

# BakersfieldLife™

Bakersfield's Premier City Magazine

**BakersfieldLife**  
January 2014  
bakersfieldlife.com

**Time to Celebrate!**  
Special moments captured locally by camera  
**Wedding 101**  
Everything you need to know to be prepared

Plan your New Year's Celebration

New Dining Divas at **CACTUS VALLEY**  
Pick a **GYM** that's right for you  
Locals prep for the **ROSE PARADE**

\$3.95  
52575 00001 4

**BakersfieldLife**  
April 2014  
bakersfieldlife.com

Get ready for **Spring**  
Organize, decorate, accessorize your home and garden

**Food Dudes**  
Go big at Hungry Hunter

Exploring Bakersfield's **Farmers Markets**

**On top of the world**  
Local homes with views to die for

Rick Kreiser and his dog Lou in the backyard of his Tuscan home

\$3.95  
52575 00001 4

**BakersfieldLife**  
August 2014  
bakersfieldlife.com

**SPECIAL Kern Life ISSUE**

- Meet the mayors of Kern County
- Photographers capture Kern's beauty
- Explore local wilderness areas
- Divas, dudes drive to Tehachapi, Kernville for eats
- and more!

**Star Wars** re-enactors have landed in Bakersfield

Local fave **Monty Byrom** goes on tour

Farmer's daughter leads Farm Bureau

\$3.95  
52575 00001 4

**BakersfieldLife**  
October 2014  
bakersfieldlife.com

In search of **GREAT PIZZA**

**The Food Issue**

Dining Divas try out **WALL ST. CAFE**

Food Dudes hit **NV CAFE**

Where to find **GOURMET INGREDIENTS**

Your guide to the **BEST LOCAL EATS**

Links for Life's **WALL OF HOPE**

\$3.95  
52575 00001 4

# 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

<b>Size</b>	<b>Open</b>	<b>6x</b>	<b>12x</b>
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

---

<b>Premium Pages</b>	<b>Open</b>	<b>6x</b>	<b>12x</b>
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!**

Zero due at lease signing \$0 down \$0 credit \$0 tax-lease \$0 due at lease ending

Lease the New 2010 F4 Sep. AT \$190/mo  
Lease the New 2011 Pilot LX Sep. AT 2WD \$380/mo  
Lease the New 2010 Accord Crosstour 2WD EX V6 \$320/mo

**BARBER HONDA**  
834-6632

**Save Your Tax Money NOW!**

Zero due at lease signing \$0 down \$0 credit \$0 tax-lease \$0 due at lease ending

Lease the New 2010 F4 Sep. AT \$190/mo  
Lease the New 2011 Pilot LX Sep. AT 2WD \$380/mo  
Lease the New 2010 Accord Crosstour 2WD EX V6 \$320/mo

**BARBER HONDA**  
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 TRIM AREA 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 TRIM AREA Do not place text here

**1/3 Features Page**

**Facing Feature Full Page**

**BakersfieldLife**  
JANUARY 2010  
FEATURES

**40** July and me  
From Megan Karpel and the newlyweds to Susan Shook, meet the new girls in town with a twist, we're a community of dedicated women. Meet Bakersfield and you'll share tales of their busy lives.

**44** New Year's resolutions  
For many, 2010 was a transformative year, and hopes are high for what the new year will bring. BakersfieldLife talked to several local leaders and Bakersfieldites to get their thoughts on the year ending and what they're planning for 2011.

**SPECIAL SECTION** You've got the dream, now you need the plan. We've got the dream, and you need the plan. We've got the plan, and you need the plan. We've got the plan, and you need the plan. We've got the plan, and you need the plan.

**60** Ideas that  
inspire  
January is National Brain Donor Month, so there's no better time to donate your brain than now. We've got the plan, and you need the plan. We've got the plan, and you need the plan. We've got the plan, and you need the plan.

**1/3 Depart. Page**

**Facing Departments Full Page**

**BakersfieldLife**  
JANUARY 2010  
DEPARTMENTS

**18 Real People**  
Tender Sherry Duff's love of dogs is evident in everything she does.

**20 History**  
From the old to the new, learn more about the Kern County Historical Society.

**24 Food and Wine**  
Celebrate the local food scene with a variety of new events.

**26 Dining Dine**  
Our favorite spots for the eat and other fresh markets at Central Park.

**30 Entertainment**  
Look out! A gallery shows the latest addition to the downtown arts 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 on Bakersfield and they're ready to contribute to the cause.

**36 Home and Garden**  
Welcome the winter changes your yard face in your home and yard.

**37 Real Estate**  
Whether it's a new home or the latest addition to the downtown arts scene, there's a good reason we call on Bakersfield and they're ready to contribute to the cause.

**42 Why I Live Here**  
The local family share what they love about Old Bakersfield.

**44 Trip Planner**  
There's a lot to see and do in California, California was all of California.

**46 SNAP!**  
BakersfieldLife's business news at a glance. The city's top events last month, the city's top news last month, the city's top news last month.

**48 Last Word**  
Local author and artist Alex McCord shares her hopes for the new year.

## Standard

**1/4 Page Vertical**

**1/8 Page Vertical**

**1/2 Page Horizontal**

**Full Page**

**1/2 Page Vertical**

**1/3 Page 2/3 Page**

**SNAP! BakersfieldLife**

**Ladies Hospitality Day**  
Dec. 2, 2009  
Hosted at Bakersfield Country Club  
Photo by Corey Chidwell  
View these photos and more online at BakersfieldLife.com

**The Pie Run**  
Nov. 20, 2009  
Hosted at Hart Park  
Photo by Jan De Ponce  
View these photos and more online at BakersfieldLife.com

**Flowers Signers, Beverly Brookshire and Doree Scorsone**

**Clody Jagella, Margaret Peterson, Marisa Mathok, Mike Moore and Harold Bennett**

**Concey Telf, Cheryl Potts and Sherry Berkish**

**Andy and Kelly Davis**

**Renee O'Brien, Melissa Lynn and Carey Hays**

**Davey Hess and Frank Pich**

**Jonathan and Coy Tronzo**

**Craig Gardner and Donald Little**

**Leona Bradford, Ronald Medley and Barbara Bradford**

**Sharon Hinkle, Edith Taylor and Inge Wornath**

**Johna Buehler, Linda Hays, Susan Schaubert and Marilyn Goffman**

**Thomas Potholakis, Carol Bennett, Scott and Michele Potholakis**

**Robert and Margaret Peterson**

**Dorcy Whitehead and Dan Brown**

**Community Snapshots Full - 2 Page Spread**

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 Vertical	3.75 x 2.4375		
Snap! BLife 1/2	7.625 x 3		
Snap! BLife Full	16 x 3		