MARIN COUNTY IS THE BEST OF THE BAY AREA
WE COVER IT ALL

Marin is situated between San Francisco and California’s wine country and shares a border with San Francisco via the iconic Golden Gate Bridge.

The county has 13 vibrant towns and cities surrounded by verdant rolling hills, lush redwood forests including those in the famous Muir Woods, beaches for surfing and strolling, Point Reyes National Seashore and Mount Tamalpais — the perfect mountain for hiking and mountain biking as well as the county symbol. Marin is home to one of the most affluent, active and civically minded populations in the United States. According to a recent Mendelsohn Affluent Survey, the average annual household income for the Marin Magazine reader is $349,000 and the average net worth is more than $3 million. Forty-four percent are owners/partners in their own business and thirty-eight percent commute daily to San Francisco for work. The average home value is more than $1.6 million and ninety percent own their home.
108,900
Readership per issue

70%
Subscribers
Marin Magazine has an engaged readership with 70% paid and requested circulation.

36,000
Total monthly circulation

1,800+
Hotel rooms
Marin Magazine is in the unique position to reach the lucrative consumer and travel market with in-room copies within Marin’s best hotels.

80
Newsstands
Marin Magazine sells an average of 700 copies each month at the 80+ newsstands — bookstores, grocery stores and other retail outlets throughout the county.

500
Real estate offices
Marin Magazine supplies all the major corporate real estate offices in Marin with complimentary copies for their clients and visitors.

What they’re saying . . .
“I advertise in Marin Magazine as a way to feel connected to our community and find the content is well aligned with my business. It provides great visibility to a clientele that I consider my target audience.” —GEORGE ROSENFIELD, VP, AREA MANAGER OF HOMESTREET BANK
CALENDAR HIGHLIGHTS

JANUARY > WEDDINGS
Vibrant, local wedding features
Plus: Wedding Resource Guide
Space close: 11/18/16
Materials close: 11/25/16

FEBRUARY > TOP DOCS
Health and wellness features
Plus: 415 Top Doctors Guide
Space close: 12/22/16
Materials close: 12/30/16

MARCH > SPRING FASHION
Spring trends / Go: Hawaii
Plus: Summer Camps Guide
Space close: 1/20/17
Materials close: 1/27/17

APRIL > HOME ISSUE
Homecentric features
Plus: Home Renovation Guide
Space close: 2/17/17
Materials close: 2/24/17

MAY > ART COVER CONTEST
Who will win our May Cover contest?
Plus: Local Art and Artists
Space close: 3/24/17
Materials close: 3/31/17

JUNE > OUTDOOR SPACES
Gardens, pools, spas / Go: Tahoe
Plus: Marin Summer Guide
Space close: 4/21/17
Materials close: 4/28/17

What they’re saying . . .
“Advertising in Marin Magazine is a perfect gateway to the community. With upscale advertising and articles, we’re confident we’re reaching our target audience and proud to be associated with the magazine’s readers and partners.”
—SOPHIE PRIOLO, SOFIA JEWELRY
What they’re saying . . .

“We work with Marin Magazine to promote the Mill Valley Film Festival and find their print and digital ads highly effective. They also developed a special event and publication for us, attracting a whole new audience.”  —BEAU BLANCHARD, CALIFORNIA FILM INSTITUTE
AUDIENCE DEMOGRAPHICS

AFFLUENT

- Average HHI: $349,000
- Average Net Worth: $3,079,000
- Savings and Investments: $2,183,100
- Average Home Value: $1,647,500
- Own Vacation Homes: 41%
- Average Value of 2nd Home: $1,396,400

FEMALE: 24%

MALE: 76%

ENGAGED READER

- 99% took action after reading the magazine
- 80% read every issue
- 69% discuss what they read with others

ACTIVE

- 94% visit S.F. for dining, shopping, museums, and galleries
- 91% purchase tickets to the theatre, shows, concerts or movies
- 80% have active fitness routines
- 52% visit spas

EDUCATED & INFLUENTIAL

- 98% donate to charities
- 90% graduated college or more
- 85% take an active role in civic, social or political issues
- 83% have professional/managerial positions
- 44% are owners or partners of a business
- 32% serve as a member of a board of directors/trustees

TRAVELERS

- Average annual travel spending: $19,685
- 96% travel
- 89% take domestic trips
- 81% overnight in Wine Country
- 62% take international trips

LUXURY SHOPPERS

- 44% purchase designer women’s clothing
- 48% purchase fine jewelry
- 41% own or lease a luxury vehicle
- 40% purchase home artwork or collectibles

CONNOISSEURS

- Average monthly times dine out: 10
- 98% dine in restaurants, hotels or clubs
- 89% dine at fine restaurants
- 85% ordered a drink by brand in the last 12 months
- 71% dined at a specific restaurant as a result of reading Marin Magazine

What they’re saying...

“We started our marketing initiatives with small ad units, but have since invested in very effective larger front-of-book ad space. I know of no other publication in Marin that has the qualified audience we are looking for.”

—KEVIN JONES, PRESIDENT, LASER CENTER OF MARIN, INC.
### MATERIAL SPECS

#### MAGAZINE SIZE

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#### AD SIZES

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#### APPLICATIONS ACCEPTED

InDesign, Photoshop and Illustrator.

#### BORDERS

A one point black border will be added to fractional ads.

#### DOCUMENT SETUP GUIDELINES

Full page and spread ads require a minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

#### RESOLUTION

Image files need to be at least 300 dpi at 100% print size.

#### PROOFS

For best results, supply a hard copy of a high quality, color proof for color matching. Proofs sent from Marin Magazine are low-res PDFs to be used as review for placement and copy changes only.

#### FTP INFO

Visit from any browser:
https://files.marinmagazine.com
User ID: marinftp
Password: marin1
Select: “Advertising Files”
Select: “Upload Files” from menu on left
Follow on-screen instructions.
No FTP software is necessary.

#### FTP INSTRUCTIONS

Compress large files/folders
Compress file(s)/folders using Stuffit for Macs or WinZip for PCs into .sit or .zip files. This step is not required, but can shorten upload/download time.

Use simple file names
Avoid spaces and non-letter characters, such as `&#!%+><`, in file names.
Use hyphens (`-`) or underscores (`_`) when necessary.

#### PRINT DEADLINES

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<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Materials Close</th>
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<tr>
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<td>12/22/16</td>
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