

A FAMILY
MAGAZINE FOR
PARENTS



San Joaquin kids & PARENT MAGAZINE



2012 MEDIA KIT
sanjoaquinkids.com

THE MOST EFFECTIVE WAY TO REACH PARENTS
AND FAMILIES IN THE SAN JOAQUIN AREA!

LATHROP | LODI | MANTECA | RIPON | STOCKTON | TRACY

San Joaquin **kids** & PARENT

FROM THE PUBLISHERS OF
SAN JOAQUIN MAGAZINE

MAGAZINE

ADVERTISING



Focusing on the issues, concerns and needs of San Joaquin parents from prenatal to adolescence, San Joaquin KIDS & PARENT serves local moms and dads by providing the latest and most accurate information available from local specialists, retailers and kid-friendly venues.

Publishing Calendar

This special publication prints 6x per year. Each edition available in hundreds of targeted pick up locations include local libraries, day cares, kid friendly eateries, local events, waiting rooms, medical offices, educational schools and more.

See circulation breakdown on next page.

SPACE RESERVATION DEADLINE

| | | |
|-------------|-------------------------------|-------------------------------|
| JAN 1, '12 | SPACE RESERVATION JAN 25 | FINISHED MATERIALS FEB 1 |
| MAR 1, '12 | SPACE RESERVATION JAN 25 | FINISHED MATERIALS FEB 1 |
| MAY 1, '12 | SPACE RESERVATION MARCH 25 | FINISHED MATERIALS APRIL 1 |
| JULY 1, '12 | SPACE RESERVATION MAY 25 | FINISHED MATERIALS JUNE 1 |
| SEPT 1, '12 | SPACE RESERVATION JULY 25 | FINISHED MATERIALS AUG 1 |
| NOV 1, '12 | SPACE RESERVATION SEPT 25 | FINISHED MATERIALS OCT 1 |

PUBLICATION HIGHLIGHTS

- Ages & Stages** News and local profiles
- Building Blocks** Products, toys, books, music
- FYI** Community events, health advice, parenting news and activities
- Voice** Parents share their experiences of raising children
- Dinner Table** Kid friendly destinations, recipes
- Are We There Yet?** Local, national kid-friendly destinations

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95 W 11 St. Ste 206
Tracy CA 95376
SanJoaquinKids.com

For Advertising

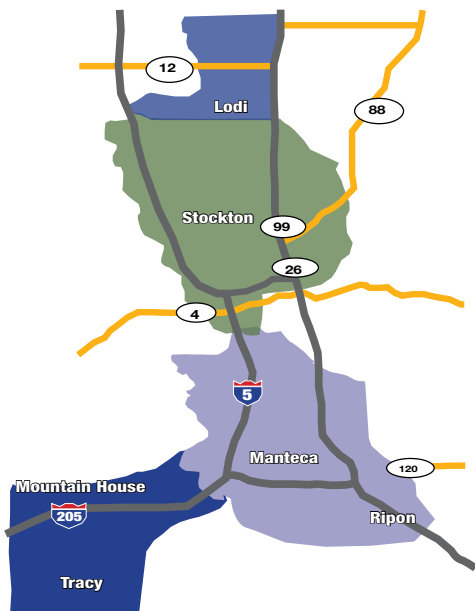
p : 209 833 9989
f : 209 833 9979
sales@sanjoaquinkids.com

San Joaquin KIDS & PARENT Magazine's focused and direct mail campaign ensures that your advertising dollars will carefully target the right clientele. Only **SAN JOAQUIN KIDS & PARENT** reaches the parents and families within a geographic area who have the spending dollars for life's little extras.

- The single most effective way to target area consumers in full color and high gloss
- A high quality, professional and effective medium in which to showcase your business
- Exceptional staying power with direct mail and high traffic distribution
- Professional editorial content that is compelling and informative

CIRCULATION 20,000+

| | |
|----------------------------------|-----|
| Schools/Child Care | 22% |
| Hospital/Medical Centers | 11% |
| OB/GYN, Pediatricians | 12% |
| Restaurants/Coffee Houses | 16% |
| Libraries | 3% |
| Community/Recreation Areas | 4% |
| Salons/Spas | 10% |
| Retail Shops/Boutiques | 10% |
| Subscriptions/Advertisers | 12% |



CONNECTING PARENTS

We're all about community events and happenings; about where to take the kids for care, check ups, fun activities and recreation; about where to locate educational opportunities and fun; and about how to find goods and services specific to the needs of young, dynamic families. San Joaquin KIDS & PARENT magazine is a useful, well written magazine and respected resource guide for readers with children and grandchildren of all ages and stages of life.

Circulation

Rate Base : 20,000

TOTAL READERS PER ISSUE

53,200 (2.66 per copy)

Target Audience

San Joaquin KIDS & PARENT Magazine is distributed 5x per year throughout San Joaquin county. Free copies of San Joaquin Kids are available at strategically located, carefully monitored locations including public libraries, medical and dental offices, clinics, bookstores, public and private schools, day care centers, restaurants, coffee shops, salons, spas, community and recreation centers, specialty stores and malls. Please check our website for locations. SanJoaquinKids.com

If you would like your business to be a high traffic distribution site for San Joaquin KIDS & PARENT, please contact heather@sankoaquinkids.com or call 209-833-9989

Full Color Glossy

professional full-color layout and photography

95 W. 11th Street, Suite 206 • Tracy, California 95376
T: 209.833.9989 • F: 209.833.9979

San Joaquin Kids & PARENT

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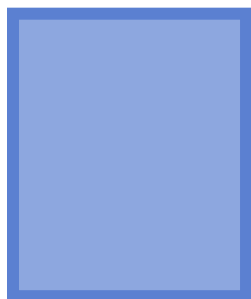
MAGAZINE

PRICING

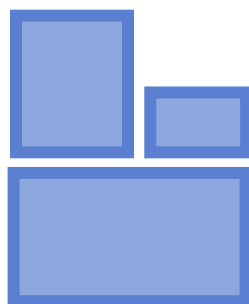
MECHANICAL SPECIFICATIONS

MAGAZINE SIZE: 8.375" X 10.875"

Non-bleed: 7.375w x 9.875h
Bleed: 8.62w x 11.125h



Full Page
Full Bleed 8.62 x 11.125"
no bleed 7.375 x 9.875"



1/2 page H
1/2 Page 7.375 x 4.875"
1/4 Page 3.625 x 4.875"
1/8 Page 3.625 x 2.375"



1/2 page V
1/2 Page 3.625 x 9.875"

SPECIAL LIMITED TIME OFFER

Choose 4 Ads in San Joaquin KIDS & PARENT Magazine and get your first ad at **DOUBLE THE SIZE** or receive a complimentary **HEALTHY & HAPPY KIDS PROFILE** in an upcoming edition

PRICING

| Size | 1x | 2x / 4x | 6x |
|-----------|---------|---------|---------|
| Full page | \$1,405 | \$1,340 | \$1,250 |
| 1/2 page | \$725 | \$675 | \$625 |
| 1/4 page | \$455 | \$395 | \$325 |
| 1/8 page | \$240 | \$220 | \$195 |

| Cover Premiums | 1x | 2x / 4x | 6x |
|----------------|---------|---------|---------|
| Inside FC | \$1,805 | \$1,640 | \$1,475 |
| Back Cover | \$1,905 | \$1,740 | \$1,575 |
| Inside BC | \$1,505 | \$1,440 | \$1,350 |

ACCEPTABLE DESKTOP FILE FORMATS

Ads by E-mail / Ads on Disk: HIGH RESOLUTION PDF'S ONLY. CMYK Press-Ready PDF files on CD-Rom or via FTP. Please email files to: art@sanjoaquinkids.com. Ad Format Supported: CMYK Press-Ready PDF files only. Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable. Please contact 209-833-9989 with questions.

AD DESIGN SERVICES:

Our graphics department builds each of your ads precisely to your specifications. Most important, we must build an effective ad. We provide you with a marketing and sales professional at no charge if we receive your artwork by deadline. Rates include 2 proofs of revisions. Additional proofs are \$25 each. Stockton photo usage is \$15 each. Original art services, logos, drawings, etc. are not included. *San Joaquin Kids Magazine* provides basic ad assembly and layout to non-agency clients. Additional proofs after the 2nd proof will be charged. Any camera ready artwork submitted that does not exactly match published ad dimensions will be floated, enlarged, bordered, and/or reduced at the publisher's discretion.

FTP Upload: Please Contact for Upload Information

SAN JOAQUIN KIDS publishes 4x per year

All Rates Are Net and Per Insertion
Advertorial Fee: Additional \$200 plus full page rate.

For guaranteed positioning, add 20% to earned rate.

INSERTS

\$50 per 1,000 with a 10,000 minimum. Must be pre-printed and to the printer by due date. Some restrictions may apply. Contact your account rep for details.

Promote Your Business for as
Little as **\$195** for 3 months!!!

If your business focuses on families
and children, San Joaquin Kids
magazine is the choice for you.



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