

SAN JOAQUIN MAGAZINE

SPRING 2009

# weddings

local brides  
fabulous dresses  
beautiful cakes  
unique ideas and more...

FEBRUARY 2009 \$3.95  
[www.sanjoaquinmagazine.com](http://www.sanjoaquinmagazine.com)



8 27912 00690 2

Your Local Wedding Planning Resource Guide



## San Joaquin Weddings

- San Joaquin magazine, the region's premier lifestyle magazine publisher, is proud to introduce San Joaquin Weddings. San Joaquin Weddings will be published in February 2009 with a press run of 30,000 to 35,000 copies. Rich in editorial content and photo layouts that are both gathered locally, the magazine will be a valuable source of inspiration for the bride-to-be.
- San Joaquin magazine has been well-read and respected in the community for the past seven years, generating 80,000 readers per issue (2.66 readers per copy). For this reason, we decided that inserting San Joaquin Weddings into the 25,000 copies of its parent publication would be an ideal distribution tool for our advertisers.
- Of the 25,000 copies distributed for San Joaquin magazine, 20,000 copies are direct-mailed to the most affluent homes in the community and 5,000 copies are placed in high-traffic areas: doctor/dental offices, salons, hotel lobbies/rooms, coffee houses, wine tasting rooms, restaurants, shops/shopping centers, and the list goes on.
- In order to further maximize targeted exposure for our advertisers, 5,000 to 10,000 copies of San Joaquin Weddings will be printed as a standalone magazine and distributed amongst wedding-inspired businesses and services in the greater San Joaquin area. In addition to its fun, inspirational content, the full-color, high-quality paper and high-gloss cover will help set this publication apart from other wedding magazines. \*Additional distribution methods will be confirmed at a later date.
- As a promotional opportunity for our advertisers, San Joaquin magazine will also feature a Special Wedding Section in its January 2009 edition. This section will highlight what's to come in the February 2009 edition of San Joaquin Weddings. Ask for details.



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

### TARGET AUDIENCE

72% OF OUR READERS ARE WOMEN and let's face it, men aren't the ones flipping through magazines when they get engaged; the bride-to-be, her sister, mother, grandmother, aunt, cousin, best friend, maid of honor, and bridesmaids are the people who you want to reach. We distribute to your ideal market: local people who have the means to enjoy life's little and BIG comforts, especially when it comes to their wedding.

### FULL COLOR

Professional, full-color layout and photography with high-gloss cover

### LARGE OVERSIZE FORMAT

9" x 10.75" Wide Format Magazine

### HIGHLIGHTS

Style • Décor • Planning  
Fashion • Beauty • Gifts

### RESOURCES

Full resource Listing of Advertisers

## SPECIAL FOR PHOTOGRAPHERS ONLY!

Photographers capture the essence of every wedding. From the sneak peek to the bride, to the elaborate reception, pictures say a thousand words. **San Joaquin Weddings** magazine seeks the help of local photographers to help with our tribute to the local bride. This is a wonderful way showcase your work and reach brides throughout the year. Make sure your included in the most comprehensive magazine of the area.

### OFFER:

Place any 1/2 page ad in the February edition of **San Joaquin Weddings** magazine and receive a **2-page photography spread... FREE (an \$4,000 value)**. Place a full-page ad and receive (2qty) **2-page photography spreads... FREE (an \$8,000 value)**.

### PHOTO REQUIREMENTS

Photos must be from one wedding, not a compilation of several. If you place a full-page ad and receive two spreads then you can provide photos from two different weddings. All photos must be hi-resolution and contain a shot of the bride and groom to be used as a full page, and at least six photos from the following list: the cake, floral arrangements or bouquets, bridesmaids with bride, groomsmen with groom, ceremony and/or reception location, table settings, bride and groom kissing, flower girl, ring bearer, or any other unique shots taken the day of the wedding. Please email the photos to or provide a CD for your advertising representative, or upload the photos to the FTP site.

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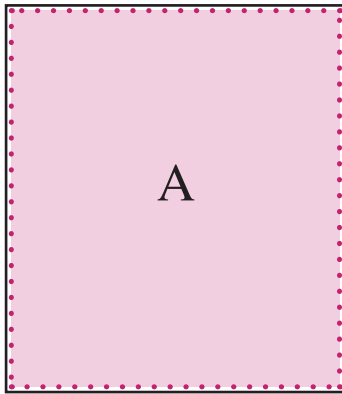
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Fashion • Beauty • Gifts

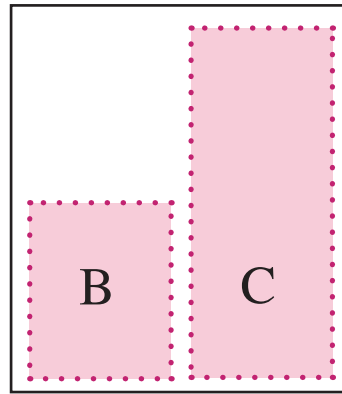
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# Advertising Specs and Rates

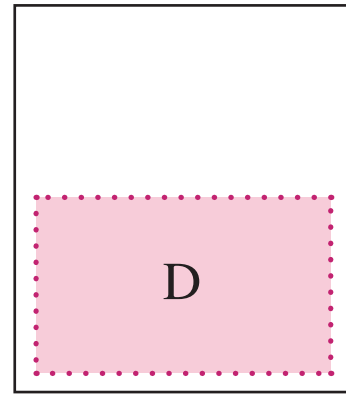


A) Full Page w/bleed  
9.125" x 11.125"



B) Quarter Page w/o bleed:  
3.875" x 4.75"

C) Half Page w/o bleed:  
3.875" x 9.625"



D) Half Page w/o bleed:  
7.875" x 4.75"

	1x	2x
Quarter Page	\$715	\$600
Half Page	\$1,150	\$950
Full Page	\$2,000	\$1,800
First Five (first five full page ads before contents)	\$2,200	\$1,900
Inside Front Cover	\$2,250	\$2,000
Inside Back Cover	\$2,250	\$2,000
Back Cover	\$2,550	\$2,350

Rates are per insertion. Advertisers who take advantage of the 2x promotional rate are not required to place the same size ad in both issues.

Closing Date: November 21

Ad Materials Due:

December 1 (January 1st SJ Magazine)

December 19 (February 1st SJ Weddings)

#### AD DESIGN SERVICES

Our design team is here to help. A \$50 design charge will be incurred for all ads that need art services. Original art services, logos, drawings, etc. are not included. San Joaquin Magazine provides basic ad assembly and layout to non-agency clients. Additional proofs after the 2nd proof will be charged \$50/hr. Please ask sales associate for details. 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. General creative services are provided to advertisers at no additional charge for any multiple ads purchased on contract rate.

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