

live | work | play Napa Valley Life magazine

Napa Valley Life Magazine is the premier bi-monthly glossy lifestyle magazine aimed at the people who live, work and play in the Napa Valley. Besides being a printed publication, Napa Valley Life Magazine has a strong web presence with social media integration, twice monthly e-letters, and a user-friendly online e-magazine.

Demographics:

AGE - 31% are aged 30 - 45
30% aged 45 - 60

INCOME - +125,000/Year

RENT OR OWN - 82% own

EDUCATION - 65% have a college degree or higher

OCCUPATION - 64% are white-collar workers

HABITS - 61% read Napa Valley Life cover to cover

OPINIONS - 98% rate us as "Good to Excellent"

READERS - 2.7 Average number of readers per distributed copy

Event / Entertainment Calendars:

In every issue, the best and most complete calendar of any publication in the valley.

The Arts: Area artists and artsy events.

Dining Out: Featuring Napa Valley restaurants and tasty recipes.

People: Stories of real people who are making a difference in our community.

Wellness:

Fitness facilities, trainer profiles, classes, boot camps and more. Massage, spas and the latest holistic and medical treatments in the valley.

Home & Design: Design, designers, architecture, garden and more.

Napa Wines & Wineries: The newest addition to Napa Valley Life focusing on the wines, wineries and winemakers of the Napa Valley.

Sustainability: Showcasing design and living tips to live a greener, more sustainable lifestyle.

Distribution:

30,000 copies of Napa Valley Life are distributed from American Canyon to Calistoga and Angwin

18,000 copies are direct mailed to Napa Valley households which have a combined annual income of \$125,000 or more. The balance are placed in over 300 high-traffic areas throughout the valley, including coffee shops, retailers, government offices libraries, medical offices, banks and waiting rooms. Additionally thousands of copies are distributed at visitor's centers, hotels, wineries and at special events.



www.napavalleylifemagazine.com

contact:

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ad:RATES

Cover Positions

rates listed below are per issue

| | description | size | 1x-5x insertions | 6x insertions |
|--|--------------------|---------------|------------------|---------------|
| | back cover | 8.375"x10.75" | not available | \$3,500 |
| | inside front cover | 8.375"x10.75" | not available | \$2,850 |
| | inside back cover | 8.375"x10.75" | not available | \$2,850 |

Inside Front Positions

| mark | description | size | 1x-3x insertions | 4x-6x insertions ³ |
|------|---------------------|---------------|------------------|-------------------------------|
| A | mag trim size | 8.375"x10.75" | N/A | N/A |
| B | full page w/ bleed | 8.875"x11.25" | \$2,650 | \$2,340 |
| C | full page w/o bleed | 8"x10" | \$2,650 | \$2,340 |
| D | 2/3 page | 4.875"x10" | \$2,295 | \$2,025 |
| E | 1/2 page vertical | 3.75"x10" | \$1,700 | \$1,600 |
| F | 1/2 page horizontal | 7.75"x4.875" | \$1,700 | \$1,600 |
| H | 1/3 page square | 4.875"x4.875" | \$1,275 | \$1,095 |
| J | 1/3 page vertical | 2.5"x10" | \$1,275 | \$1,095 |
| K | 1/6 page horizontal | 2.5"x4.875" | \$725 | \$695 |
| L | 1/6 page vertical | 4.875"x2.5" | \$725 | \$695 |

Mid-Section Positions and Sustainable, Wellness, Restaurant

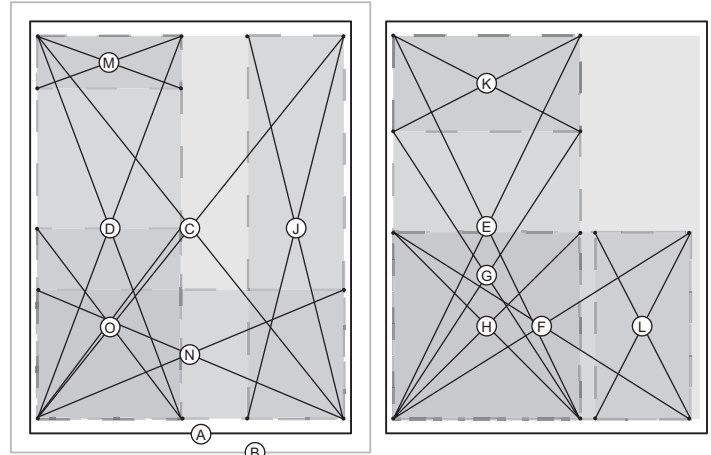
| mark | description | size | 1x-3x insertions | 4x-6x insertions ³ |
|------|-----------------------------|------------------------|------------------|-------------------------------|
| A | mag trim size | 8.375"x10.75" | N/A | N/A |
| B | full page w/ bleed | 8.375"x10.75" | \$2,295 | \$2,095 |
| C | full page w/o bleed | 8.375"x10.75" | \$2,295 | \$2,095 |
| D | 2/3 page | 8.375"x10.75" | \$2,095 | \$1,895 |
| G | 1/2 page special | 4.875"x7.75" | \$1,595 | \$1,395 |
| H | 1/3 page square | 4.4375"x4.625" | \$995 | \$895 |
| J | 1/3 page vertical | 2.125"x9.5625" | \$995 | \$895 |
| K | 1/6 page horizontal | 4.5"x2.125" | \$595 | \$495 |
| L | 1/6 page vertical | 2.125"x4.6875" | \$595 | \$495 |
| M | 1/9 page | 2.125"x3" | \$295 | \$295 |
| -- | inline ad (restaurant only) | directory ⁴ | \$250 | \$250 |

Map Positions (Downtown Napa & Yountville)

| mark | description | size | 1x-3x insertions | 4x-6x insertions ³ |
|------|-------------------------|--------------|------------------|-------------------------------|
| E | 2/3 page vertical | 5"x10" | \$1,595 | \$1,495 |
| F | 1/2 page horizontal | 7.75"x4.875" | \$1,595 | \$1,495 |
| H | 1/3 page vertical | 2.125"x10" | \$1,195 | \$1,095 |
| N | 1/3 page horiz (front) | 7"x3.5" | \$1,375 | \$1,275 |
| N | 1/3 page horiz (inside) | 8"x3.5" | \$1,195 | \$1,095 |
| O | 1/4 page | 3.75"x4.875" | \$995 | \$895 |
| | single space | 3.5"x1.125" | N/A | \$225 |
| | double space | 3.5"x2.375" | N/A | \$395 |
| | triple space | 3.5"x3.625" | N/A | \$595 |

Advertorial

| mark | description | size | 1x-3x insertions ⁶ | 4x-6x insertions ^{3,6} |
|------|--------------------|---------------|-------------------------------|---------------------------------|
| B | full page - single | 8.375"x10.75" | \$2,500 | \$2,500 |
| B | full 2-page spread | 16.75"x10.75" | \$4,000 | \$4,000 |



Digital File & Transfer Guidelines:

- Adobe Illustrator .eps & .pdf
- Adobe Photoshop .tif
- Other .eps, .pdf or .tif (call to confirm acceptance)
- CD-ROM or DVD-ROM disks or Flash-drive
- E-mail or FTP (call for file size requirements)

Assembly Guidelines:

- Set document size to exact ad size (i.e. 1/4 page ad = 3.75"x4.875").
- Full page/spread bleed ad, make sure all bleeds pulled minimum of .25" from the document edge.
- Provide a .25" safety margin at all edges of full page/spread ads to allow for trimming.
- Scan all photos at 300dpi.
- Scan all lineart at 1200dpi.
- Set all color images to CMYK color space.
- Use rich black for all black fills

(50-40-40-100)

- Convert all fonts to outlines.

Other Requirements:

SWOP approved, customer supplied contract color proof required to ensure color accuracy on all ad files submitted. If no such proof is supplied, there is no guarantee on reproduction of the file in the magazine.

Due Dates:

Cover Date: Spc Close: Mtls. Due:
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Prod./Design/Photo Fees:

- 1/3 page or smaller \$95/ad
- Larger, more complicated ads \$150/ad and up
- Additional graphic design services available
- Head shot: \$J5
- Ô • ð { photography: Å H € Å Å Å ð ð Å Å]

Notes:

1. Premium positions or guaranteed placements available for a 15% surcharge on listed rates.
2. All rates above are "net" rates and are non-commissionable.
3. One-year contract incl. payment for 5 issues w/ 1 issue free.
4. Includes web directory placement.
5. All positions are subject to availability.
6. 10% discount on advertorial if client provides copy and photos.

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