

Media Kit

pasadena
M A G A Z I N E

Editorial Calendar 2010

ISSUE	FEATURED EDITORIAL	SPECIAL ADVERTISING SECTION
JANUARY	New Year New You/Green Beauty, organic cosmetics and skin and hair care. Green salons, Gyms, alternative medicine, acupuncture to stop smoking. Cleaning closets, Winter Travel. Singles/Most eligible Bachelor & Bachelorettes.	Psychologists/Psychiatrists, Family Therapy, Alternative medicine, Ask the Experts
FEBRUARY	YNP (young, new professionals) issue, Joe Torre profile, Oscar De la Hoya, Spring Fashion: forecast, Spring "tween" fashion, New Generation of Philanthropists, Pasadena Pride, Romantic Retreats, Healthy Heart.	40 Under 40, Schools & Camps Cardiologist Profiles, Nutritionists, Dieticians, Personal Trainers Profiles
MARCH	PARTY PASADENA! Private dinner parties, Travel & eco-vacations, Weddings.	Events Directory, Catering Directory, "Leaders in the Community" profiles, Party Planners profiles, Destination Weddings, Invitations
APRIL	Architecture/Designers/Developers/Real estate, GREEN issue, recycling 101, Green Gardens, What's really Organic? Then and Now special section, Solar, Lifesource Water, LA Metro gold line tour of Pasadena.	Architects, Designers, Realtors + Vacation home special section
MAY	Women's Issue – Women in Business, Women Changing Pasadena, Pasadena Showcase House.	Women in Business profiles, Most Prominent Women Profiles, Special Section on Destination Shopping
JUNE	TOP DOCS Best "rooms," Hospital Directory, Father's Day- Destressing Dad, 101 on procedures	Top Doc Profiles, Financial Planning & Ask the Expert Profiles, Golf Getaways
JULY	Best of Pasadena/Taste of Pasadena Best of Nightlife, Sommeliers, Challenge the Chefs, Best Bartenders, Restaurant Guide	Best of Pasadena
AUGUST	Schools & Colleges, Money issue Pillars of the community, Parenting tips, Science & Technology	Special Advertising Section: Camps, Schools, Tutoring, Psychologist/Psychiatrists Profiles
SEPTEMBER	Outdoor issue, luxury camping, high-end RV travel, & camping, hiking, biking, horseback riding, rock climbing and more. Fall Fashion.	Automotive, Fall Getaways, Hawaii
OCTOBER	Health & Wellness, nutritionists, community sponsored agriculture, local farms, edible gardens, Medical Miracles, Breast Cancer awareness month, Domestic Violence month, ASID Home & Kitchen Tour, AIA Design Awards.	Cancer/Oncology Profiles, Ask the Expert, ASID + AIA Profiles
NOVEMBER	Food & Wine, cookbook recipe pull out, Making your own wine, Entertaining guide, Dinner Party spreads.	Top Attorneys, Chef profiles, Restaurant profiles
DECEMBER	Holiday guide, Destination shopping, holiday travel planner.	Wealth Manager & Financial Advisors, Insurance Brokers & Agents

Display Rates

FOUR COLOR	1X	3X	6X	12X
FULL PAGE	\$4,512	\$4,286	\$3,970	\$3,699
1/2 PAGE SPREAD	\$4,441	\$4,111	\$3,575	\$3,399
2/3 PAGE VERTICAL	\$3,610	\$3,429	\$3,176	\$2,959
1/3 PAGE, SQUARE OR VERTICAL	\$1,986	\$1,886	\$1,746	\$1,616
1/6 PAGE, VERTICAL	\$1,191	\$1,131	\$1,048	\$976
COVERS	1X	3X	6X	12X
BACK COVER	-	\$7,150	\$6,671	\$6,215
2ND COVER	-	\$5,632	\$5,003	\$4,661
3RD COVER	-	\$4,826	\$4,503	\$4,195
COVERS	1X			
INSIDE FRONT COVER GATE FOLD (4 PAGES)	\$17,195			
C3 GATE FOLD (4 PGS)	\$16,000			
BELLY BAND Wraps around the middle portion of the magazine, rather than the entire cover	\$10,000			
DIGEST SIZED/INSERT 32 pages, 70% stock tipped into "Faces" section	\$8,900			

Dimensions and Mechanical Specifications

MAGAZINE Final Trim size 9" x 10.875"

Allow 1/8" bleed area beyond all trim. Keep live matter 3/8" from all trim.

Bleeds are available on spreads and full pages. Preferred position is available on 1/2-page ads or larger for a 10-percent premium. All ad material will be destroyed after 12 months, unless otherwise instructed. Cancellation of any portion of a contract voids all rate and position protection. The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.

Cancellation Policy

Cancellations, by written communication, are permitted only before space-reservation deadline. Cancellations made afterward will be billed at full rate.

REPRODUCTION MATERIALS

Advertisers are encouraged to submit ads of any size on disk and the disk must be accompanied by a match proof. When doing so, the following requirements must be met to ensure accurate reproduction:

- » Submit all material in Adobe InDesign 2.0 or later Macintosh format. Submit with the ad file all typefaces, all imported graphics, all high-resolution scans and a color correct proof.
- » Use Type 1 Postscript fonts only. We recommend Type 1 PostScript fonts from the Adobe type library. Include the screen font (font suitcase or bitmap font) and all PostScript printer fonts for all typefaces used in a document and any linked artwork. Be sure to supply all fonts used, including those that may be embedded in imported graphics.
- » The resolution of scanned images is critical for good reproduction. Minimum resolution for photographs is 300 dpi (or ppi) at 100 percent size. Save all scanned four-color images and artwork in EPS or TIFF format.
- » Postscript files that cannot be edited, such as Quark EPS, are not accepted. No PostScript files are accepted unless they are created as EPS files in programs such as Illustrator, Freehand or Photoshop.
- » For verification of the final output of an ad, include a match proof as a guide for color.

Advertisers may also submit ads as hi-resolution PDFs that are PDF/X-1a:2001 compliant with ample bleed (1/8 inch) and trim marks. All images and colors must be converted to CMYK.

CONTRACT AND COPY REGULATIONS

Advertising copy, contracts and orders are subject to the publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the magazine. Every effort will be made to comply with ad placement requests. Final ad position, however, is at the discretion of the publisher. Cancellations or changes are not accepted after closing dates. The publisher is not responsible for errors in key code numbers or reader service numbers. Advertising agencies are responsible for payment of all advertising space ordered.

SUBMITTING MATERIALS

When mailing materials, please send to Pasadena magazine, 479 South Marengo Ave. Pasadena, CA 91101. You may also upload your materials using our upload site at <http://upload.pasadenamonthly.com>. Please notify your account executive that your files have been uploaded. Call your account executive or 800.856.8060 for more information.

AD SIZES	DETAIL	DIMENSIONS
2-PAGE SPREAD	NON BLEED	17.5" X 9.875"
	BLEED	18.25" X 11.125"
	TRIM	18" X 10.875"
FULL PAGE	NON BLEED	8" X 9.875"
	BLEED	9.25" X 11.125"
	TRIM	9" X 10.875"
1/2 PAGE SPREAD		18" X 5.325"
2/3 PAGE VERTICAL		4.8333" X 9.125"
1/3 PAGE SQUARE		4.8333" X 4.4375"
1/3 PAGE VERTICAL		2.2917" X 9.125"
1/6 PAGE VERTICAL		2.2917" X 4.4375"