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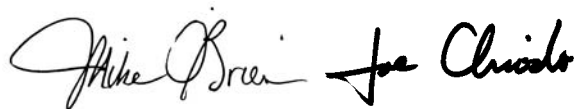
The Best Media,
The Best Audiences

welcome to sacramento magazine

Sacramento's renowned editorial product consistently attracts the region's best consumers, a fact documented by a semi-annual independent audit of circulation. CVC Audit, 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 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 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 is over 197,000 per issue.

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/Joe Chiodo
Co-Publishers