



encinitas

magazine

MEDIA KIT

2016



INTRODUCTION

It's hard to put in words the true spirit of Encinitas. What is it about this town that makes residents and visitors alike love it so much? Is it our impeccable stretch of beautiful beaches lined with picturesque palm trees and tan bluffs that glow orange at sunset? Is it the quaint and quirky charm of our downtown 101 shopping and dining district that offers up an eclectic mix of stores and restaurants?

Is it the welcoming nature of the locals? The rolling hills of Olivenhain? The funky soulful Leucadia corridor with its hidden culinary gems? The parks and walkable nature trails in Cardiff? Is it the incredible array of options for health and fitness from yoga to full-on S.E.A.L. training? How about the variety of World Class surf breaks? The skateparks? The jogging trails? The bike-friendly roadways? The vibrant nightlife? The bird watching? Yes, the lagoons that border Encinitas are a bird watcher's dream.

Or is it all these things and so much more that add up to Encinitas being one of the greatest places in the world to live, visit, and/or work? The answer is yes—yes to all of it, and yes to Encinitas! This town has grown from a tiny flower-growing hub to a large community of thriving businesses, pride residents, thankful visitors, and everything in between.

We've grown, yet somehow held on to our small-town charm that makes us so unique. I say words like "we" and "us" because anyone who lives here

or visits this town knows that even though we're nearing a population of over 60,000 people, we're all bonded by the fact that we love our town.

In the early 2000s, Encinitas Magazine had a short run of a few years, and was well received by the community—but ultimately disappeared. Well, after a six-year break in production, and with demand and constant requests to start it up again, we're proud to say Encinitas Magazine is back!

Starting this October with a fresh look, a rejuvenated spirit, new ideas, and old favorites, Encinitas Magazine will be bringing you stories about the town we love, the interesting people who live here, dining and shopping guides, features about businesses doing our town right, art, events, and so much more.

The goal here at Encinitas Magazine is to provide the residents and visitors of this wonderful town a homegrown look in to what makes this the best place in the world, and I truly believe it is.

Encinitas Magazine is a free publication that will be available everywhere in Encinitas, Cardiff, Leucadia, and Olivenhain. From the hippest new spots, to the old school mom and pops—this is your town, and this is your magazine.

Let's do this!

Chris Cote

Editor In Chief
Encinitas Resident since 1979

EDITORIAL

Encinitas Magazine is a great resource for the Encinitas region, but covets itself on being a significant source of pride and entertainment for Encinitas, Cardiff-by-the-Sea, Leucadia and Olivenhain. With four-color glossy pages designed with vibrant photography and well-written stories, Encinitas Magazine connects locals and visitors with Encinitas' rich history, unique places, spirited personalities and cultural events. Encinitas Magazine also provides a service to its residents and visitors. A calendar of events, dining guide and restaurant spotlight are staples in every issue and open the window to the quality of life in Encinitas. Encinitas Magazine is a coffee table centerpiece in homes all around the Encinitas area.

MECHANICAL REQUIREMENTS

- Encinitas Magazine accepts only Mac-compatible digital files in the form of PDF/X-1A and Photoshop TIFFs. Please submit Mac-compatible CDs with files and proofs at 100% of actual size. Please include a directory of files on the CD, along with the name, phone number and address of the creator of the file in the event of problems.
- Include crop marks indicating trim and/or bleed dimensions. Live matter should be 1/4" from trim and bindery.
- Some form of a proof must be included with all materials in order to verify content. Encinitas Magazine will not be responsible for color variance if an acceptable color proof (SWOP-approved is best) is also not included with ad materials (i.e. Creo, Kodak Approval, DuPont Waterproof, Epson or Fuji).

CIRCULATION

Encinitas Magazine's circulation is 20,000 copies per issue and is distributed free via its five-tiered distribution network throughout the areas of Cardiff-by-the-Sea, Leucadia, Old Encinitas, New Encinitas, Olivenhain and South Carlsbad.

PAID SUBSCRIBERS

Encinitas Magazine's subscriber base is unique to a free magazine, and includes people who don't want to miss a copy and are willing to pay for home delivery.

OUTDOOR NEWSRACKS

Outdoor newsracks are positioned in key retail areas where residents and visitors congregate.

RETAIL WIRE RACKS

Wire racks are positioned inside retailers, restaurants, coffee houses, hotels and city facilities throughout the Encinitas area.

HOTELS

Encinitas Magazine is the publication chosen to be the "In-Room" magazine in virtually every Encinitas hotel room.



ENCINITAS MAGAZINE TERMS

- A 15% agency discount will be honored for recognized agencies upon receipt of digital materials.
- New advertisers to Encinitas Magazine must pre-pay for the first three insertions. Payment must be received with materials for advertisement to run. If terms are requested, a credit application must be submitted and approved to receive Net 30 terms. Any advertiser with a balance due over 60 days will be pulled from the magazine and a 4% interest rate added to the outstanding invoice.
- To receive frequency rates, advertisers must have a signed contract with insertions specified within the year of the start of the contract.
- Advertising rates are subject to change, but advertisers with a signed contract will be rate protected through the term of the contract.
- Guaranteed positioning will add 20% to the monthly contracted rate.
- Encinitas Magazine has the right to refuse an advertisement it deems objectionable or offensive.

- Advertising space may not be cancelled after space reservation deadline. Advertisers will be invoiced full amount for any cancellations after deadline.
- Advertisers on contract receiving frequency rate discounts that do not fulfill the term of their contract will be short-rated and billed the amount discounted.
- Encinitas Magazine assumes no liability for typographical errors in an advertisement, nor failure to publish an advertisement.

ADVERTISING DEADLINES

COVER DATE	HITS STREETS	SPACE RESERVATION	AD MATERIALS DUE
February/March April/May June/July August/September October/November Holiday	February 1 April 1 June 1 August 1 October 1 December 1	January 8 March 4 May 6 July 1 September 2 November 4	January 15 March 11 May 13 July 8 September 9 November 11

ADVERTISING RATES

AD SIZE	WIDTH X HEIGHT	1X	3X	6X
Full Page	(7.625" x 9.75")	\$3003	\$2611	\$2271
2/3 Page	(4.875" x 9.75")	\$1981	\$1722	\$1498
1/2 Page Vert.	(3.625" x 9.75")	\$1520	\$1322	\$1150
1/2 Page Horiz.	(7.625" x 4.625")	\$1520	\$1322	\$1150
1/3 Page Vert.	(2.375" x 9.75")	\$1010	\$878	\$764
1/3 Page Square	(4.75" x 4.625")	\$1010	\$878	\$764
1/4 Page	(3.625" x 4.625")	\$769	\$669	\$582
1/6 Page Vert.	(2.375" x 4.625")	\$555	\$483	\$420
1/6 Page Horiz.	(3.625" x 3.125")	\$555	\$483	\$420
Back Cover	(7.625" x 9.75")	\$4503	\$3916	\$3406
Inside Front Cover	(7.625" x 9.75")	\$4234	\$3682	\$3202
Inside Back Cover	(7.625" x 9.75")	\$3969	\$3451	\$3001

