

NORTHERN CALIFORNIA

enjoy[®]

2022 MEDIA KIT

PRINT/DIGITAL





Why advertise in Enjoy Magazine?

“I LOOK AT EVERY AD!”

“I READ ENJOY MAGAZINE COVER TO COVER!”

These are the TOP 2 things we hear from our readers.

Ads tell as much about the community as the articles do.

TARGET MARKET

You can target your business to 45,000 people per month in SHASTA, SISKIYOU, TEHAMA, TRINITY and BUTTE Counties.

PASS ALONG RATE

2-3 people on average read each copy distributed: 15,000 magazines each read by 3 people = **45,000 impressions per month**

LONG SHELF LIFE

Enjoy readers tend to save multiple issues for long periods of time in anticipation of visiting featured locations and businesses. This results in additional viewings of your advertisement!

WHERE YOU CAN FIND US

>**COVERAGE** Find Enjoy at over 500 locations throughout the North State

>**DISPLAY RACKS** In many high-traffic retail and professional locations

>**PLACEMENT** Distributed in hotel rooms and entertainment venues throughout the area

>**DIRECT MAILED** More than 1,500 magazines mailed to high income address in the North State.

Print Publication Details



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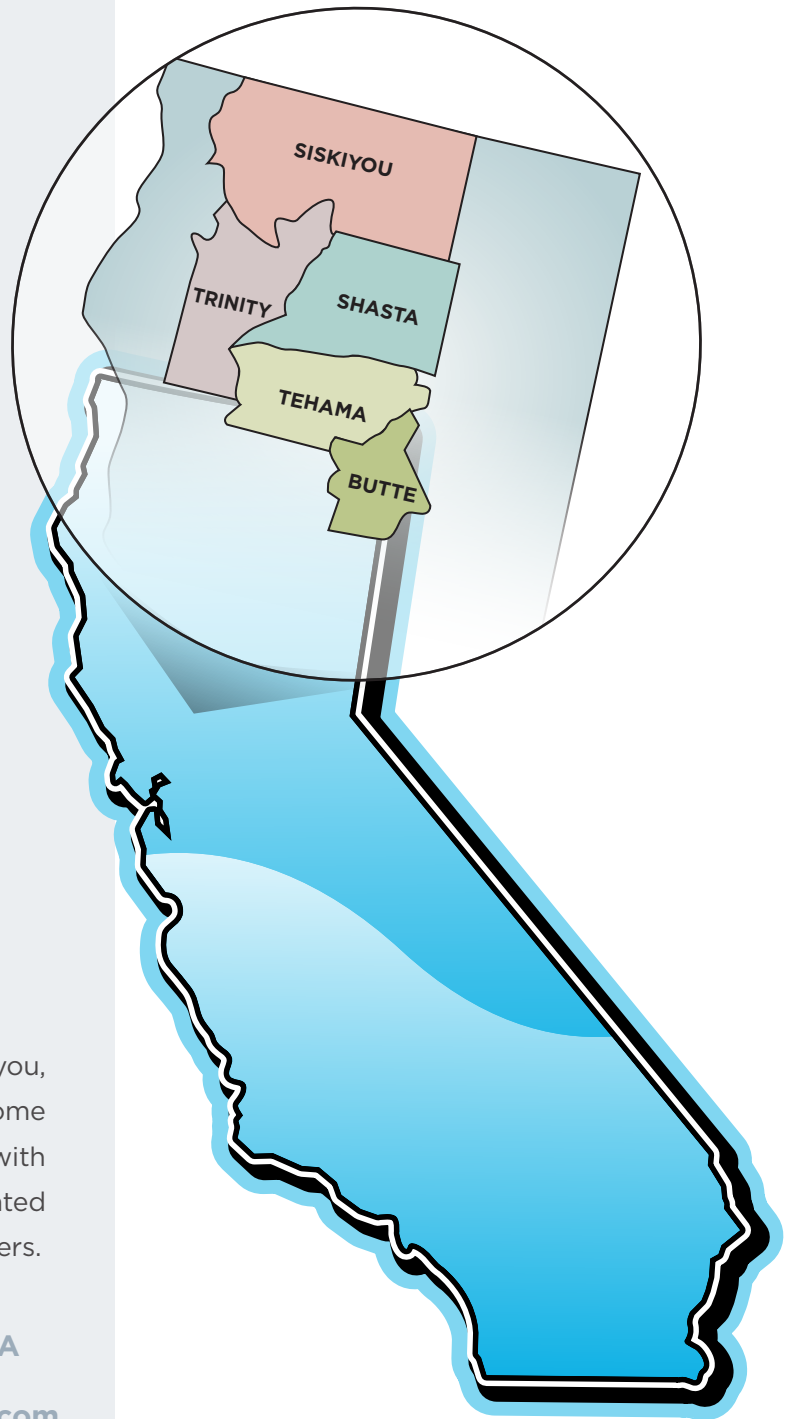
LOCAL COVERAGE. WORLD-CLASS CONTENT.

Since the fall of 2006, our complimentary magazine has featured amazing local destinations, creative and caring people, community living, family, recreation and most of all, a love of life. We all celebrate the Northern California Lifestyle and relish its many offerings. Whether you've lived here for a short time or all your life, there is plenty to learn, love and enjoy about this one-of-a-kind area. Our view will hopefully open your eyes to the many reasons why you live in this beautiful region.

Find engaging stories from Shasta, Siskiyou, Tehama, Butte and Trinity Counties, as well as some of the outlying areas in Northern California, all with a positive and uplifting editorial focus and created by a team of award-winning advertising designers.

**THINK YOU HAVE A GOOD STORY IDEA
FOR THE MAGAZINE?**

Let us know! Email: info@enjoymagazine.com



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THAT'S SOME
GOOD STUFF!

Once again, the folks at the Association of Magazine Media have gathered some great information regarding magazine vitality. Here are a few things we thought were well worth sharing:

95%

of adults under the age of 25 read a magazine in the last six months

Audiences for print and digital magazines
GROWS TO
228.7 million

Total number of adults 18+ who read magazines 2012-2019

Magazine readers are willing to pay more for products and services that they value

Ads in magazines are more engaging and valued than ads in other media.

Magazine readers notice ads and take action.

THERE'S MORE: Magazine readers age 35-54 are above-average spenders on a wide range of categories for themselves, their homes, and their families.

WHAT NEUROSCIENCE SAYS ABOUT WHY PRINT MAGAZINE ADS WORK. PAPER READERS REMEMBER MORE.

- More focused attention, less distraction
- Higher comprehension and recall
- Stimulates emotions and desires
- Preferred by majority (even millennials)
- Drives sensory involvement which contributes to reader impact
- Slower reading speeds

Magazine Return On Ad Spend (ROAS) is the highest overall:

\$6.51 Magazines; \$3.23 TV; and \$2.43 Digital

NEARLY THREE-
QUARTERS OF
MAGAZINE READERS
LOVE THE TOUCH
AND FEEL OF PRINT
- AS DO 63% OF
READERS UNDER 35

*From the Association of Magazine Media website: https://www.magazine.org/Magazine/Research_and_Resources_Pages/MPA_Factbook.aspx

2022 Editorial Calendar

ISSUE MONTH AND THEME

ISSUE MONTH AND THEME	SPACE RES. DATE	RELEASE DATE
January <i>Issue 184: INHALE, EXHALE</i>	Nov. 23	Dec.28
February <i>Issue 185: WILD AT HEART</i>	Dec. 28	Jan. 25
March <i>Issue 186: SWING INTO SPRING</i>	Jan. 25	Feb. 22
April <i>Issue 187: CHUTES AND SWAGGERS</i>	Feb. 22	Mar. 24
May <i>Issue 188: MAKING MEMORIES</i>	Mar. 24	Apr. 26
June <i>Issue 189: SUN-KISSED</i>	Apr. 26	May 25
July <i>Issue 190: THE ADVENTURE BEGINS</i>	May 25	Jun. 24
August <i>Issue 191: WANDERLUST</i>	Jun. 24	Jul. 26
September <i>Issue 192: SEASON OF CHANGE</i>	Jul. 26	Aug. 24
October <i>Issue 193: REASONS TO CELEBRATE</i>	Aug. 24	Sep. 26
November <i>Issue 194: THANKFUL AND BLESSED</i>	Sep. 26	Oct. 25
December <i>Issue 195: SEASON'S BRIGHT</i>	Oct. 25	Nov. 22

GO TO PRINT:

11th of the preceding month

IMPORTANT AD INFORMATION:

For ads created by Enjoy, all materials must be received no later than the **1st** of the preceding month. All completed ads must be received by the **5th** of the preceding month.

* Editorial calendar is subject to change without notification rev. 10/10/21



NORTHERN CALIFORNIA

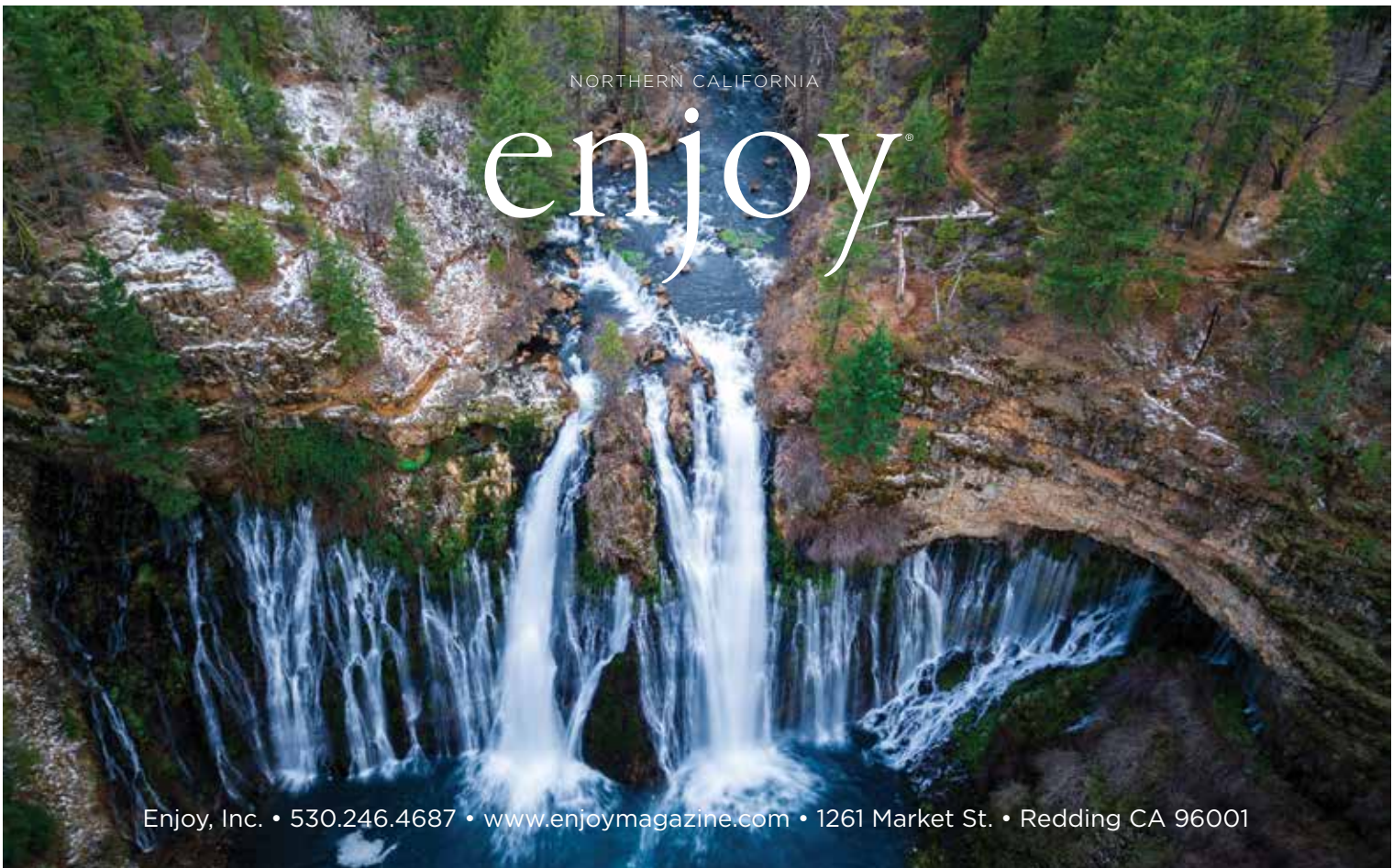
enjoy®

Photo by Kara Stewart

2022 Print Rate Sheet rates are per issue

Standard Positions:	1 Issue Rate: <small>(per issue)</small>	3 Issue Rate: <small>(per issue)</small>	6 Issue Rate: <small>(per issue)</small>	12 Issue Rate: <small>(per issue)</small>
Double Page Spread	\$2,550	\$2,525	\$2,400	\$2,195
Full Page Spread	\$1,700	\$1,400	\$1,350	\$1,095
Full Page	\$1,500	\$1,400	\$1,350	\$1,095
Half Page (Vert. & Horiz.)	\$1,000	\$900	\$850	\$795
Quarter Page (Vert. & Horiz.)	\$700	\$600	\$550	\$495
Eighth Page	\$500	\$400	\$350	\$295
Premium Positions:	1 Issue Rate: <small>(per issue)</small>	6 Issue Rate: <small>(per issue)</small>	<ul style="list-style-type: none"> • Magazine racks throughout Shasta, Siskiyou, Tehama, Trinity and Butte Counties. • Current and archived issues with interactive ads available at www.enjoymagazine.com. • All ads are four color process. • All prices are per issue. All rates are net. • Multiple Standard Rate issues can be consecutive or staggered. • Premium Positions can be contracted for 1 issue or 6 consecutive issue increments. As a contract holder, you have first right of refusal on the spot you have purchased when your contract expires as long as your account is current. • \$50 more per ad for special placement guaranteed, with the exception of premium positions 	
Back Cover	\$2,100	\$1,900		
Inside Front Cover	\$2,075	\$1,795		
Inside Back Cover	\$1,950	\$1,695		
Opposite Table of Contents	\$1,725	\$1,625		
Page 3 Inside	\$1,625	\$1,500		
Opposite Contest	\$1,625	\$1,500		
Opposite Editor Letter	\$1,625	\$1,500		

Revised July 2022



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2022 Print Sizes and Specs

Advertising Sizes and Specifications

Please make sure all submitted ads and artwork fall within the following guidelines.

Color:

All final layouts must be provided in CMYK. Please convert all PMS, spot and RGB colors accordingly. Printing will be 4 color process.

Formats:

For ads that are already designed, we prefer a 300 dpi Adobe Acrobat PDF. We can also accept layouts in Adobe InDesign (.indd), Adobe Illustrator (.ai or .eps) or Adobe Photoshop (.psd) AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED. If created in Adobe Illustrator and artwork is print ready, please convert text to outlines.

Ad Design Services:

Ad design services are available. Ask your sales representative about special rates.

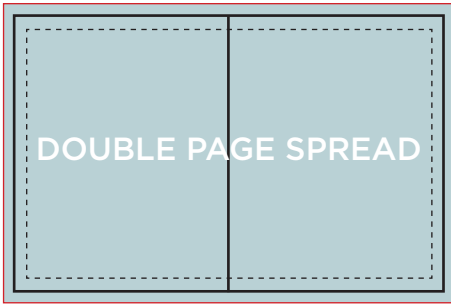
If providing digital images, please provide images that are at least 300 dpi and are equal to the size needed in the ad.

Please note, we cannot pull images (including logos) off the web and use them for print ads, unless they are high res images specifically for downloading and you have permission to use.

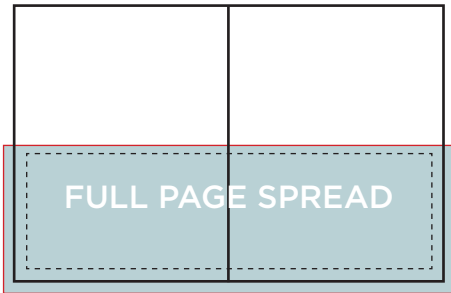
File Submissions:

For files 10 mb or smaller, email to info@enjoymagazine.com. For larger files and multiple files, please compress (stuff/zip) them and drop box or hightail them or drop off a thumb drive. You can also mail a CD/DVD along with a color printout of the artwork to:

Enjoy Magazine
1475 Placer Street Suite C
Redding, CA 96001



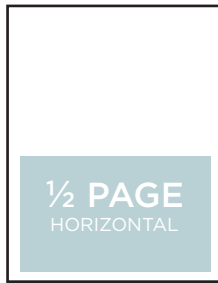
— bleed size 17" x 11.125"
— trim size 16.75" x 10.875"
- - - safe area 15.75 x 9.875"



— bleed size 17" x 5.56"
— trim size 16.75" x 5.4375"
- - - safe area 15.75" x 5.1875"



— bleed size 8.625" x 11.125"
— trim size 8.375" x 10.875"
- - - safe area 7.375" x 9.875"



7.375" x 4.854"



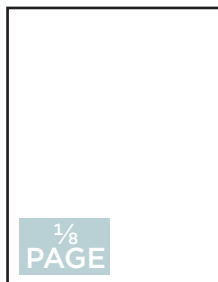
3.604" x 9.875"



7.375" x 2.344"



3.604" x 4.854"



3.604" x 2.344"

2022 Design Fees

Ad Layout: \$50 for 1/8 page and 1/4 page
\$100 for 1/2 page and full page
\$150 for double page spread
*Advertising campaign package
& design concept available
upon request*

Ad Alteration Fee: \$50 per half hour

Stock Photo Fee: \$25 minimum

Custom Stock Photo Fee: Priced per picture, quote
provided prior to purchase

Custom Photography Fee: \$95 an hour, plus travel charges

With a one year contract: First ad layout FREE (includes
two revisions of initial layout)
Alterations from original
approved ad subject to half hour
charge minimum

**Ads not provided in formats* listed in Advertising
Sizes and Specifications will be charged the
minimum alteration fee.** *Prefer Adobe Acrobat
PDF. We can also accept layouts in Adobe
InDesign (.indd), Adobe Illustrator (.ai or .eps)
or Adobe Photoshop (.psd) **AS LONG AS ALL
OF THE SUPPORTING FONTS, LOGOS AND
PICTURES ARE INCLUDED.**

For ad alterations not received before ad deadline,
we reserve the right to run previous month's ad
ready, please convert text to outlines.

For ad alterations not received before ad deadline,
we reserve the right to run previous month's ad
(per your advertising agreement).

Ad alterations received after ad deadline are
subject to rush charges.**

****Rush charges are billed at 150% of hourly charge
for less than 24 hour notice and 200% for less
than 12 hour notice.**

Photo by Taryn Burkleo





We've Taken Digital to a
Whole New Level!

YOU'VE LOVED WHAT WE'VE DONE WITH PRINT...

Now you can find the same great information online in a new and beautifully improved website for all your digital devices: mobile, tablet, laptop and desktop computers!

DISCOVER EVERYTHING NEW AT
ENJOYMAGAZINE.COM



DIGITAL ISSUES

Read the latest issue of Enjoy Magazine online or check out one of our past issues from the last year. If you want to go even further back, you will find a link to our Issue Page with all of our past publications!



LATEST ARTICLES

Read our latest articles online and discover more about our Local Community, Outdoor Recreation, Food, Dining, Arts, Entertainment, Life, Leisure and more!



EVENT CALENDAR

Discover upcoming local events taking place in Northern California. Do you have an upcoming event? You can submit your event for publication free of charge!



DIGITAL ADVERTISING

We are excited to announce a whole new digital advertising platform for your business! Take advantage of more than 100,000+ impressions per year with Enjoy Digital Advertising!



DID YOU KNOW?

Our Digital Magazine Gets
25,000+ Impressions Monthly

BENEFITS OF DIGITAL ADVERTISING WITH ENJOY MAGAZINE:



Digital ad options reaching thousands of our monthly site visitors



Social media options to help you grow your social community



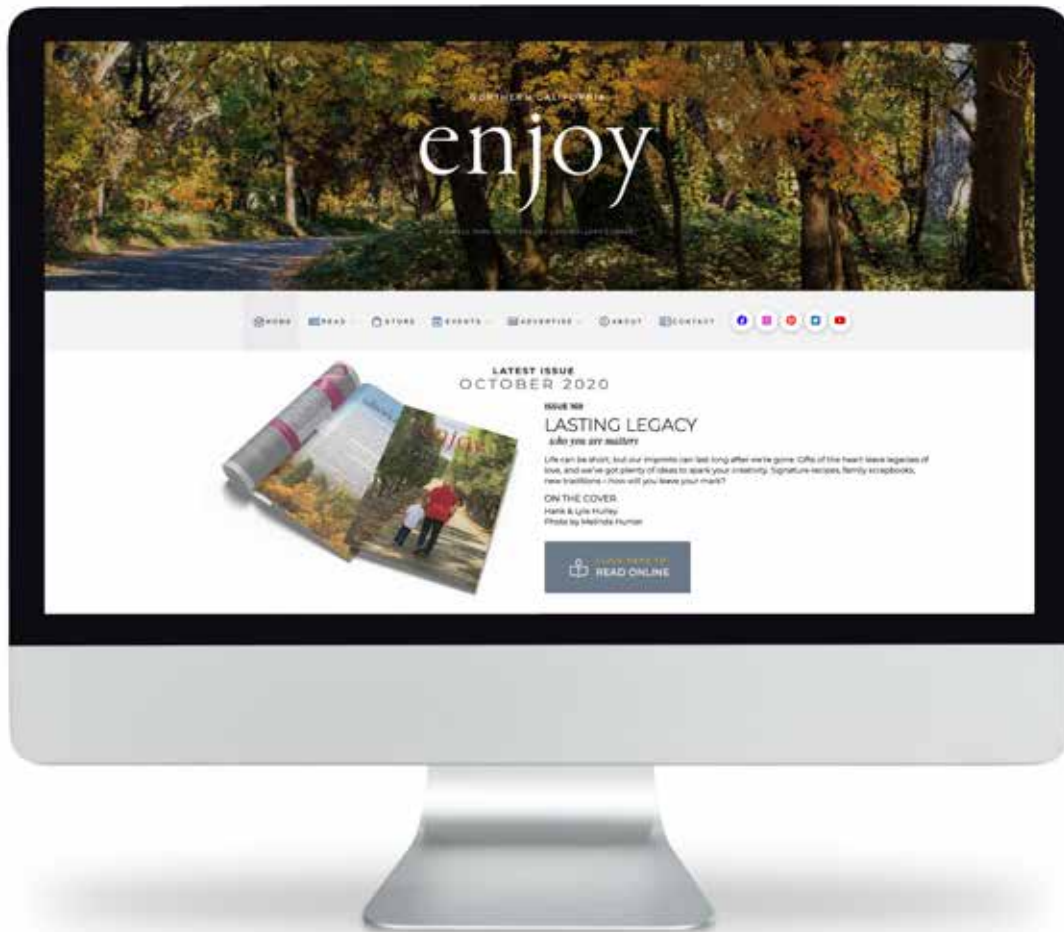
Diverse content appealing to a wide demographic of readers



Positive and uplifting editorial focus



Created by a team of award-winning advertising designers



What People Are Saying About enjoymagazine.com

“Beautiful... so easy to use.” Heather V.

“So good. It made me hungry and want to take a hike and check out the store.” Julie D

“Wow! Wow! Amazing... looks so good.” Heather A.

Sponsored Digital Article



Feature your business on our website with a Sponsored Digital Article.

A Sponsored Digital Article is branded content on our website. This promotional tool is designed to build awareness for your brand and is an opportunity for you to provide insightful and inspirational content to reach a wider audience. You write the article (which is approved by Enjoy) and provide the photos (unless otherwise arranged). Placed in an “online exclusive” area.

SPONSORED DIGITAL ARTICLE

HAVE AN ARTICLE PLACED ABOUT YOUR BUSINESS ON OUR WEBSITE

WHAT'S INCLUDED

- Article featuring your business, products and/or services published on our website.
- Article shared on our Facebook Page 3-times within 30-days of publish date.
- Option to turn your article in a paid advertisement on our Facebook Page.

WHAT'S NEEDED

- Your article topic and content will require approval before publication.
- You will need to write the article and provide us with final copy.
- You will need to provide a 1200px by 627px graphic to go along with your article.
- You will need to provide any photos or graphic content that you would like included in your article.

2022 Digital Sizes & Specs

DIGITAL ISSUE TOP BANNER (2) AND GRID (8) ADS



Click here to go here



Feature your business on our **READ ONLINE** page. From the home page, click to read the online issue (see above) and find these digital ads. The two **top banner** ads are placed above the current digital issue and the eight **grid** ads are below the current digital issue and above the archived issues.

DIGITAL ISSUE TOP BANNER AD SIZE

1200px by 627px

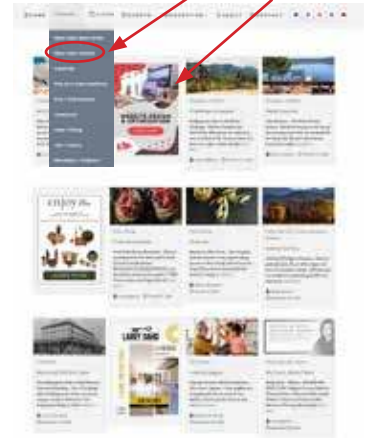
DIGITAL ISSUE GRID AD SIZE

800px by 800px

DIGITAL ARTICLE IN-FEED AD

Click the **READ** tab and go to **READ LATEST ARTICLES** to find the in-feed digital ads.

Click here to go here



DIGITAL ARTICLE IN-FEED AD SIZE

500px by 700px



2022 Digital Rate Sheet

Positions:	1 Month Rate:	3 Month Rate:	6 Month Rate:	12 Month Rate:
SPONSORED	1 - Article: \$600	1 - Article: \$575	1 - Article: \$550	1 - Article: \$525
DIGITAL ARTICLE:	2 - Articles: \$1,100	2 - Articles: \$1,050	2 - Articles: \$1,000	2 - Articles: \$950
	3 - Articles: \$1,600	3 - Articles: \$1,525	3 - Articles: \$1,450	3 - Articles: \$1,375

DIGITAL ISSUE PLACEMENT:	Top Banner Ad: \$500 Grid Ad: \$300	Top Banner Ad: \$475 Grid Ad: \$275	Top Banner Ad: \$450 Grid Ad: \$250	Top Banner Ad: \$425 Grid Ad: \$225
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ENJOY ARTICLE DIGITAL IN-FEED AD:	In-Feed Ad: \$300	In-Feed Ad: \$275	In-Feed Ad: \$250	In-Feed Ad: \$225
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ADD FACEBOOK SHARE:	1 Share: \$10 3 Shares \$25 5 Shares: \$40	1 Share: \$10 3 Shares \$25 5 Shares: \$40	1 Share: \$10 3 Shares \$25 5 Shares: \$40	1 Share: \$10 3 Shares \$25 5 Shares: \$40
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**All prices per month & subject to change. Facebook shares are add-ons to purchased digital ads.*

1200px by 627px

Design fee option:
\$55 per digital ad

800px by 800px

Design fee option:
\$65 per digital ad

500px by 700px

Design fee option:
\$75 per digital ad

LET US DESIGN YOUR AD (PRICES ABOVE)

additional information below:

Ad Alteration Fee: \$50 per half hour.

Stock Photo Fee: \$25 minimum.

Custom Stock Photo Fee: Priced per picture, quote provided prior to purchase.

Custom Photography Fee: \$95 an hour, plus travel.

With a One Year Contract: First ad layout FREE (includes two revisions of initial layout). Alterations from original approved ad subject to half hour charge minimum.

AD ARTWORK GUIDELINES

COLOR: All final digital ads must be provided in the RGB Color Profile.

FORMAT: For ads that are already designed, we prefer a 300 dpi JPEG. We can also accept layouts in Adobe Illustrator (.ai or .eps) or Adobe Photoshop (.psd) AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED.

SUBMISSION: For files 10 mb or smaller, email to enjoyinc.ronda@gmail.com
For larger files and multiple files, please compress (stuff/zip) and use a file sharing service such as Dropbox or Hightail.



Enjoy The Whole Package

What You Get:	1 Issue/Month Rate: (per issue/month)	3 Issue/Month Rate: (per issue/month)	6 Issue/Month Rate: (per issue/month)	12 Issue/Month Rate: (per issue/month)
Double Page Spread Platinum Package: <i>includes one (1) print ad, one (1) sponsored digital article and one (1) digital article in-feed ad per month, based on the number of months reserved:</i>	\$3,300	\$3,175	\$3,050	\$2,925
Double Page Spread Package: <i>includes one (1) print ad and one (1) digital article in-feed ad per month, based on the number of months reserved:</i>	\$2,800	\$2,625	\$2,500	\$2,375
Full Page Spread Package: <i>includes one (1) print ad, one (1) sponsored digital article and one (1) digital article in-feed ad per month, based on the number of months reserved:</i>	\$2,400	\$2,150	\$2,050	\$1,950
Full Page Package: <i>includes one (1) print ad, one (1) sponsored digital article and one (1) digital article in-feed ad per month, based on the number of months reserved:</i>	\$2,200	\$2,000	\$1,900	\$1,800
Half Page Package: <i>includes one (1) print ad and one (1) digital article in-feed ad per month, based on the number of months reserved:</i>	\$1,500	\$1,375	\$1,250	\$1,125

Other package options can be created upon request. Facebook shares can be added on to any package.