



b
WELL
 BAKERSFIELD
 WELLNESS
 MAGAZINE



2015 RATE CARD

Reader Profile

Demographics

Women	67%
Men	33%
Age 18-34	23%
Age 35-54	29%
Age 55+	48%
HHI \$50,000 +	40%
College educated	59%
White collar professionals	35%
Married	49%
Home owner	70%
Metro Bakersfield resident	89%

Activities - past 12 months

Gardening	69%
Bicycling	34%
Volunteer work	20%
Fitness club/gym member	18%
Day spa visits	18%
Yoga - pilates	14%

Health insurance - any 83%

Medications purchased - past 12 months

Allergy	49%
High blood pressure	26%
Digestive disorder	23%
Cholesterol	16%
Diabetes	15%

Specialists used - past 12 months

OB/GYN	30%
Dermatologist	19%
Chiropractor	18%
Cardiologist	6%
Cosmetic surgeon	4%

Medical services received - past 3 years

Cardiac care	18%
Neurology	15%
Cosmetic surgery	14%
Mental healthcare	12%
Pediatrics	11%
Corrective eye surgery	11%
Orthopedics	10%
Cancer/oncology	7%
Teeth whitening, veneers, etc.	6%

Source: Scarborough Research - March 2014 R1
The Bakersfield Californian

Editorial Calendar

March

- Heart Health
- Hormones

Publishes: March 14, 2015 | Deadline: February 25, 2015

June

- Sports
- Athletes
- Food

Publishes: June 13, 2015 | Deadline: May 27, 2015

September

- Skin Health
- Mental Health

Publishes: September 12, 2015 | Deadline: August 26, 2015

December

- Holiday
- Resolutions

Publishes: December 12, 2015 | Deadline: November 20, 2015

Quarterly Features

- Health Watch
- B the Cause
- What Happens When...
- Life & Happiness
- B Enriched
- Healthy Indulgence
- Smart Health News
- Expert Connect
- Your Body
- Defying the Odds
- Real Success Stories
- Gardening
- Workout Moves
- Fab Finds
- Get To Know
- Natural Beauty

Circulation

Three Point Distribution System

• Home Delivery - 36,000 Quarterly Issues

on March 15, June 13, September 12 and November 14, 2015, B Well will be distributed to all home delivery subscribers of *The Bakersfield Californian* in Bakersfield.

• While You Wait - 3,000 Quarterly Issues

at more than 300 waiting rooms and businesses throughout Bakersfield will have people reading B Well as they wait for their doctor or medical professional.

• Rack Locations - 3,000 Quarterly Issues

Available at newsstands around Bakersfield on the publication date for non-subscribers to pick-up.

2015 Ad Rates

Sizes

	1-2x	3-4x
Full Page	\$1,500	\$1,200
1/2 Page	\$800	\$650
1/3 Page	\$650	\$500
1/4 Page	\$425	\$350
1/8 Page	\$230	\$200
Fab Finds	\$150	\$125

Premium Pages

	1-2x	3-4x
Front or Back		
Cover Foldout (2 pgs)	\$6,000	\$5,600
Double Truck	\$3,500	\$2,900
Back Cover	\$3,800	\$3,500
Inside Front Cover	\$2,500	\$2,000
Page 3	\$2,950	\$2,650
Inside Back Cover	\$2,500	\$2,000
Pg 4 Opposite Staff Box	\$1,800	N/A
Pg 6 Opposite Ed Note	\$1,800	N/A

Business Profile/Advertorial

	2x	4x
Expert Connect*	\$900	\$800
B Seen**	\$750	\$600

*5 available

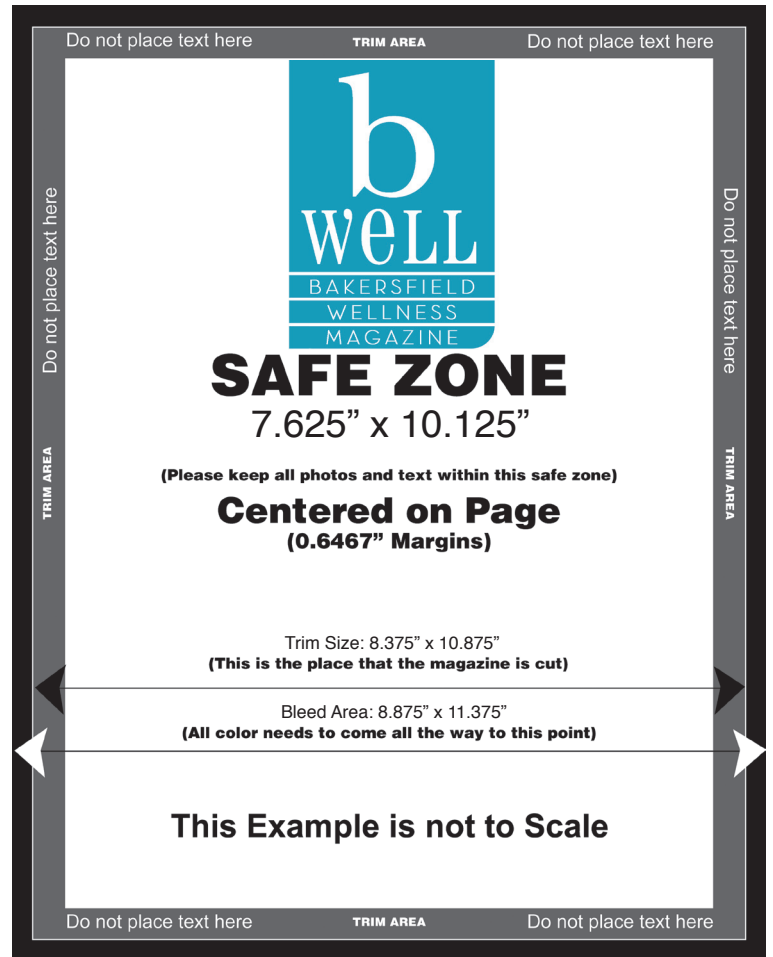
**6 available

*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.

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

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
1/2 Horizontal	7.625 x 5		
1/2 Vertical	3.75 x 10.125		
1/3 Page Rail	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		
Fab Finds			

Photos must be taken against a white background

