and transformed in 2007, Walnut Creek Magazine is locally owned and operated.

MISSION

Walnut Creek Magazine is committed to providing readers with fresh, informative, and engaging coverage of the city, the region, and its people.

EDITORIAL

Recognized for the premium we place on outstanding content and captivating photography, Walnut Creek Magazine is the city's leading authority on food and restaurants, art and entertainment, business and development trends, travel and recreation, and of course, fashion and beauty.



“Of all the advertising we’ve done, there is no better marketing resource for brand alignment than Walnut Creek Magazine. Our health club members and hotel guests love it.”

— KEVIN CABRAL, GENERAL MANAGER, RENAISSANCE CLUBSPORT

READER DEMOGRAPHICS & AUDIENCE

walnutcreekmagazine.com

From the treadmills at local health clubs to the rooftop patios at local apartments, *Walnut Creek Magazine* readers are connected, savvy, and community-minded. They're invested in the city and support local businesses and non-profit organizations. They like to travel and explore. And they live a healthy lifestyle. Whether making choices related to food, fitness, shopping or museums, *Walnut Creek Magazine* is their trusted resource.

300,000 Magazine Readers per Year


81%

24-74 Years of Age

44
Median Age


19%

39%
Renters

\$3,600
WC Median Monthly Rent

\$125,000 Average HHI

4700+
Instagram Followers

3400+
Facebook Likes

85%
College Educated

61%
Homeowners

30,000 Website Visits in a typical month

(Data derived from online reader surveys, Google Analytics, and other research tools.)

\$855,000 WC Median Home Value

CONTACT

WALNUT CREEK MAGAZINE

PO BOX 5550

WALNUT CREEK, CA 94596

(925) 212-5146 | info@walnutcreekmagazine.com



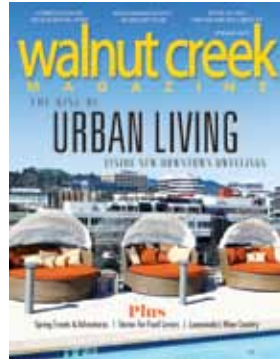
WINTER

Focus
Health & Beauty

Ad Close & Material Deadline
1/31/18

Release Date
2/21/18

Top Trends In 2018
New Restaurants/
Development
Artisanal Coffee
Napa Eco-Chic



DESIGN

Focus
Architecture & Design

Ad Close & Material Deadline
3/21/18

Release Date
4/18/18

Home Décor/Landscapes
Prime Properties
WCM Design Awards
Second Hand Shops



SPRING

Focus
Fashion

Ad Close & Material Deadline
5/16/18

Release Date
6/13/18

Women to Watch
Spring Style
Weekend Getaways
Best Places to Lunch



SUMMER

Focus
Fun

Ad Close & Material Deadline
7/18/18

Release Date
8/15/18

Hot List
Dining & Concerts
Glamping/Pet Travel
Home & Garden



FALL

Focus
Food

Ad Close & Material Deadline
9/12/18

Release Date
10/10/18

Chef Profiles
Neighborhoods & Schools
Wine Country
Schools/Activities



BEST OF WC

Focus
Reader's Choice Awards

Ad Close & Material Deadline
11/14/18

Release Date
12/12/18

Holiday Gift Guide
Chef Tips & Techniques
Local History
Profiles

FUTURE 2019 DATES:

WINTER Ad Close & Material Deadline 1/16/19 Release Date 2/13/19
DESIGN Ad Close & Material Deadline 3/13/19 Release Date 4/10/19

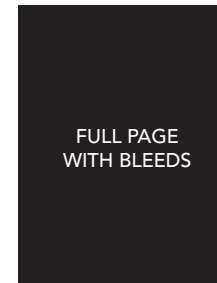
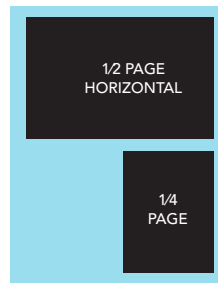
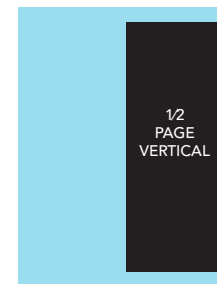
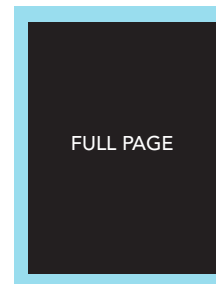
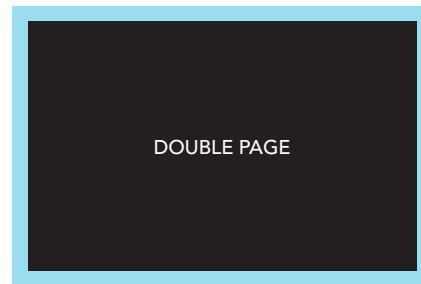
*Release dates subject to change.

	1 Issue (PRICE X 1)	3 Issues (PRICE X 3)	6 issues (PRICE X 6)
BACK COVER	\$4100	\$3850	\$2800
INSIDE BACK COVER	\$1950	\$1750	\$1500
INSIDE FRONT COVER	\$2150	\$1950	\$1700
DOUBLE PAGE	\$2800	\$2600	\$2400
FULL PAGE	\$1600	\$1400	\$1200
2/3 PAGE	\$1250	\$1150	\$1250
1/3 PAGE	\$850	\$750	\$650
1/2 PAGE	\$900	\$800	\$700
1/4 PAGE	\$600	\$500	\$400
MARKETPLACE	\$350	\$300	\$250
FULL PAGE ADVERTORIAL/ PROMOTIONAL CONTENT	\$1600	\$1400	\$1200

AD SIZES

SIZE	TRIM (W X H)
SPREAD	15.75" X 9.625"
FULL PAGE	7.25" X 9.625"
FULL PAGE BLEEDS	8.375" X 10.875"*
1/2 PAGE VERTICAL	3.5" X 9.625"
1/2 PAGE HORIZ.	7.25" X 4.6875"
1/4 PAGE	3.5" X 4.6875"
1/3 PAGE VERTICAL	2.5" X 9.625"
MARKETPLACE	2.5" X 3"

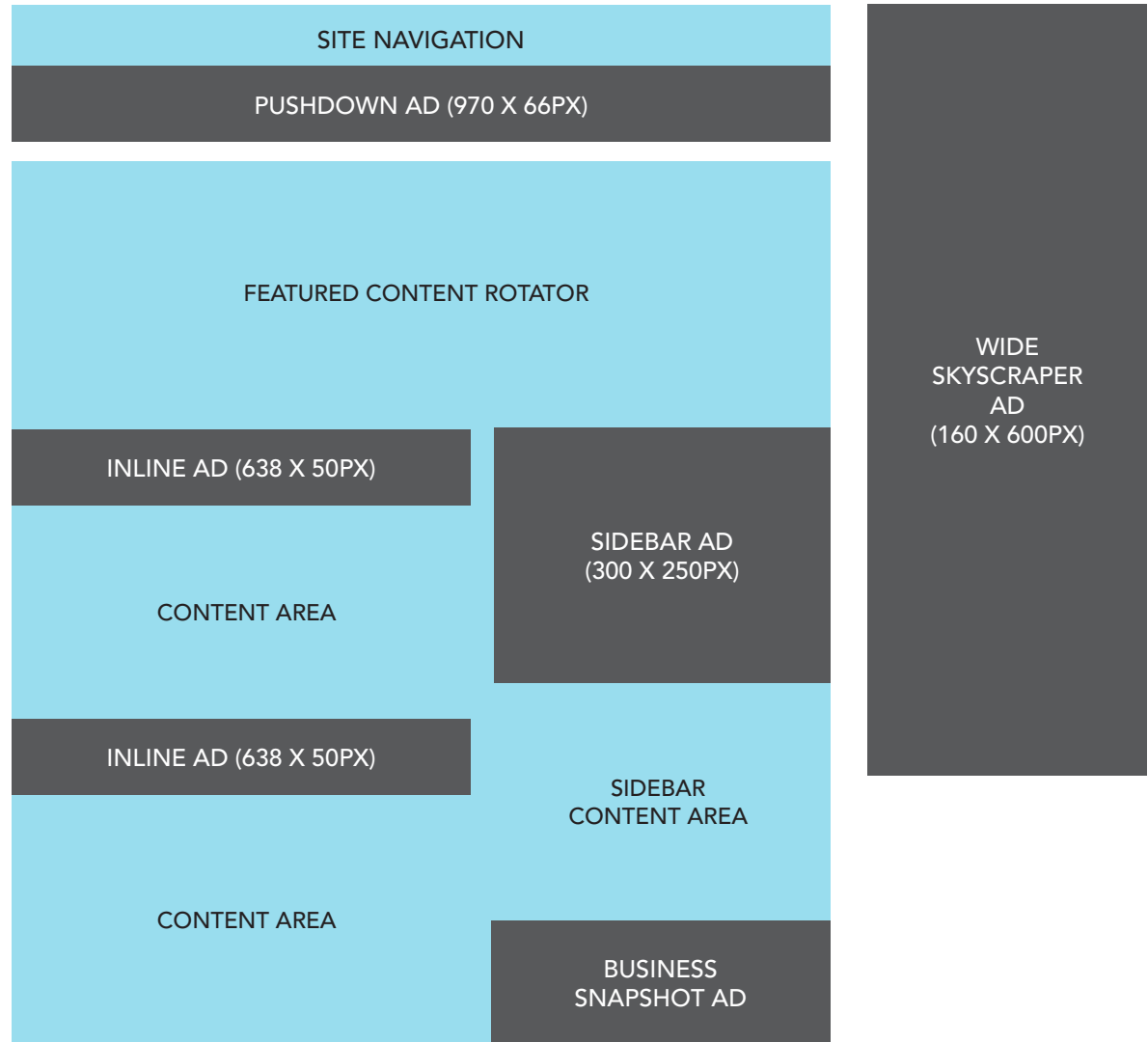
* Please keep text and images 1/4" from edges. Add 1/8" to all sides for bleeds.



ADVERTISING POLICY:

Ad design is available at an additional fee. Submit ads in high resolution digital format: PDF/X-1a, TIFF, or JPEG (300dpi). Rates are subject to change without notice. Invoices are due upon receipt.

BANNER ADS			
	1X (PER MONTH)	3X	
PUSHDOWN	\$120	\$100	
SIDEBAR	\$90	\$75	
WIDE SKYSCRAPER	\$100	\$80	
INLINE	\$75	\$60	
BUSINESS SNAPSHOT	\$35	\$25	
ADVERTORIALS			
(Subject to approval and editing)			
ONLINE ARTICLE	1X (POST)	3X	
	\$100	\$75	
DIRECTORY			
	EXPRESS	ENHANCED	PREMIUM
	FREE	\$14.99 (per month)	\$24.99 (per month)
EVENT CALENDAR			
	FREE	N/A	N/A



Exciting things are happening at walnutcreekmagazine.com. If you visit us regularly, you've probably noticed we have created an online experience that is becoming as valuable to our readers as our print edition. Take a look around. Explore the fresh content. Add your business to our free online directory. Post community events. Maximize your business exposure with banner ads and other advertising opportunities.

KEY PRINT DISTRIBUTION PARTNERS

On a good day, you can find *Walnut Creek Magazine* at over 150 locations throughout Walnut Creek, Lafayette, Alamo, and Pleasant Hill. Look for copies in guest rooms or the front desk at area hotels, in waiting rooms at dental and medical practices, and at local hospitals, health clubs, hair salons, spas, boutiques, and restaurants. But you have to act fast. As our partners will tell you, *Walnut Creek Magazine* is always in high demand.



WHOLE FOODS MARKETS
RENAISSANCE CLUB SPORT
WALNUT CREEK MARRIOTT
MORUCCI'S DELI
BROADWAY EYEWORKS
CITY HALL
LETTUCE
CHANGES SALON
CHILDREN'S HOSPITAL
GENOVA DELI
WALNUT CREEK LIBRARY
MOOYAH
CIVIC ARTS SHADELANDS
THIRTEEN SALON
BUTTERCUP GRILL
CLASSIC CLEANERS
WC FARMERS' MARKETS

FORMA GYM
WALNUT CREEK HARDWARE
A-1 SHOE REPAIR
EMBASSY SUITES HOTEL
FORMA GYM
SUNRISE BISTRO
WALNUT CREEK CHAMBER
ENCORE MEDSPA
WELLS FARGO BANKS
DENICA'S
COUNTER BURGER
JOHN MUIR ORTHOPEDIC
SHADELANDS DENTAL
EXTREME PIZZA
PRIMA VINI
TICE VALLEY GYM
LAFAYETTE PARK HOTEL

DUDUM REAL ESTATE GROUP
SKIPOLINI'S
LAFAYETTE CHAMBER
HYATT HOUSE
PACIFIC BAY COFFEE
BEDFORD GALLERY
SABORES DEL SUR
WALNUT CREEK SCHOOL DISTRICT
CORNERSTONE COPY
COUNTRYWOOD SHOPPING CENTER
JOHN MUIR MEDICAL CENTER
PEET'S COFFEE
GARDENS AT HEATHER FARM
RUTH BANCROFT GARDEN
ROCCO'S RISTORANTE
CONTRA COSTA ONCOLOGY
CIVIC ARTS SHADELANDS
LAFAYETTE CHAMBER
ESTATES CONSIGNMENT
IL FORNAIO
J ROCKCLIFFE REALTORS
PLEASANT HILL CHAMBER
ALAIN PINEL REALTORS
BRODERICK
LINDSAY WILDLIFE MUSEUM
MEL'S DINER
ORIGINAL HICKR'Y PIT
21 MINUTE FIT FOR LIFE
UPS STORES

"When I think of a reliable media source that keeps the community connected to the arts, *Walnut Creek Magazine* comes to mind. The magazine is a gem. Not to mention, a valued media partner for many non-profits. Keep doing what you do best!"

— LAUREN JONAS, DIABLO BALLET

"I have been advertising with *Walnut Creek Magazine* for quite a few years and find it a very effective marketing medium for bringing in new business. Their prices are affordable, but most of all, it's a great magazine that keeps the community in the loop on what's happening and showcases the best in the area. I truly recommend this magazine for your advertising needs."

— SUZI MOCK, BROADWAY EYEWORKS

"*Walnut Creek Magazine* is a pillar of our advertising campaign! The consistent exposure we receive from this respected publication is one of the keys to our marketing success and an excellent resource for our clients who are seeking new senior living communities."

— STEVEN EGGERT,
THE HERITAGE DOWNTOWN SENIOR LIVING