



# diablo

THE MAGAZINE OF THE EAST BAY / [diablmag.com](http://diablmag.com)

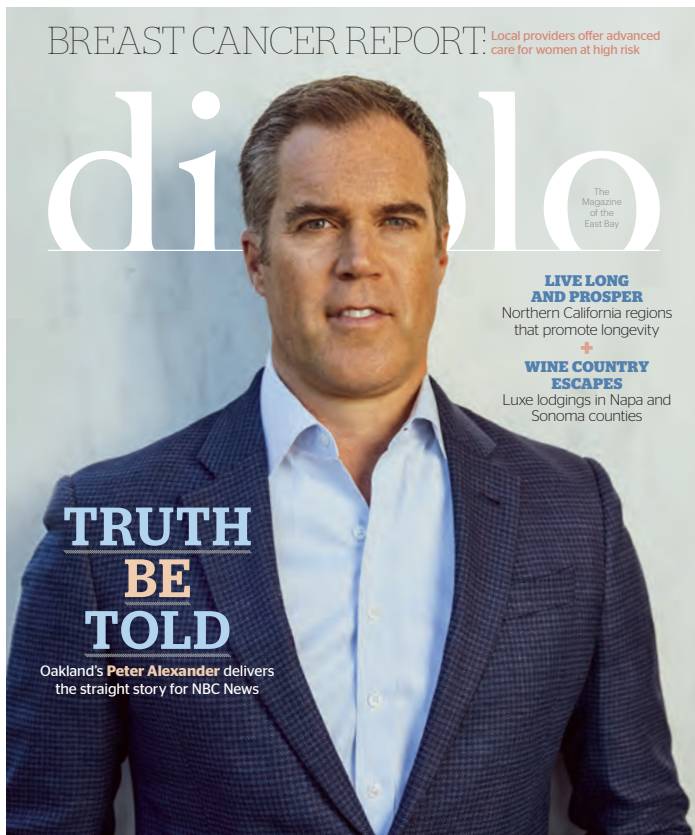


# MEDIA KIT 2025

# Diablo Magazine

## Just the Facts

→ Since 1979, *Diablo* magazine has been delivering an award-winning lifestyle publication. *Diablo* has perfected a readership that no other medium delivers, one that assures our advertisers success when it comes to reaching ready, willing, and able buyers.



### DISTRIBUTION

*Diablo* distributes 30,000 magazines every month, making more than 1.5 million impressions per year on the area's most affluent households—from the Berkeley and Oakland hills to Lamorinda, Walnut Creek, Danville, Blackhawk, and the Tri-Valley. *Diablo* magazine has a 3.8 pass-along rate, which increases our circulation to 131,750 readers each issue.

### REACH

*Diablo* reaches new readers every issue with placement at premier newsstand locations; placement in key business and visitor outlets and premier hotels; and distribution at community events.

### LOYAL

*Diablo* readers are loyal. They actively look to *Diablo* for trusted information and resources every month. And 63% keep their issues a month or longer.

### COMMUNITY

*Diablo* is deeply committed to strengthening the fabric of the community through signature events, subscription fundraising promotions, media sponsorships, and employee volunteer programs. *Diablo* works with more than 100 grassroots and major nonprofit organizations to help them reach their fundraising and promotional goals.

### EXCELLENCE

*Diablo* has been recognized for excellence. *Diablo* is a member of the City and Regional Magazine Association (CRMA), which holds members to high standards and requires that magazines be of general interest and consumer oriented, and have unbiased editorial content. *Diablo* magazine has won numerous awards for excellence in publishing, including Overall Design and General Excellence.



# Diablo Magazine

## Audience Demographics

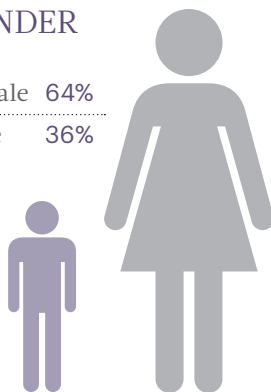


Who is the *Diablo* magazine reader?

The San Francisco East Bay's most affluent, highly educated, and engaged consumer.

### GENDER

Female 64%  
Male 36%



### AGE → AVERAGE READER IS 52.9

27%	54%	19%
18-44	45-64	65+

### EDUCATION

80%	36%
College degree	Postgraduate degree

### LIFESTYLE

Household income (mean)

\$289,000

Married

72%

With children living at home

29%

Home value (mean)

\$1,650,000

### LOYALTY

63%

Keep their issues for  
a month or longer

75%

Purchase products  
or services from ads  
seen in *Diablo*



Source: Circulation Verification Council, 2024 circulation audit, 2017 online reader survey.

# Diablo Magazine

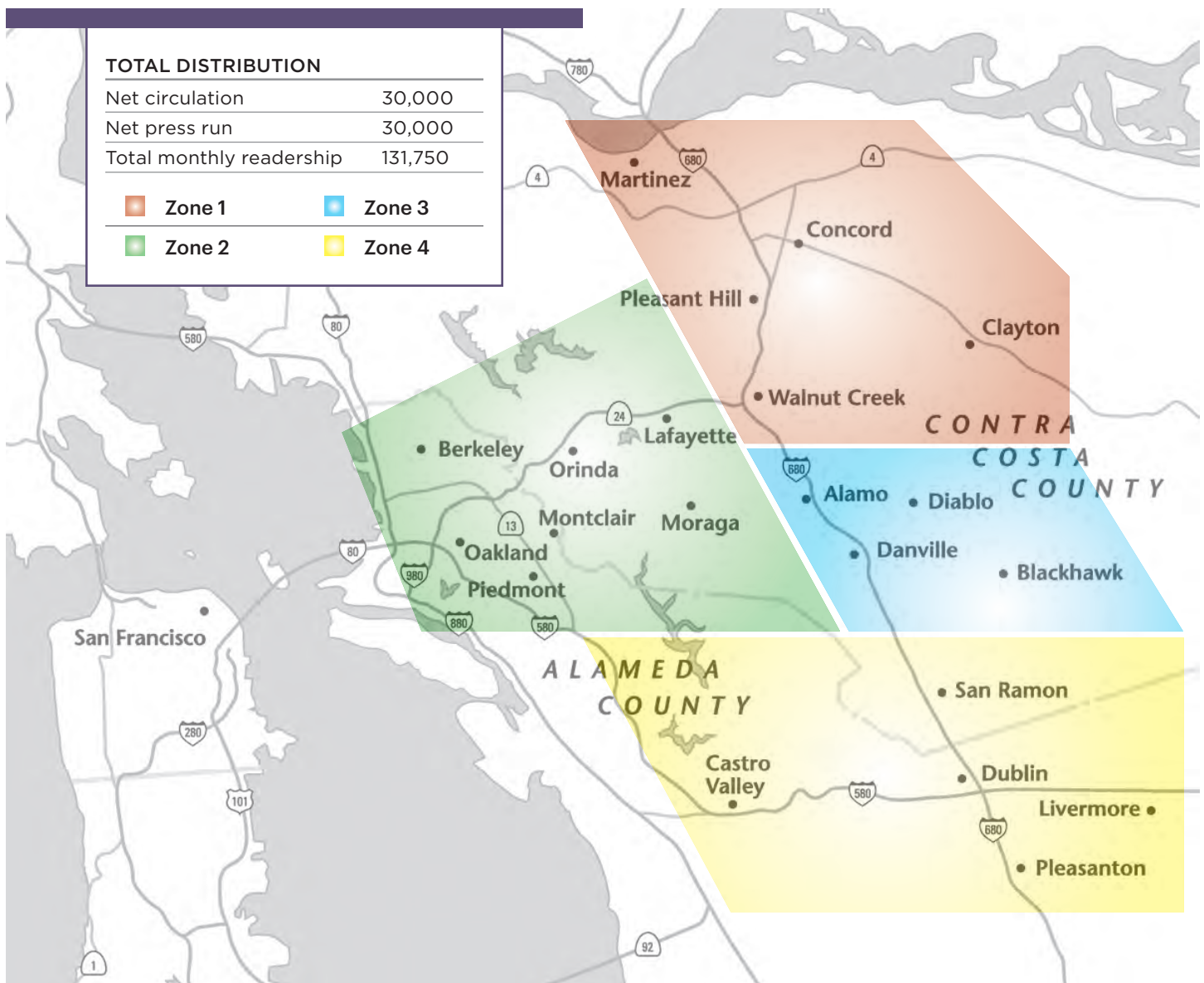
## 2025 Planning Calendar

ISSUE	SPACE CLOSING	EDITORIAL FOCUS	SPECIAL ADVERTISING SECTIONS
JANUARY/ FEBRUARY	11/11/24	Health & Wellness	<i>Diablo</i> Profiles: Finance & Legal, <i>Diablo</i> Wellness, Getaways, Home & Design Guide
MARCH/ APRIL	1/20/25	Housing	Faces of the East Bay, Schools, Home & Design Guide, Support Local
MAY	3/31/25	Diablo Women	<i>Diablo</i> Profiles: Women, Getaways
JUNE	4/28/25	Finance Travel	Weddings Guide, Getaways, Home & Design Guide
JULY/ AUGUST	5/19/25	Best of the East Bay	Shining Stars Profiles, City Sponsorships, Best of 2025 Readers' Choice Winner Spotlight
SEPTEMBER	7/28/25	Food Gardening/Home	Homegrown Business, Getaways, Home & Design Guide, Support Local
OCTOBER/ NOVEMBER	8/25/25	Medical/Health	<i>Diablo</i> Profiles: Medical, Getaways, Home & Design Guide
DECEMBER	10/13/25	Threads of Hope	The Men of <i>Diablo</i> , Guide to Charitable Giving, Support Local

**IN EVERY ISSUE:** Food, Travel, Home and Real Estate.

## 2025 Circulation

→ In addition to *Diablo* magazine's mailed circulation, distribution also includes newsstands, community events, and key business and visitor outlets. *Diablo*'s circulation is audited by CVC to provide assurance that all copies are distributed as promoted.



# Diablo Magazine

## 2025 Space and Production Deadlines

ISSUE	SPACE CLOSING	PRODUCTION MATERIALS DUE*	CAMERA-READY MATERIALS DUE*	IN HOMES**
JANUARY/ FEBRUARY	11/11/24	11/15/24	11/15/24 – 11/22/24	1/5/25
MARCH/ APRIL	1/20/25	1/24/25	1/24/25 – 1/31/25	3/8/25
MAY	3/31/25	4/4/25	4/4/25 – 4/11/25	5/10/25
JUNE	4/28/25	5/2/25	5/2/25 – 5/9/25	6/7/25
JULY/ AUGUST	5/19/25	5/23/25	5/23/25 – 5/30/25	7/5/25
SEPTEMBER	7/28/25	8/1/25	8/1/25 – 8/8/25	9/6/25
OCTOBER/ NOVEMBER	8/25/25	8/29/25	8/29/25 – 9/5/25	10/4/25
DECEMBER	10/13/25	10/17/25	10/17/25 – 10/24/25	11/22/25

\*Materials received after the last due date are subject to late charges. Contact the ad production coordinator prior to the space closing date for an approved extension. \*\*Anticipated delivery dates; actual delivery dates may vary.

**Diablo magazine is recognized nationally for its design and editorial excellence.**

**Best Overall Consumer Publication**, WPA Maggie Award—2015, 2006

**Best State/Regional Publication**, WPA Maggie Award—2015

**Best Special Theme Issue**, WPA Maggie Award—2020, 2017, 2016, 2015, 2011, 2008, 2007

**Best Overall Design**, WPA Maggie Award—2012

**Best Series of Articles**, WPA Maggie Award—2012

Maggie Awards, presented by the Western Publications Association, honor editorial and design excellence in magazine publishing in the Western United States. Diablo Publications is a 22-time Maggie Award winner.

# Diablo Magazine

## 2025 Retail Rate Card

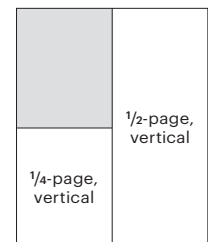
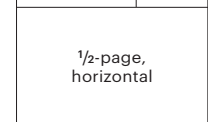
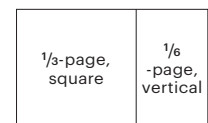
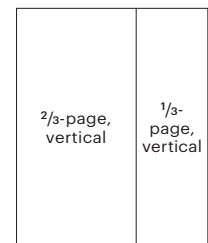
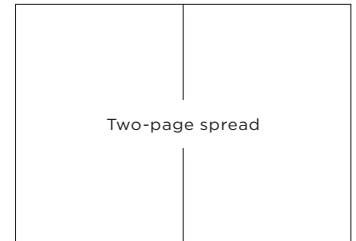
INSERT DESCRIPTION	SIZE (WxH)	INSERT DESCRIPTION (rates are per insertion)			
		12x	7x	4x	1x

### FOUR COLOR

TWO-PAGE SPREAD, TRIM	18" x 10 <sup>3</sup> / <sub>4</sub> "	\$7,690	\$9,330	\$10,850	\$12,775
FULL-PAGE, TRIM	9" x 10 <sup>3</sup> / <sub>4</sub> "	4,035	4,910	5,710	6,720
FULL-PAGE, NON-BLEED	7 <sup>7</sup> / <sub>8</sub> " x 9 <sup>5</sup> / <sub>8</sub> "	4,035	4,910	5,710	6,720
<sup>2</sup> / <sub>3</sub> -PAGE, VERTICAL	5 <sup>1</sup> / <sub>8</sub> " x 9 <sup>5</sup> / <sub>8</sub> "	3,370	4,085	4,725	5,590
<sup>1</sup> / <sub>2</sub> -PAGE, VERTICAL	3 <sup>3</sup> / <sub>8</sub> " x 9 <sup>5</sup> / <sub>8</sub> "	2,635	3,205	3,730	4,390
<sup>1</sup> / <sub>2</sub> -PAGE, HORIZONTAL	7 <sup>7</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	2,635	3,205	3,730	4,390
<sup>1</sup> / <sub>3</sub> -PAGE, VERTICAL	2 <sup>1</sup> / <sub>2</sub> " x 9 <sup>5</sup> / <sub>8</sub> "	1,935	2,335	2,725	3,175
<sup>1</sup> / <sub>3</sub> -PAGE, SQUARE	5 <sup>1</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	1,935	2,335	2,725	3,175
<sup>1</sup> / <sub>4</sub> -PAGE, VERTICAL	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	1,625	1,975	2,315	2,700
<sup>1</sup> / <sub>6</sub> -PAGE, VERTICAL	2 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "	1,240	1,495	1,755	2,075

### PREMIUM POSITIONS

BACK COVER	9" x 10 <sup>3</sup> / <sub>4</sub> "	\$5,895	\$6,780	\$8,020	\$8,995
INSIDE FRONT COVER	9" x 10 <sup>3</sup> / <sub>4</sub> "	4,425	5,480	6,195	7,305
INSIDE BACK COVER	9" x 10 <sup>3</sup> / <sub>4</sub> "	4,285	5,265	5,995	7,025



All rates are net. Placement requests: add 10%. Premium placement for <sup>1</sup>/<sub>3</sub>-page vertical: add 20%. 20% discount for black-and-white advertising. Ads are payable by check, ACH, money order, Visa, MasterCard, or American Express. We will assess a 3% service fee on any invoice amount charged to a credit card. You may choose to avoid the 3% fee and make your payment via ACH or check. For payment questions please reach out to Cheryl Davis (cdavis@diablopubs.com). All ads produced in-house will be billed according to the complexity and size of the ad (see Production Rates sheet). Rates effective January 2025 issue.

# Diablo Magazine

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## 2025 Ad Material Specs

**PRINTING:** Web offset—SWOP standards apply

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**BINDING:** Perfect bound

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**TRIM SIZE:** 9" x 10<sup>3</sup>/<sub>4</sub>"

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**FULL-PAGE BLEED:** Extend bleed 1/8" beyond trim on all sides

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**FULL-PAGE BLEED SAFETY:** Type and other image area not intended to bleed or trim must be held at least 1/4" from trim

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The following advertising materials specifications facilitate quality control of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP).

All ads must be four-color process: cyan, magenta, yellow, and black. If a PMS color is desired, special arrangements must be made and additional specifications provided before submitting ad materials. All Pantone Matching System series color requests incur additional charges over the four-color rate. Specify matched colors from the PMS series, including the 800 series metallic and fluorescent inks. Publisher reserves the right to match special color requests with process inks.

Anticipate a 24% dot gain, +/-4%, as measured in the 50% target 150-line screen, and prepare material accordingly. Total four-color dot density should not exceed 280%, with no more than one solid color. Maximum screen density for any color: 85%; a required value over 85% should be made solid. Total two-color dot density in any area: 170%, with no more than one solid.

### DIGITAL SPECIFICATIONS

Diablo Publications is a Macintosh format Computer to Plate (CTP) environment and Adobe InDesign is the primary page layout program used. PDF/X-1a and Macintosh formatted InDesign files submitted with a high-quality SWOP-standard proof are the preferred advertising material formats. If the file cannot be readily opened, or its components are substandard, the file will be rejected. **All ads must be sized exactly and fractional ads must be bordered**, or charges may apply. Clients will be advised of appropriate production charges that apply if a file does not meet specifications—request a Digital Pre-press Form to assist with proper preparation of your file.

### ACCEPTABLE PROCESSED FILE FORMATS:

**PDF:** PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible), with images CMYK and between 200–400 ppi at 100% of final image size used.

### ACCEPTABLE NATIVE FILE FORMATS:

InDesign and Illustrator: Creative Cloud. Include IDML file.

Photoshop files are acceptable for images only. Ads created in Photoshop are not advised and charges may apply. Ads created in programs other than InDesign and Illustrator may be incompatible and production fees may be charged to convert the files to a usable format. When submitting ads in native

(continued on next page)



## 2025 Ad Material Specs continued

file format, package all fonts and high-resolution images with the file. Use only standard Open Type fonts in the file, and all images must be CMYK and a minimum of 200-400 ppi at 100% of final image size used. Native file format ads created in PC Programs other than InDesign or Illustrator may be incompatible and production fees may be charged to convert the ad to a usable format.

### PROOF REQUIREMENTS

We recommend a hardcopy high-quality digital proof that meets SWOP specifications (e.g. Kodak Approval, Epson Proof or other SWOP-standard composite proof) accompany all materials submitted electronically. Color match attempts are not guaranteed when no proof, or a substandard proof is provided—color printer output is not acceptable for color match. If a SWOP-standard proof is not supplied, Diablo Publications can produce one at a cost to the advertiser of \$20.

### SHIPPING INSTRUCTIONS

Ship hard copy proofs to: Advertising Production Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597.

Speak to your Advertising Production Coordinator for email submission instructions and other electronic ad file submission options.

### MATERIALS RETURN

Camera ready advertising materials will not be returned unless requested.

ADVERTISING UNIT DIMENSIONS	WIDTH	HEIGHT
TWO-PAGE SPREAD, TRIM	18"	10 <sup>3</sup> / <sub>4</sub> "
FULL-PAGE, BLEED, TRIM	9"	10 <sup>3</sup> / <sub>4</sub> "
FULL-PAGE, NON-BLEED	7 <sup>7</sup> / <sub>8</sub> "	9 <sup>5</sup> / <sub>8</sub> "
<sup>2</sup> / <sub>3</sub> -PAGE, NON-BLEED	5 <sup>5</sup> / <sub>8</sub> "	9 <sup>5</sup> / <sub>8</sub> "
<sup>1</sup> / <sub>2</sub> -PAGE, VERTICAL	3 <sup>7</sup> / <sub>8</sub> "	9 <sup>5</sup> / <sub>8</sub> "
<sup>1</sup> / <sub>2</sub> -PAGE, HORIZONTAL	7 <sup>7</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
<sup>1</sup> / <sub>3</sub> -PAGE, VERTICAL	2 <sup>1</sup> / <sub>2</sub> "	9 <sup>5</sup> / <sub>8</sub> "
<sup>1</sup> / <sub>3</sub> -PAGE, SQUARE	5 <sup>5</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
<sup>1</sup> / <sub>4</sub> -PAGE, SQUARE	3 <sup>7</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> "
<sup>1</sup> / <sub>6</sub> -PAGE, VERTICAL	2 <sup>1</sup> / <sub>2</sub> "	4 <sup>3</sup> / <sub>4</sub> "

### QUESTIONS?

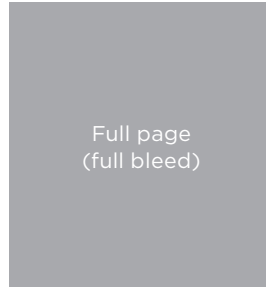
Further questions can be addressed to the Retail Project Manager Emily at (925) 943-1199 x251.

# Diablo Magazine

## Advertising Units



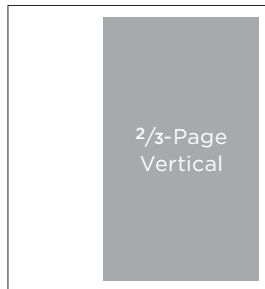
18" x 10<sup>3</sup>/<sub>4</sub>"



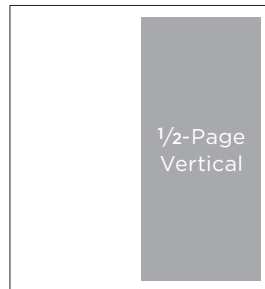
9" x 10<sup>3</sup>/<sub>4</sub>"



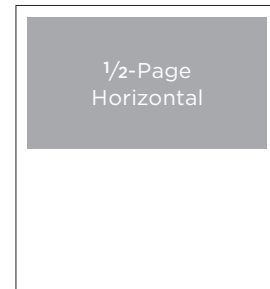
7<sup>7</sup>/<sub>8</sub>" x 9<sup>5</sup>/<sub>8</sub>"



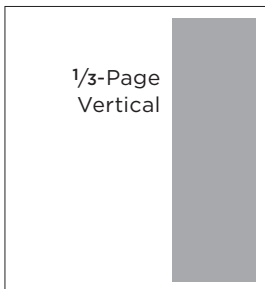
5<sup>1</sup>/<sub>8</sub>" x 9<sup>5</sup>/<sub>8</sub>"



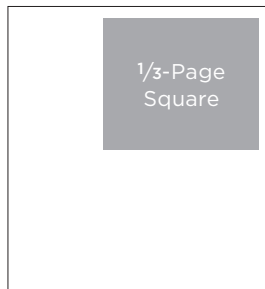
3<sup>7</sup>/<sub>8</sub>" x 9<sup>5</sup>/<sub>8</sub>"



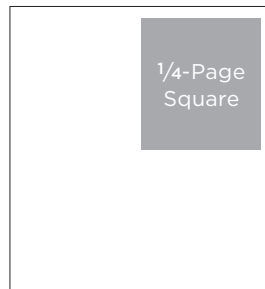
7<sup>7</sup>/<sub>8</sub>" x 4<sup>3</sup>/<sub>4</sub>"



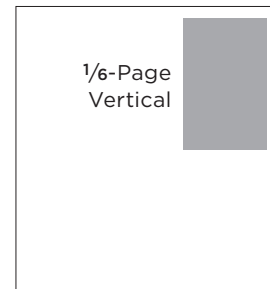
2<sup>1</sup>/<sub>2</sub>" x 9<sup>5</sup>/<sub>8</sub>"



5<sup>1</sup>/<sub>8</sub>" x 4<sup>3</sup>/<sub>4</sub>"

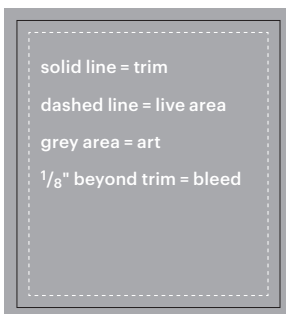


3<sup>7</sup>/<sub>8</sub>" x 4<sup>3</sup>/<sub>4</sub>"



2<sup>1</sup>/<sub>2</sub>" x 4<sup>3</sup>/<sub>4</sub>"

### BLEED



#### FULL PAGE (BLEED):

For full page ads that bleed, pull bleeds <sup>1</sup>/<sub>8</sub>" outside trim on all sides of the document. All images and text not intended to trim should be in the "live area" or "bleed safety area" at least <sup>1</sup>/<sub>4</sub>" inside trim.



#### FULL PAGE (NON-BLEED):

For full page ads that don't bleed, the artwork should be exactly 7<sup>7</sup>/<sub>8</sub>" x 9<sup>5</sup>/<sub>8</sub>". Your artwork will be centered on a 9 x 10<sup>3</sup>/<sub>4</sub>" page for output.