

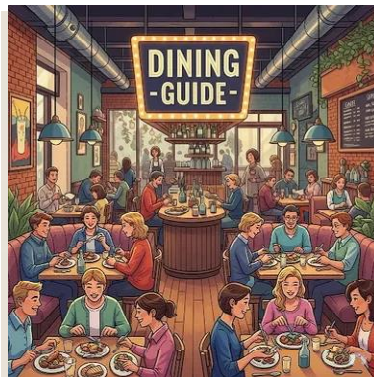
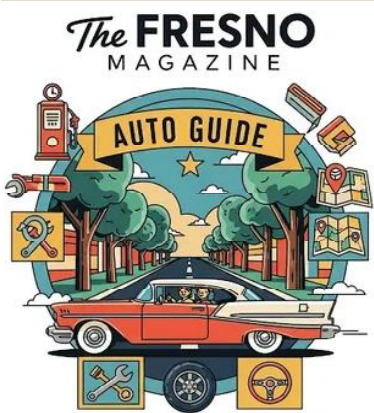
Welcome to Your
Community Connection

THE FRESNO MAGAZINE

WE DELIVER WHAT YOU PAY FOR: RESULTS!

RATES & DATA

www.TheFresnoMagazine.com 559-272-0581



We Deliver Results!



Terry Wild

From the Publisher:

THE FRESNO MAGAZINE DELIVERS BRAND LOYAL, ACTIVE & ENGAGED CONSUMERS IN THE CITY AND COUNTY OF FRESNO.

Effective coverage of the greater Fresno market is what advertisers are looking for.

The Fresno Magazine speaks to the Fresno County adults directly and cost-effectively. However, we do far more than simply “reach” an attractive audience, we make you a part of our readers’ lives in a way that few other publications can. Our readers use the ads in our Magazine to make decisions about businesses to visit, items to shop for and services to use.

OVER 150,000 WEEKLY READERSHIPS! DELIVERED BY DIGITAL EDITION TO HOUSEHOLDS AND BUSINESSES IN FRESNO COUNTY.

ADDITIONAL CIRCULATION Via: Racks & Stands, Supermarkets, Coffeehouses, Waiting Rooms, Hotels and Businesses throughout Fresno County. www.TheFresnoMagazine.com



DISTRIBUTION

- Access The Fresno Magazine by: Print, Digital, Website and Social Media. Read it on the device of your choice and when it suits you best.
- DIGITAL – 150,000 delivered weekly by Email County-wide
- PRINT – Subscription
- WEBSITE - 24/7

Advertising Rates

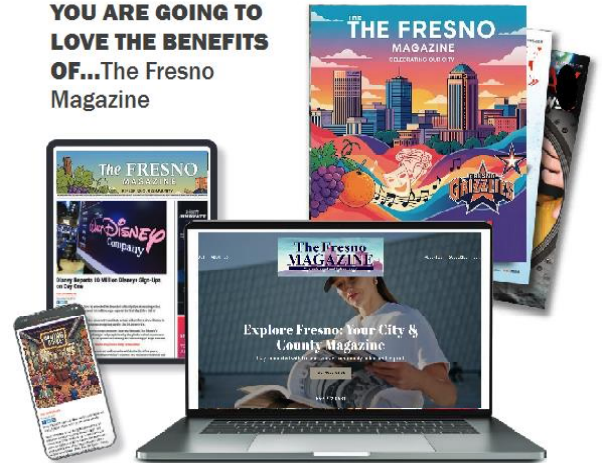
FIRST ZONE / EDITION: (All ad rates are per issue)

DISCOUNTS: OPEN 4 X Discount 8 X Discount 12 X Discount

Full page	\$3,180	\$2,862	\$2,431	\$2,308
1/2 page	\$1760	\$1,584	\$1,495	\$1,295
1/4 page	\$955	\$860	\$797	\$698
1/8 page	\$495	\$469	\$419	\$387
1/16 page	\$240	\$221	\$217	\$195
Banner	\$350	\$315	\$301	\$280
Business Card	\$295	\$266	\$252	\$235

THE POWER OF CHOICE>>>

YOU ARE GOING TO LOVE THE BENEFITS OF...The Fresno Magazine



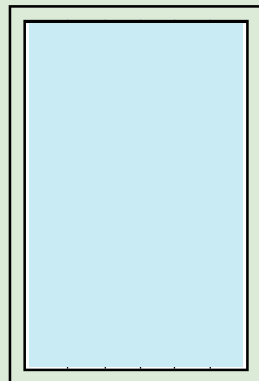
www.TheFresnoMagazine.com

FULL SERVICE: PRINT AND COPY SERVICES

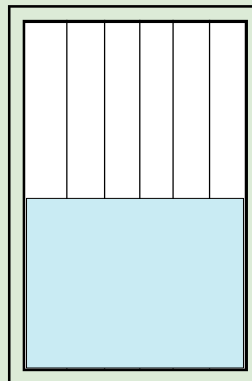
- Copying and Printing
- Posters, Signs/ Banners
- Scanning Services
- On Site Services
- Binding Services
- Booklets, Reports / Manuals
- Newsletters, Flyers / Brochures
- Business Cards / Letterhead

Mechanical Requirements

AD DIMENSIONS:



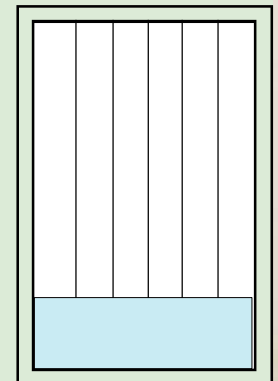
FULL PAGE
8" W x 11" H



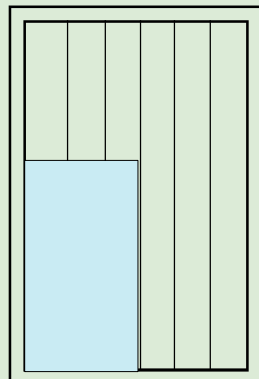
HALF PAGE H
8" W x 5" H



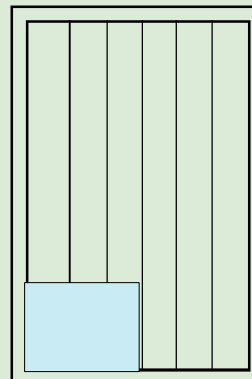
HALF PAGE V
5.5" W X 11" H



QUARTER PAGE H
8" W x 2.5" H



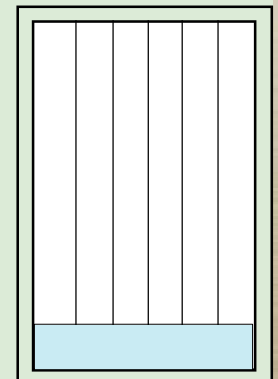
QUARTER PAGE V
5.5" W x 5" H



1/8 PAGE H
5" x 2.75" H



1/16" PAGE
2.375" H X 2.75" W



BANNER AD
1.5" V11



TheMarketPlace

LOCAL BUSINESS DIRECTORY

www.TheFresnoMagazine.com

REAL ESTATE



RESTAURANTS



HOME SERVICES



PET CARE GUIDE



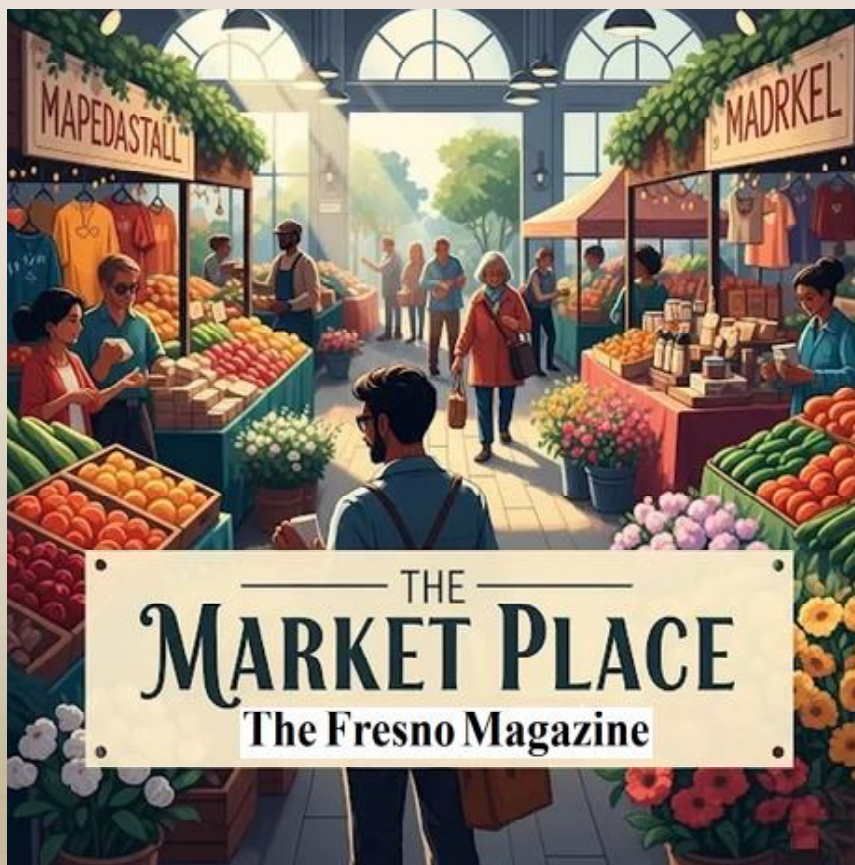
COMMUNITY



• PRINT • DIGITAL • ONLINE • SOCIAL MEDIA

Multi-Platform Marketing Communications

The Fresno Magazine is a cost-effective partner in building your brand and business by providing an unrivaled connection with your target consumers in the Fresno County marketplace.



INTERNET ADVERTISING RATES:

Our outstanding team of internet experts can help us achieve your website and social media goals.

■ Home Page Group

Ad appears on Home Page and selected pages.

■ Top Banner - \$190. per month

Right Banner - \$125. per month

Bottom Banner - \$140 per month

■ Home Page Group, Plus Secondary Page Package

Ad appears on Home Page Group, plus an ad

on a Secondary Page:

Top Banner - \$45. per pg per month

Right Banner - \$20. per month

■ Secondary Page only

Ad appears on Secondary Page

Top Banner - \$135. per month

Right Banner - \$75. per month