

NORTHERN CALIFORNIA

enjoy®

MEDIA KIT

2023 MEDIA KIT — PRINT



Enjoy, Inc. • 530.246.4687 • www.enjoymagazine.com • 1261 Market St. • Redding CA 96001

Photo by Kara Stewart - Revised November 2022

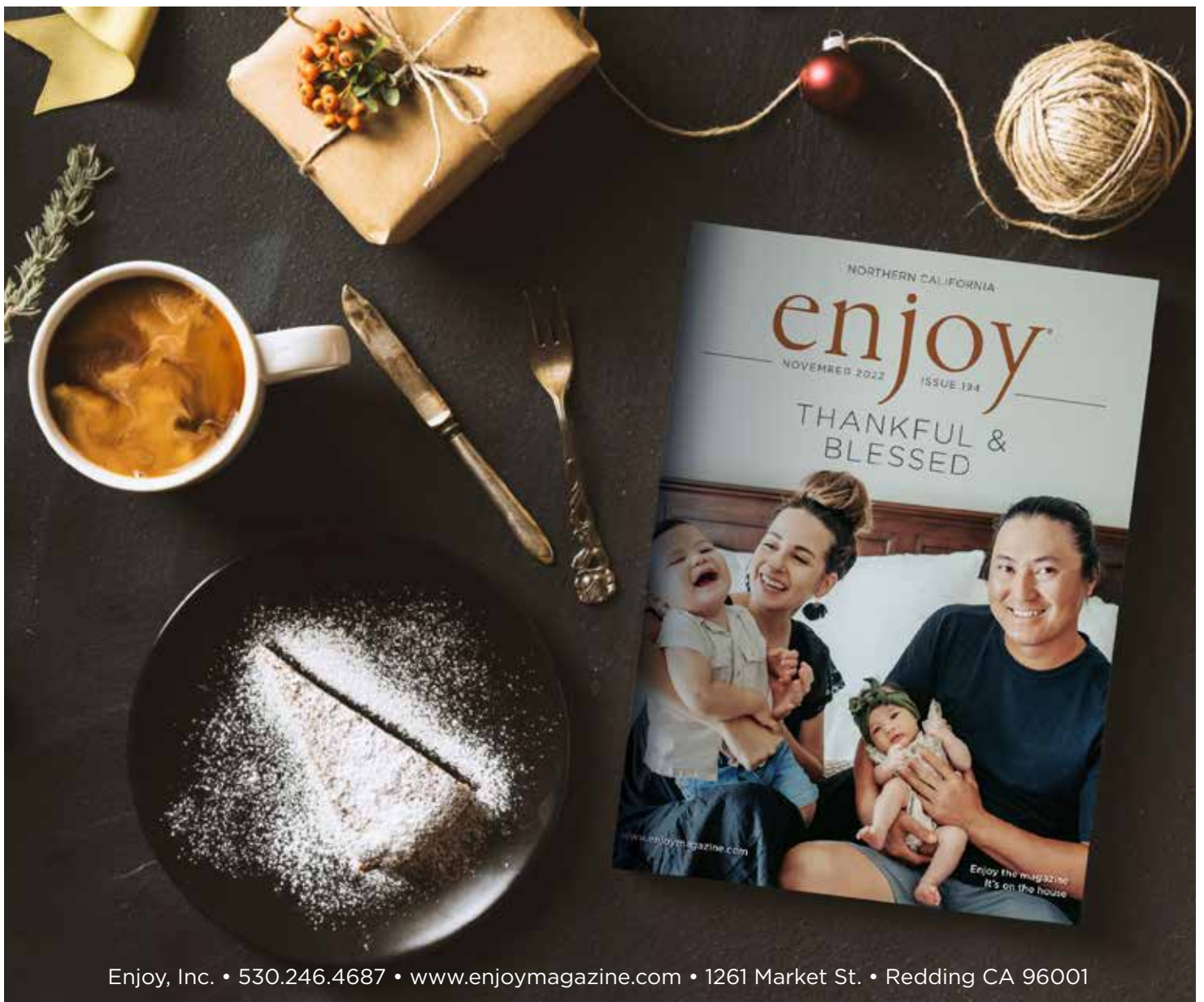
WHY ADVERTISE WITH ENJOY?

“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.



PRINT PUBLICATION DETAILS

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.

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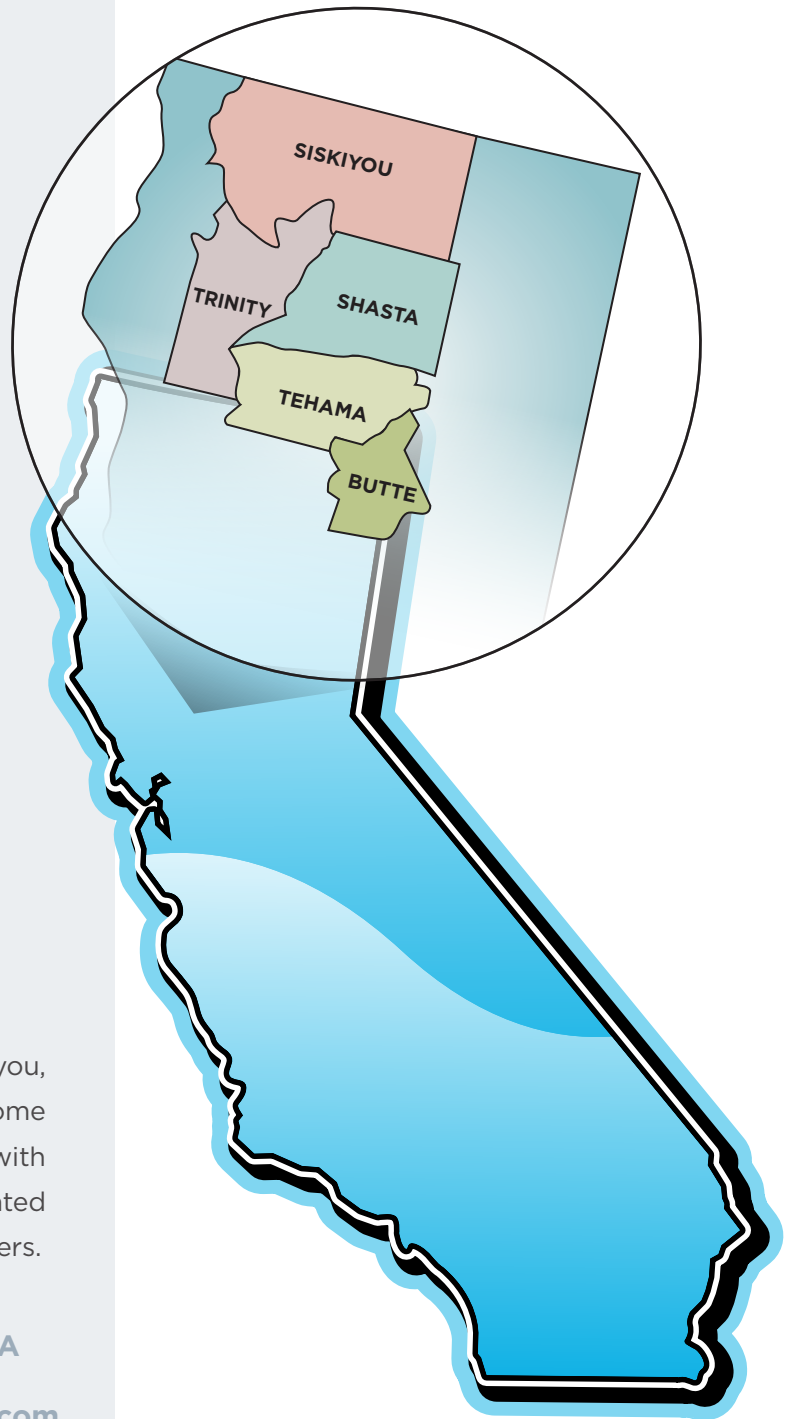
LOCAL COVERAGE. WORLD-CLASS CONTENT.

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

2023 EDITORIAL CALENDAR

ISSUE MONTH AND THEME	AD COMMITMENT	AD SUBMISSION	RELEASE DATE
January Issue 196: COMMIT TO BE FIT <i>(Health & Wellness)</i>	Dec. 5	Dec. 8	Dec.28
February Issue 197: YOU COMPLETE ME <i>(Weddings/Valentine's)</i>	Jan. 4	Jan. 6	Jan. 25
March Issue 198: CELEBRATING WOMEN <i>(Women-owned/run businesses)</i>	Feb. 6	Feb. 9	Feb. 22
April Issue 199: HOT RODS & COWBOY NODS <i>(Kool April Nites/Rodeos & Round Ups)</i>	Mar. 6	Mar. 9	Mar. 24
May Issue 200: BEAUTIFUL MOMENTS <i>(200th issue/Mother's Day)</i>	Apr. 4	Apr. 7.....	Apr. 26
June Issue 201: THE GREAT OUTDOORS <i>(Father's Day/Health & Wellness)</i>	May 4	May 8.....	May 25
July Issue 202: SPARKLE AND SHINE <i>(4th of July)</i>	Jun. 5	Jun. 8	Jun. 24
August Issue 203: BEST FRIENDS <i>(International Dog & Cat Days)</i>	Jul. 5.....	Jul. 7.....	Jul. 26
September Issue 204: PARADISE FOUND <i>(Remodeling/Home Buying)</i>	Aug. 4	Aug. 7.....	Aug. 24
October Issue 205: HOPES AND DREAMS <i>(Happy Birthday/Think Pink)</i>	Sep. 5	Sep. 7	Sep. 26
November Issue 206: IN GRATITUDE <i>(Thanksgiving)</i>	Oct. 4	Oct. 6	Oct. 25
December Issue 207: MISTLETOE & MERRIMENT <i>(Christmas/Holidays)</i>	Nov. 6	Nov. 8	Nov. 22

* Editorial calendar is subject to change without notification rev. 11/16/2022

Photo by Kara Stewart

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.

2023 PRINT RATE SHEET

rates are
per issue

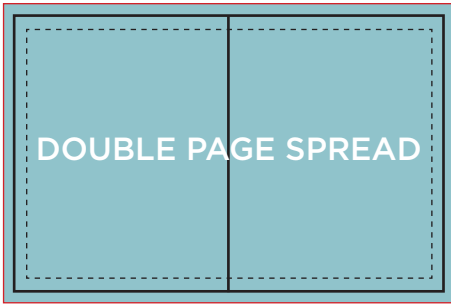
Standard Positions:	1 Issue Rate: (per issue)	3 Issue Rate: (per issue)	6 Issue Rate: (per issue)	12 Issue Rate: (per issue)
Double Page Spread	\$2,550	\$2,525	\$2,400	\$2,195
Full Page Spread	\$1,700	\$1,400	\$1,350	\$1,095
Full Page	\$1,500	\$1,400	\$1,350	\$1,095
Half Page (Vert. & Horiz.)	\$1,000	\$900	\$850	\$795
Quarter Page (Vert. & Horiz.)	\$700	\$600	\$550	\$495
Eighth Page	\$500	\$400	\$350	\$295
Premium Positions:	1 Issue Rate: (per issue)	6 Issue Rate: (per issue)		
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		

- 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



Photo by Kara Stewart

2023 PRINT SIZES & SPECS



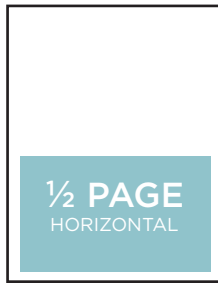
— bleed size 17" x 11.125"
— trim size 16.75" x 10.875"
- - - - safe area 15.75" x 9.875"



— 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"



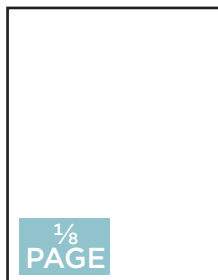
3.604" x 9.875"



7.375" x 2.344"



3.604" x 4.854"



3.604" x 2.344"

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
1261 Market Street
Redding, CA 96001

DESIGN FEES

Basic Ad Layout: \$50 for 1/8 page and 1/4 page
\$100 for 1/2 page and full page
\$150 for double page spread
Custom branding and advertising campaign packages or design concept quotes 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.** If created in Adobe Illustrator and artwork is print 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 Kara Stewart