

Advertise WITH US

At Napa Valley Life Magazine, our mission is simple: To get your ad in front of as many interested, qualified readers as possible.

Demographics

Age: 31% are aged 30-45 30% aged 45-60
Income: +\$125,000/year
Rent or Own: 82% own their own homes
Education: 65% have a college degree or higher
Occupation: 64% are white-collar workers
61% read Napa Valley Life cover to cover
75% read ALL or MOST of the advertisements
98% rate Napa Valley Life as "Good to Excellent"
NUMBER OF READERS PER COPY: Average 2.7

What's Inside...

Napa Valley Life Magazine covers a wide range of interesting editorial subjects in each issue. This helps ensure that your ad gets seen again and again. Our readers hold on to their copies of Napa Valley Life. How do we know? It's simple: They tell us all the time. Check out some of the great stuff they find in each issue.

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.

Education: Stories on issues parents and children face in our school system.

Real Estate: Trends, tips, and stories on the local market.

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

Health: Stories on traditional and alternative health care in the valley.

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

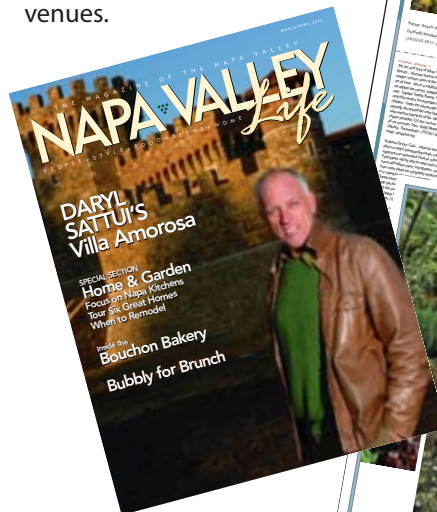
Napa Wines & Wineries: The newest addition to Napa Valley Life focusing on the wines, wineries and winemakers of the Napa Valley edited by Jim Gordon, former editor of Wine Spectator and Wine Country Living Magazine.



Distribution

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

21,000 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, B & Bs, wineries and at special events such as the Napa Valley Mustard Festival, Wine Country Film Festival, Napa Valley Wine Auction and other high-profile venues.



AD Rates

Inside Positions

All rates are per insertion

X 1 Insertion	X 3 Insertions	X 6 Insertions
FP\$2,980	FP\$2,650	FP\$2,340
2/3P\$2,400	2/3P\$2,295	2/3P\$2,025
1/2P\$1,850	1/2P\$1,700	1/2P\$1,600
1/3P\$1,410	1/3P\$1,275	1/3P\$1,095
1/4P\$1,025	1/4P\$950	1/4P\$895
1/6P\$850	1/6P\$725	1/6P\$695
Shopping.....\$450	Shopping.....\$425	Shopping.....\$395

Cover Positions

All rates are per insertion

Back Cover	Inside Front Cover	Inside Back Cover
X1\$3,950	X1\$3,450	X1\$3,100
X3\$3,650	X3\$3,100	X3\$2,900
X6\$3,500	X6\$2,850	X6\$2,750

Winery/Dining Map

Each ad runs for a duration of 2 consecutive issues in Napa Valley Life Magazine. The map is updated 3 times per year. One insertion is equal to 4 months or 2 issues.

X 1 Insertion	X 2 Insertions	X 3 Insertions
5" x 3.975".....\$2600	5" x 3.975".....\$2400	5" x 3.975".....\$2210
5" x 1.925".....\$1605	5" x 1.925".....\$1405	5" x 1.925".....\$1205
2.4375" x 3.975".....\$1605	2.4375" x 3.975".....\$1405	2.4375" x 3.975".....\$1205
2.4375" x 1.925".....\$1050	2.4375" x 1.925".....\$850	2.4375" x 1.925".....\$650

Back Cover.....\$5200	Back Cover.....\$5000	Back Cover.....\$4800
Inside Listing*.....\$695	Inside Listing*.....\$495	Inside Listing*.....\$295

*Inside Listing includes heading, logo or picture, plus 25-30 word description.

Production Fees:

1/3 ad or less \$85 per ad for simple ads Larger or more complicated ads \$150 per ad
 Photography fee: \$45 head shot. All other photography \$75/hour with one hour minimum
 Logo design – starting at \$250

Cover Date	Space Close	Materials Due	On Display
Oct/Nov '07	9/7/07	9/11/07	9/28/07
Dec/Jan '08	11/1/07	11/6/07	11/28/07
Feb/Mar '08	1/4/08	1/8/08	1/30/08
Apr/May '08	3/3/08	3/7/08	3/28/08
Jun/July '08	5/1/08	5/6/08	5/29/08
Aug/Sept '08	7/2/08	7/7/08	7/28/08

Ad Sizes

MAGAZINE TRIM SIZE:8.375" x 10.875"

Full Page with bleed8.625" x 11.125"

Full Page without bleed.....8" x 10.25"

2/3 Page5" x 10"

1/2 Page Vertical.....3.75" x 10"

1/2 Page Horizontal.....4.875" x 7.75"

1/3 Square5" x 5"

1/3 Vertical2.5" x 8"

1/4 Page.....3.75" x 4.875"

1/6 Page.....2.5" x 4.875"

Shopping.....2.5" x 3.75"

SOFTWARE ACCEPTED

- Mac OS based files in the following formats: QuarkXpress 5; Photoshop, and Illustrator; as well as TIFF/IT and PDF.
- We do not accept ads built using Windows 95/98/NT/2000/XP except for PDF.
- Media Accepted: CD-ROM or DVD-ROM disks
- A customer-supplied, SWOP-approved, contract color proof is required to ensure color accuracy on all ad files submitted. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file in the magazine.

ASSEMBLY GUIDELINES

- Set document size to exact ad size (i.e. 1/4 page ad = 4.875" x 3.75"). If a full page/spread bleed ad, make sure all bleeds are pulled a minimum of .25" from the document edge. We also require a .25" safety margin at all edges of full page/spread ads to allow for trimming tolerances.
- All photos should be scanned at 300dpi, while lineart should be scanned at 1200 dpi. Make sure all color images are submitted in the CMYK color space.
- Be sure to include both printer and screen fonts, including those used in placed EPS files.

SHIPPING ADDRESS

Kari Ruel
 Napa Valley Life Magazine
 PO. Box 865 Napa, CA 94559
 (707)224-8921
 Kari@napavalleylifemagazine.com