MISSION STATEMENT

Sacramento Media is a trusted local voice focused on delivering thought-provoking and informative stories to our audience across a variety of platforms. We deliver award-winning content and events that encourage audiences to discover and engage with our region in ways that are meaningful to them. It is our mission to support Sacramento in the endeavor to become the most dynamic city in Northern California.
THE SACRAMENTO MAGAZINE BRAND

426,800 +
TOTAL MONTHLY REACH

5,121,600 +
TOTAL ANNUAL REACH

@sacramentomagazine

@SacMag
PRINT PUBLICATIONS

Sacramento Magazine

The area’s premier lifestyle publication featuring high-impact design and gorgeous color artwork and photography. Every month the magazine highlights the most dynamic aspects of the region, from the influential movers and shakers, to the hottest in arts and entertainment, the best restaurants, the most beautiful homes, the smartest businesses and more.

Sacramento Home

How we live where we live. Published two times per year, Sacramento Home brings you inside the most inspiring houses in and around Sacramento. Each issue features works from local designers, new design trends, the latest in home products and décor, architectural reviews and a look at interesting neighborhoods.

The Visitors’ Guide is the primary sales tool that Visit Sacramento uses to promote our region and its many attractions. It’s distributed to local, national and international leisure travelers and convention delegates who are planning to visit our city. The guide is produced three times a year with a circulation of 50,000 copies per issue.

Serrano

With outstanding quality, each issue illuminates the people, places and events unique to the Serrano and El Dorado Hills region, and has a trusted place in thousands of area homes. The magazine is the only magazine officially authorized by Serrano Associates for distribution to all residents, property owners and Serrano Country Club members. Serrano magazine is published three times annually.

Sacramento

People arrive in Sacramento wanting to know what not to miss. This hardbound book, published annually, introduces visitors to this great region with insightful editorial and stunning photography. The publication is filled with recommendations about where to dine, shop and play, highlighting our local attractions, our farm-to-fork fare, our nightlife, arts & culture and more.

The editors of Sacramento Magazine present the most powerful top executives in dozens of industries and business categories that dominate the Sacramento region. The Sacramento 300 is the region’s most highly selective biographical database of the people who really run business in our region—based on extensive contacts in local business circles, hundreds of interviews, and months of research.
CIRCULATION / DISTRIBUTION / FOLLOWERS

Print
- **29,000** gross monthly distribution
- **192,973** monthly readership
- **49%** of our distribution is paid
- **97%** of our circulation is in Sacramento, Placer, El Dorado, Amador and Yolo counties
- **7.9** is the average reader per issue

Digital
- **90,000** average monthly page views
- **51,000** average monthly unique visitors
- **56%** of traffic from mobile and tablet
- **90%** of traffic originates from Sacramento
- **42%** of traffic comes from search engine keyword phases such as “Things to do in Sacramento”

Social
- **105k** total social media followers
- **18k** Facebook followers
- **22k** Instagram followers
- **65k** Twitter followers

AUDIENCE

Print

- 47 median age
- 63% female / 37% male
- 47% are age 35–54
- 73% are age 45–64
- $151,443 average household income
- 63% of our readers make $125,000 or more
- 25% of our readers make over $200,000
- 65% graduated college
- 18% completed master’s degree or higher
- 64% keep Sacramento Magazine for one month or more
- 79% Frequently purchase products or services from ads seen in Sacramento Magazine

Digital

- 35% median age
- 60% Female / 40% Male
- $151,000 household income
- 75% Actively engage with what they’ve read

January

**Editorial**
Getaways—Small Foothill Towns

**Space and Materials Deadlines**
Ad Close 1/29
Newstand 12/23

**Special Advertising Sections**
Senior Section
Pet Contest
Dining Guide
Home Services

---

February

**Editorial**
Getaways—Small Foothill Towns

**Space and Materials Deadlines**
Ad Close 1/29
Newstand 12/23

**Special Advertising Sections**
Diversity & Inclusion
Health Care Professionals
Five Star Real Estate
Coldwell Banker Real Estate
Masters Club

---

March

**Editorial**
Getaways

**Space and Materials Deadlines**
Ad Close 2/10
Newstand 2/24

**Special Advertising Sections**
Top Vets
Cosmetic Surgery Profiles
Five Star Wealth
Dining Guide

---

April

**Editorial**
Getaways

**Space and Materials Deadlines**
Ad Close 3/10
Newstand 3/24

**Special Advertising Sections**
Explore Foothills
Health Care Professionals
Coldwell Banker Real Estate

---

May

**Editorial**
Recreation—Bike Trails

**Space and Materials Deadlines**
Ad Close 4/7
Newstand 4/21

**Special Advertising Sections**
Private School Profiles
Dining Guide

---

June

**Editorial**
Food—Home BBQ

**Space and Materials Deadlines**
Ad Close 5/12
Newstand 5/26

**Special Advertising Sections**
Gaming Section
Masters Club
Health Care Professionals
Coldwell Banker Real Estate

---
<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial</th>
<th>Space and Materials Deadlines</th>
<th>Special Advertising Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Editorial</td>
<td>Space and Materials Deadlines</td>
<td>Special Advertising Sections</td>
</tr>
<tr>
<td></td>
<td>Health</td>
<td>Ad Close 6/9</td>
<td>Senior Section</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newsstand 6/23</td>
<td>Explore Foothills</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dining Guide</td>
</tr>
<tr>
<td>August</td>
<td>Editorial</td>
<td>Space and Materials Deadlines</td>
<td>Special Advertising Sections</td>
</tr>
<tr>
<td></td>
<td>Food/Dining</td>
<td>Ad Close 7/7</td>
<td>Legal Profiles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newsstand 7/21</td>
<td>Health Care Professionals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Coldwell Banker Real Estate</td>
</tr>
<tr>
<td>September</td>
<td>Editorial</td>
<td>Space and Materials Deadlines</td>
<td>Special Advertising Sections</td>
</tr>
<tr>
<td></td>
<td>Wine Feature</td>
<td>Ad Close 8/4</td>
<td>Winery Section</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newsstand 8/16</td>
<td>Dining Guide</td>
</tr>
<tr>
<td>October</td>
<td>Editorial</td>
<td>Space and Materials Deadlines</td>
<td>Special Advertising Sections</td>
</tr>
<tr>
<td></td>
<td>Best of Sacramento</td>
<td>Ad Close 9/8</td>
<td>Faces of Sacramento</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newsstand 9/22</td>
<td>Private Schools Profiles</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Health Care Professionals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Coldwell Banker Real Estate</td>
</tr>
<tr>
<td>November</td>
<td>Editorial</td>
<td>Space and Materials Deadlines</td>
<td>Special Advertising Sections</td>
</tr>
<tr>
<td></td>
<td>Food/Dining</td>
<td>Ad Close 10/6</td>
<td>Top Docs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newsstand 10/20</td>
<td>Women in Business</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Explore Foothills</td>
</tr>
<tr>
<td>December</td>
<td>Editorial</td>
<td>Space and Materials Deadlines</td>
<td>Special Advertising Sections</td>
</tr>
<tr>
<td></td>
<td>Top Docs</td>
<td>Ad Close 11/3</td>
<td>Top Docs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Newsstand 11/17</td>
<td>Health Care Professionals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Coldwell Banker Real Estate</td>
</tr>
</tbody>
</table>

**Sacramento Magazine**

- Now featured inside the issue of Sacramento Magazine
- **Sac Metro Resource Guide**
- **Sac Home**
- **Serrano**
- **Best of Sac Passport**
- **Visitors’ Guide**
- **Now featured inside the issue of Sacramento Magazine**

**Space and Materials Deadlines**

- Ad Close
- Newsstand
- Art Deadline

**Special Advertising Sections**

- Senior Section
- Explore Foothills
- Dining Guide
- Legal Profiles
- Health Care Professionals
- Coldwell Banker Real Estate
- Faces of Sacramento
- Private Schools Profiles
- Women in Business
- Explore Foothills

**Additional Information**

- **spaceandmaterialsdeadlines.com**
- **Art Deadline**
- **Ad Close**
- **Newsstand**
- **Editorial**
- **E-Week**
- **Summer Time**
- **Sacramento**
- **Best of Sac Passport**
- **Visitors’ Guide**
- **Now featured inside the issue of Sacramento Magazine**
## Rates

<table>
<thead>
<tr>
<th></th>
<th>1/12</th>
<th>1/6</th>
<th>1/3</th>
<th>1/2</th>
<th>2/3</th>
<th>Full Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$275</td>
<td>$550</td>
<td>$1,100</td>
<td>$1,700</td>
<td>$1,900</td>
<td>$3,200</td>
<td>$5,900</td>
</tr>
<tr>
<td>Rate</td>
<td>$350</td>
<td>$650</td>
<td>$1,200</td>
<td>$1,900</td>
<td>$2,100</td>
<td>$3,500</td>
<td>$6,300</td>
</tr>
<tr>
<td>Rate</td>
<td>$400</td>
<td>$750</td>
<td>$1,400</td>
<td>$2,000</td>
<td>$2,400</td>
<td>$3,800</td>
<td>$6,800</td>
</tr>
<tr>
<td>Rate</td>
<td>$500</td>
<td>$850</td>
<td>$1,700</td>
<td>$2,200</td>
<td>$2,800</td>
<td>$4,200</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

## Premium Positions

<table>
<thead>
<tr>
<th></th>
<th>1/12</th>
<th>1/6</th>
<th>1/3</th>
<th>1/2</th>
<th>2/3</th>
<th>Full Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$275</td>
<td>$550</td>
<td>$1,100</td>
<td>$1,700</td>
<td>$1,900</td>
<td>$3,200</td>
<td>$5,900</td>
</tr>
<tr>
<td>Rate</td>
<td>$350</td>
<td>$650</td>
<td>$1,200</td>
<td>$1,900</td>
<td>$2,100</td>
<td>$3,500</td>
<td>$6,300</td>
</tr>
<tr>
<td>Rate</td>
<td>$400</td>
<td>$750</td>
<td>$1,400</td>
<td>$2,000</td>
<td>$2,400</td>
<td>$3,800</td>
<td>$6,800</td>
</tr>
<tr>
<td>Rate</td>
<td>$500</td>
<td>$850</td>
<td>$1,700</td>
<td>$2,200</td>
<td>$2,800</td>
<td>$4,200</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

## Marketplace

<table>
<thead>
<tr>
<th></th>
<th>1/12</th>
<th>1/6</th>
<th>1/3</th>
<th>1/2</th>
<th>2/3</th>
<th>Full Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$275</td>
<td>$550</td>
<td>$1,100</td>
<td>$1,700</td>
<td>$1,900</td>
<td>$3,200</td>
<td>$5,900</td>
</tr>
<tr>
<td>Rate</td>
<td>$350</td>
<td>$650</td>
<td>$1,200</td>
<td>$1,900</td>
<td>$2,100</td>
<td>$3,500</td>
<td>$6,300</td>
</tr>
<tr>
<td>Rate</td>
<td>$400</td>
<td>$750</td>
<td>$1,400</td>
<td>$2,000</td>
<td>$2,400</td>
<td>$3,800</td>
<td>$6,800</td>
</tr>
<tr>
<td>Rate</td>
<td>$500</td>
<td>$850</td>
<td>$1,700</td>
<td>$2,200</td>
<td>$2,800</td>
<td>$4,200</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

## Supplied Inserts

Call for price quote for inserts and single or double postcard. (Postcards require full-page ad in same issue)

Priority given to longer term contracts. Other guaranteed positions, including right-hand read, subject to availability and 5% premium. Note that requested positions given to an advertiser which without paying applicable rate (due to availability) may be forfeited by another client paying premium.

## Frequency Rates

Advertising must be inserted within one year of first insertion (12 issues) to earn the 3-6-12 time frequency discount rate. Different size ads of 1/6-page or larger may be combined to earn frequency discounts within a contract year. Mechanical charges are additional—$300 minimum. Sample insert must be submitted before prices are final. Magna stripping and tipping available at an additional charge.
SACMAG.COM CAPABILITIES

Align your brand digitally with our award-winning content reaching influential thought leaders across the region. Sacmag.com elevates brand recall with unique native advertising opportunities and custom integrations.

**Daily Brief Editorial Newsletter**

Daily Monday–Friday: 12k opt-in subscribers

**Benchmarks**

29% Open Rate, 25% Click-Through-Rate

**Dedicated Eblast**

Sent directly to 12k opt-in subscribers

**Benchmarks**

24% Open Rate, 5% Click-Through-Rate

**Native Article**

Your article, our website. Provide an editorially styled article that will run alongside existing content on our website. Each Native Article will be featured in Sacramento Magazine’s daily newsletter!

Note: Native Articles are labeled as sponsored content.

**Run-of-Site Banner Ads**

**ROTATING DISPLAY ADS THROUGHOUT OUR WEBSITE**

Your ads rotate through our display ad positions on all pages of the site for your specified time frame. Our website generates over 1 million impressions per year.

**Premium Directory Listings**

**YOUR ONLINE LISTING FEATURED IN OUR DIRECTORY**

For additional exposure, purchase a premium listing in one of our online directories. A premium directory listing brings your listing to the top of the directory page and allows you more space to share your story.
## Digital Advertising Rates

**51,000 Monthly Visitors**

### BANNER ADS

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Package Rate &amp; Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728 x 90px</td>
<td>$16/CPM ROS/Run-of-site</td>
</tr>
<tr>
<td>CUBE</td>
<td>300 x 250px</td>
<td>$500/month fixed position per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>($16 CPM ROS/Run-of-site)</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>300 x 600px</td>
<td>$16 CPM ROS/Run-of-site</td>
</tr>
</tbody>
</table>

### E-NEWSLETTER & NATIVE BLOG SPONSORSHIPS

A daily newsletter sent out to more than 12,000 subscribers. Your ad will remain in the newsletter for one week.

<table>
<thead>
<tr>
<th>Horizontal Sponsor Positions</th>
<th>Size</th>
<th>Package Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAILY NEWSLETTER</td>
<td>500 x 100px</td>
<td>Top image: $700/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Middle image: $400/week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bottom image: $300/week</td>
</tr>
<tr>
<td>NATIVE BLOG POST ON SACMAG.COM</td>
<td>3-4 Images</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(400 words minimum)</td>
</tr>
</tbody>
</table>

### DEDICATED E-MAIL

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Package Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 X 800Px</td>
<td>$1200 PER BLAST</td>
<td>Promote your event to our 12,000 e-newsletter opt-in subscribers. Available Monday–Friday. Limited to 4 per month and 1 per advertiser.</td>
</tr>
</tbody>
</table>

### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number of Followers</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWITTER</td>
<td>66,000+</td>
<td>Single Tweet: $100 / Retweet: $50</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>20,000+</td>
<td>Post: $150 / Re-share: $100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase your reach with a $20 boost</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>19,500+</td>
<td>Post: $100 / Re-post: $50</td>
</tr>
</tbody>
</table>
FULL SERVICE DIGITAL MARKETING

NEW - The Sacramento Magazine Digital Studio offers a full-service suite of performance marketing tools including:

- Google Display and Programmatic Advertising
- Paid Social Media Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Website Remarketing
- Video and OTT Advertising
- Digital Radio Advertising
- Custom Email Marketing
- Google for Nonprofits + Google Ad Grants

These new initiatives serves as the perfect complement to the digital advertising options currently available on sacmag.com and branded social channels reaching 6.5 million+ users and followers.

Digital Consultation
Our team stands ready to consult with you to customize a digital strategy that will:

- Stand out
- Improve ROI
- Deliver specific measurable results
Sacramento Magazine produces and supports signature and client events throughout the year including one-of-a-kind custom sponsorship experiences.

Event Sponsorship Benefits include:

- Meaningful sponsor activations
- Category exclusivity
- Creative product display
- Brand Ambassador engagement
- Significant branding and ROI
- High ratio of qualified attendees
- Skillful data collection and follow-up
- Activities that keep guests engaged from start to finish
PRODUCTION GUIDELINES

CAMERA-READY ART

Sacramento Magazine encourages advertisers to supply materials but they must be compatible with our computer systems. The preferred format for camera-ready art is a PDF, 300 dpi or higher with embedded fonts. "Camera-ready art" is press-ready. This means that no adjustments or alterations to size, color or copy are necessary. Sacramento Magazine is not responsible for any error in content provided by advertisers. Files that aren’t prepared according to our specifications are subject to additional production charges.

DISCLAIMERS/POLICIES

Sacramento Magazine reserves the right to place a .25” border on any ad smaller than a full page. All ads placed in the magazine will run right side up unless prior requests have been filed with your advertising manager. Type below 6 points is not guaranteed for legibility. Color accuracy cannot be guaranteed unless a MatchPrint or other industry-standard proof is submitted. We can provide you with one of our in-house proofs to verify color if desired. Please contact your advertising manager for more information.

CREATIVE SERVICES

Sacramento Magazine can design and produce your ad. Our talented and experienced designers can create an ad with just the right look for you—without draining your bank account. Contact your advertising manager for an estimate.

GENERAL REQUIREMENTS

Ads or materials to create ads should be submitted electronically. Files that are 10MB or smaller can be e-mailed. Files that are larger must be uploaded to our FTP site, mailed in on disc or sent via a web service that allows large files such as yousendit.com or sendbigfiles.com.

IMAGES

We cannot accept web images or internet screen images. Digital photos should be 300 dpi minimum at printed size. Acceptable file formats for photography are TIFF, JPG or EPS only. Other electronic art should be vector-based EPS files or native-format files created in InDesign, Illustrator or Photoshop.

FONTS

Copies of fonts used for any ad must be provided in Mac Postscript or Open Type format. Please include both the printer and screen versions of the fonts.

TECHNICAL INFORMATION

MAGAZINE TRIM SIZE: 8.375” W X 10.875” H

Colors: 4/C Process (CMYK); Additional colors are available at an additional cost. Please contact your advertising manager for more information. Black Backgrounds: For any area to print solid black two square inches or larger, use intensified black in order to make it darker and more glossy. 100 black, 30 cyan, 30 magenta and 30 yellow works well. Line Screen: 150 lpi. Printing Method: SWOP standards apply. Web offset. Maximum Ink Density: 280% recommended. Dot Gain: Expect a 20% gain on press. Binding: Perfect bound. Page Bleeds: 1/8-inch on all sides. Ads submitted without sufficient bleed area are subject to reduction in order to fit live area size. Live/Safe Area: Keep live matter 1/4-inch inside of trim on the top and bottom and 3/8-inch from left and right trim. Please mark all ads with the appropriate crop marks. Spread: Supply as two separate pages. For type or images that cross over, we recommend a 1/8-inch duplication on each page in the gutter. Call Advertising Designer or Production Manager with any questions at 916-426-1720.

AD SIZES

<table>
<thead>
<tr>
<th>A</th>
<th>FULL PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>2/3 PAGE</td>
</tr>
<tr>
<td>C</td>
<td>1/3 PAGE</td>
</tr>
<tr>
<td>D</td>
<td>1/4 PAGE</td>
</tr>
<tr>
<td>E</td>
<td>1/6 PAGE</td>
</tr>
<tr>
<td>F</td>
<td>1/12 PAGE</td>
</tr>
<tr>
<td>G</td>
<td>1/8 PAGE</td>
</tr>
<tr>
<td>H</td>
<td>1/3 PAGE</td>
</tr>
<tr>
<td>I</td>
<td>1/6 PAGE</td>
</tr>
<tr>
<td>J</td>
<td>1/12 PAGE</td>
</tr>
</tbody>
</table>

FRACTIONAL BLEED SIZES

If you would like to bleed your ad off the page, please use the following sizes to determine the correct size. Bleed dimensions include bleed area. 1/8-1/4 inch will be trimmed or cropped off at all four sides. Keep all live matter at least 3/8 inch from each of the four sides.

<table>
<thead>
<tr>
<th>A</th>
<th>FULL PAGE: 8-3/8” X 10-7/8” (TRIM) OR 7” X 10” (NONBLEED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>2/3-PAGE: 4-5/8” X 10”</td>
</tr>
<tr>
<td>C</td>
<td>1/3-PAGE: 2-1/4” X 10” (VERTICAL)</td>
</tr>
<tr>
<td>D</td>
<td>1/4-PAGE: 3.75” X 4.875” (SPECIAL SECTION)</td>
</tr>
<tr>
<td>E</td>
<td>1/6-PAGE: 4-5/8” X 7-7/16” (VERTICAL)</td>
</tr>
<tr>
<td>F</td>
<td>1/8-PAGE: 4-5/8” X 2-5/16” (HORIZONTAL)</td>
</tr>
<tr>
<td>G</td>
<td>1/12-PAGE: 2-1/4” X 2-5/16”</td>
</tr>
<tr>
<td>H</td>
<td>1/3-PAGE: 4-5/8” X 4-7/8” (HORIZONTAL)</td>
</tr>
<tr>
<td>I</td>
<td>1/6-PAGE: 2-1/4” X 4-7/8” (VERTICAL)</td>
</tr>
<tr>
<td>J</td>
<td>1/12-PAGE: 7” X 4-7/8” (HORIZONTAL)</td>
</tr>
</tbody>
</table>