

welcome to sacramento magazine

Sacramento's renowned editorial product consistently attracts the region's best consumers, a fact documented by a semiannual independent audit of circulation. BPA Worldwide, circulation auditor for hundreds of publications, confirms **Sacramento's** value to its readers via high volumes of copies sold at newsstands and through paid subscriptions. Not only does **Sacramento** rank among the top 10 newsstand sellers at Raley's, Bel Air and Borders, it enjoys exclusive display and distribution at more than 130 Starbucks coffeehouses in the six-county region. Paid subscriptions are renewed at a rate well above industry standards, indicating the high degree of trust **Sacramento** has earned.

Underscoring its never-ending focus on quality, **Sacramento's** monthly and cumulative readership is audited, to ensure advertisers of a high-quality audience. **The Media Audit**, an independent research firm that conducts audience surveys for hundreds of media, performs a **Sacramento market survey twice each year**. This audit verifies **Sacramento's** total reach, which has exceeded 170,000 readers for longer than a decade. The audit also continually underscores the fact that **Sacramento** impacts the region's most active buyers of goods and services.

An integral part of **Sacramento Magazines Corporation's** mission is to make the communities we serve better places in which to live. **Sacramento** has donated millions of dollars in cash, ad space, products and services to nonprofit and charitable organizations. Among the company's community service efforts, the nationally renowned **Best of Sacramento Party to benefit the March of Dimes** has raised nearly **\$3.5 million in its first 11 years**.

Since 1975, **Sacramento** magazine has had the quality editorial, proven readership, ongoing community support and visibility necessary to impact readers and enable marketers and advertisers to conduct a successful campaign. **Now, savvy marketers also can utilize sacmag.com, a powerful online extension of the region's most trusted media brand.**



Michael O'Brien,
President / Co-Publisher