BakersfieldLife

Bakersfield's Premier City Magazine



Reader Profile | Circulation

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%
Jpscale 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**

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 guite 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

- Pets

Deadline: Jan. 14, 2015 Publishes: Jan. 31, 2015

March

- Kids/Youth
- Education

Deadline: Feb. 11, 2015 Publishes: Feb. 28, 2015

Aprıl

- Spring Home and Garden
- Second Homes

Deadline: March 11, 2015 Publishes: March 28, 2015

Mav

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 deadlnes 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

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%	

Ad Mechanics

Premium





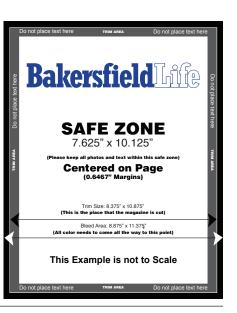




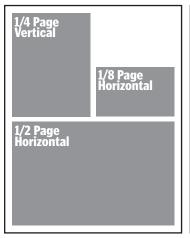
Artwork Submission

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.

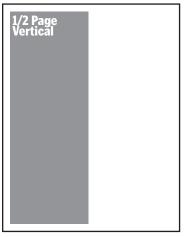
Magazine Trim Size 8.375 x 10.875

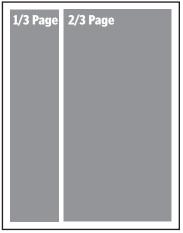


Standard









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 $2.4306 \times 10.125 \quad 3.865 \times 11.375 \quad 2.43 \times 10.15$

 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