

BakersfieldLife™

Bakersfield's Premier City Magazine



Reader Profile

Published in an exceptional marketplace, *Bakersfield Life* magazine reaches the highly affluent residents of Kern County. With a larger discretionary income, our readers are **people who buy**.

Demographics

Female	64%
Male.....	36%
Married.....	65%
Children at home	33%
Age 45+	69%
\$50,000 + HHI	49%
College educated.....	61%
White collar professional	28%
Own their residence	77%

What they do*

Casino visitor	36%
Overnight Travel	78%
Attend professional sporting events	35%
Attend concerts, theater, art museums	47%
Wine drinker	56%
Upscale restaurant (past month).....	87%

Where they Live

Metro Bakersfield (933xx Zip codes)	82%
Outer Bakersfield and County	18%

Planning to Buy*

Mattress or furniture	21%
Vehicles**	16%
Major appliances	17%
Home Accessories.....	87%
Pet Supplies.....	61%

* Last 12 months

** Plan to shop - next 12 months

Source: Scarborough Research - Mar. 2014 (R1)

**More issues equal
More readers equal
Better results**

Circulation

Two Point Distribution System

• Home Delivery - 36,000 Monthly Issues

On the last Saturday of every month, Bakersfield Life is distributed to every subscriber of The Bakersfield Californian, Kern County's most trusted news source.

• While You Wait - 1,000 Monthly Issues

More than 300 waiting rooms throughout Bakersfield have people reading Bakersfield Life as they wait for their doctor or medical professional.

Circulation - 37,000 Monthly

The highest distribution and readership of any local magazine-style publication.



Monthly Departments

• History

From the Kern County Museum, learn the stories of Kern County's past.

• Dining Divas & Food Dudes

Looking for a new place for lunch or dinner? The Divas & Dudes will bring great reviews.

• Community

Groups and individuals helping others and making Bakersfield a better place to live.

• Home and Garden

Discover new ways to spruce up your home and backyard.

• Foodies

A look at food lovers who have quite a talent when it comes to cuisine.

• Trip Planner

Want to get away? These weekend trips will bring plenty of adventure.

• Snap! Bakersfield Life

Who's out on the town? Our cameras are on the streets every month.

• On The Road

A look at the hottest, latest cars of the month.

• 25 Random Things

Learn interesting things about someone that is sure to surprise you.

• Fit and Fresh

Want to stay healthy? Eat wisely? We have you covered.

• Hometown Heroes

Highlighting the local men & women who serve & protect our country. We salute you.

2015 Editorial Calendar

January

- Celebrations
- Resolutions

Deadline: Dec. 10, 2014

Publishes: Dec. 27, 2014

February

- Love
- Pets

Deadline: Jan. 14, 2015

Publishes: Jan. 31, 2015

March

- Kids/Youth
- Education

Deadline: Feb. 11, 2015

Publishes: Feb. 28, 2015

April

- Spring Home and Garden
- Second Homes

Deadline: March 11, 2015

Publishes: March 28, 2015

May

- Best of Issue

Deadline: April 1, 2015 ■

Publishes: April 25, 2015

*overrun 1,500 copies

June

- College Issue
- Travel

Deadline: May 13, 2015

Publishes: May 30, 2015

*overrun 250 copies

■ Early deadlines apply

July

- Summer Sips
- 20 Under 40

Deadline: June 10, 2015

Publishes: June 27, 2015

August

- Kern Life Edition

Deadline: July 1, 2015 ■

Publishes: July 25, 2015

*overrun 1,500 copies

September

- Women's Issue
- Art

Deadline: Aug. 12, 2015

Publishes: Aug. 29, 2015

*overrun 500 copies

October

- Food Issue

Deadline: Sept. 9, 2015

Publishes: Sept. 26, 2015

*overrun,500 copies

November

- Hottest Cars

Deadline: Oct. 14, 2015

Publishes: Oct. 31, 2015

*overrun 1,500 copies

December

- Holiday Issue
- Giving Back

Deadline: Nov. 11, 2015

Publishes: Nov. 28, 2015

Camera Ready Deadlines

All camera ready ads are due by the scheduling and materials deadline. All ads killed past deadline are subject to a 50 percent cancellation charge.

2015 Ad Rates

Size	Open	6x	12x
Full Page	\$3,033	\$2,729	\$2,067
2/3 Page	\$2,414	\$2,162	\$1,647
1/2 Page	\$1,700	\$1,521	\$1,164
1/3 Page	\$1,322	\$1,049	\$786
1/4 Page	\$1,007	\$912	\$723
1/8 Page	\$545	\$492	\$377

Premium Pages	Open	6x	12x
Double Truck	\$6,064	\$5,014	\$3,586
Front or Back Cover Foldout (2 pages)	\$6,000	\$5,600	\$5,000
Back Cover	n/a	n/a	\$3,675
Inside Front Cover	n/a	n/a	\$2,756
2 Page Gatefold	\$4,600	n/a	n/a
Page 3	\$3,481	\$3,029	\$2,483
Page 4	\$3,281	\$2,924	\$2,368
Page 5	\$3,113	\$2,840	\$2,147
Inside Back	\$3,397	\$2,945	\$2,431
Facing Features	\$3,092	\$2,756	\$2,263
Full Page opposite Table of Contents			
Facing Departments	\$2,809	\$2,588	\$2,084
Full Page opposite Table of Contents			
1/3 Features Page	\$1,433	\$1,129	\$877
Table of Contents page 1			
1/3 Departments Page	\$1,381	\$1,097	\$824
Table of Contents page 2			
Prime Finds	\$184	\$152	\$142
Snap! Bakersfield Life	n/a	\$1,045	\$887
½ - 1 page spread			
Snap! Bakersfield Life	n/a	\$2,084	\$1,601
Full - 2-page spread			
Business Profile Q&A (2 pages)	\$1,575	n/a	n/a
Includes one page of paid advertising			
Includes one page Business Profile			
Maximum 2 per year, per advertiser			
Auto Test Drive	n/a	n/a	\$1,575
Add a Test Drive Video for only \$699			
Video Production Package	n/a	n/a	\$199
Any Fixed Position Additional 10%			

Note:

6x rates can be used for non-consecutive issues. (limit 12 months)
12x rates are for consecutive months.

Ad Mechanics

Premium

Back Cover Full Page

Save Your Tax Money NOW!

By 2015, Zero due at lease signing \$0 down, \$0 credit, \$0 tax, \$0 due at lease signing

Lease the New 2010 F4 \$190/mo
Lease the New 2011 Pilot LX \$380/mo
Lease the New 2010 Accord Crosstour 2.0V6 \$320/mo

BARBER HONDA 4500 West Road 834-6632

Artwork Submission

All ads should be 300 dpi, CMYK or grayscale, and provided as high-resolution pdf files with all fonts embedded or converted to outlines/paths.

Magazine Trim Size
8.375 x 10.875

Do not place text here

BakersfieldLife

SAFE ZONE
7.625" x 10.125"

(Please keep all photos and text within this safe zone)

Centered on Page
(0.6467" Margins)

Trim Size: 8.375" x 10.875"
(This is the place that the magazine is cut)

Bleed Area: 8.875" x 11.375"
(All color needs to come all the way to this point)

This Example is not to Scale

Do not place text here

Standard

1/3 Features Page

BakersfieldLife
JANUARY 2010
FEATURES

40 Why not and me
From Major League Ball and the weekly column to Brian Davis' weekly column, we're a community of dedicated writers. Meet BakersfieldLife's writers and share tales of their busy lives.

44 New Year's resolutions
For many, 2009 was a tumultuous year, and hopes are high for what the new year will bring. BakersfieldLife talked to several local authors and bloggers to see what they thought of the year ending and what they're planning for 2010.

SPECIAL SECTION
You've got the dream wedding in mind, now make it a reality with our special section, packed with tips for planning the perfect nuptials.

60 Brand that binds them
January is National Brand Month, so there's no better time to thank Kern County's brand ambassadors for helping save the world. We have the stories of three residents, the 147 community, shown at left, whose lives were forever changed by a genuine donation.

Facing Feature Full Page

1/3 Depart. Page

BakersfieldLife
JANUARY 2010
DEPARTMENTS

18 Real People
Tanner Sharpe's love of dogs is evident in everything she does.

20 History
Harris' dedication to Kern's past, from Kern County Historical Society.

24 Food and Wine
Catherine's food and wine column is a must-read for all foodies.

26 Dining Dine
Our local eateries for the top and other local eateries at Central Park.

30 Entertainment
Let's get it together! Share the latest addition to the entertainment scene.

32 Going Green
Easy ways to reduce your pet's carbon paw print.

34 On the Red Couch
There's a good reason we call it Bakersfield and they're ready to convince you about it.

38 Home and Garden
Unleash the often hidden talents your pet has in your home and yard.

42 Pets
Whether it's doggy day care or the latest fashion accessories, our pet industry pet corner.

54 Health and Fitness
With a variety of ways to work out, the local fitness scene is hot.

56 Guys On The Green
These local authors are enjoying the 2010 and helping you meet your fitness goals.

64 Personality
Businesses with local roots have made a career of working all about.

Facing Departments Full Page

1/4 Page Vertical

1/8 Page Horizontal

1/2 Page Horizontal

Full Page

1/2 Page Vertical

1/3 Page

2/3 Page

Ad Dimension	Non-Bleed	Bleed	Safe Zone
Front or Back			
Cover Foldout	8.125 x 10.875 per page (Bleed Not Offered)		
Double Truck	Not Offered	17.25 x 11.375	16 x 10.125
Full Page	Not Offered	8.875 x 11.375	7.625 x 10.125
2/3 Vertical	5.025 x 10.125		
1/2 Horizontal	7.625 x 5		
1/2 Vertical	3.75 x 10.125		
1/3 Page Vertical	2.4306 x 10.125	3.865 x 11.375	2.43 x 10.15
1/4 Page Vertical	3.75 x 5		
1/8 Page Horizontal	3.75 x 2.4375		
Snap! BLife 1/2	7.625 x 3		
Snap! BLife Full	16 x 3		

SNAP! BakersfieldLife

Ladies Hospitality Day
Dec. 12, 2009
Hosted at Bakersfield Country Club
Photos by Carol Chandra
View these photos and more online at BakersfieldLife.com

The Pie Run
Nov. 15, 2009
Hosted at Hart Park
Photos by Jan De Smet
View these photos and more online at BakersfieldLife.com

Flowers, Sapphires, Beverly Breakfast and Dress Showcase

Clady Ingalls, Margaret Patterson, Marion McElroy, Mike Moore and Brian Bowers

Donna Telf, Cheryl Potts and Sheri Bardsley

Ang and Bob Bardsley

Brian Wilson, Melissa Lynn and Carrie Hays

Steve Bradshaw, Ronald Moody and Barbara Bradford

Steven Hoffman, Ed Taylor and Inge Womert

Jane Smith, Linda Smith, Scott Schindler and Marilyn Sullivan

Thomas Potholakis, Carol Howard, Scott and Michele Potholakis

David and Margaret Patterson

Deby Whitford and Dan Brown

Community Snapshots Full - 2 Page Spread