

walnut creek

M A G A Z I N E

The Insider's Guide to Walnut Creek

Who We Are

Editorial Mission

With fresh editorial content, exciting local photography and must-have event guides, *Walnut Creek Magazine* celebrates the community for our readers. We cover the best places to shop, dine, play and enjoy in and around Walnut Creek.

We have designed *Walnut Creek Magazine* to be easy to pick up, difficult to put down and compelling enough to take home and rely on as a community resource. Our talented team of professional writers seek out stories that keep our readers informed—from art, entertainment, and restaurants, to fashion, beauty, health, and business—in *Walnut Creek Magazine*, we cover it all.

History

First launched in 1998 as a downtown shopping and dining directory, in 2006, *Walnut Creek Magazine* was transformed into a glossy, full-color publication. Today, the magazine reaches visitors and residents in Walnut Creek, Lafayette and Pleasant Hill through a dense distribution network that saturates the market. *Walnut Creek Magazine* is the go-to resource for local information. Our readers love the magazine because it focuses on them and celebrates their unique city that boasts abundant open-space for recreation, a regional performing arts center and world-class shopping and dining.

Our Readers

From its agricultural roots, Walnut Creek has blossomed into a dynamic city with over 65,000 residents. The average household generates an income of \$100,000 and single family home values continue to exceed \$700,000. Our magazine is designed for readers of all ages, both male and female, specifically targeting the 30-75 year old market. Reaching more than 30,000 readers with each issue, six times per year, visitors enjoy *Walnut Creek Magazine* in their hotel rooms while residents find it in restaurants, health clubs, boutiques, salons, medical offices, grocery stores and a host of other key upscale locations throughout the area.

Advertiser Acceptance

Walnut Creek Magazine has gained popularity and recognition because it answers a strong demand from area residents and visitors for a guide to the good life in Walnut Creek. Many businesses find *Walnut Creek Magazine* the perfect environment for advertising goods and services. They trust the magazine to deliver ideas and information—a perfect platform for reaching their advertising audience.



Testimonials

“The entire magazine looks great and it gets better with each issue. Our members and guests ask for *Walnut Creek Magazine* by name and anticipate every issue. Thanks for doing such a great job.”

**Kevin Cabral, Sales and Marketing Director
Renaissance ClubSport**

“*Walnut Creek Magazine* has its finger on the pulse of Walnut Creek. This friendly and charming publication shines a spotlight on the unique community in which we live and work. Wags to WC Mag!”

**Elena Bicker, Executive Director
Tony LaRussa’s Animal Rescue Foundation**

“Your magazine is awesome and people love it. It gets better and better each time, not just because we won an award, thank you, but because it is just a good read.”

Tony Dudum, owner, 1515 Restaurant Lounge

“We get positive results from our ad in *Walnut Creek Magazine*. The fact that the magazine focuses on Walnut Creek, sets it apart from other publications. We carry *Walnut Creek Magazine* in our store and always run out. People love it. It’s my best advertising dollars spent.”

Sherry Bennett, owner, Main Street Postal

“We love *Walnut Creek Magazine* and refer to it all the time. We keep copies in our lobby for clients and in the kitchen for employees. The articles are informative and interesting. As an upscale local publication, there is really nothing else like it.”

Angela De La Housaye, Attorney

“*Walnut Creek Magazine* is our customer’s number one choice at Whole Foods Market. While other publications end up getting recycled, *Walnut Creek Magazine* flies off the rack as soon as it arrives. This outstanding community resource makes it the obvious choice and the only free publication we choose to have for our customers.”

**Kerry Grimm, Marketing / Community Relations
Whole Foods Market, Walnut Creek**

“*Walnut Creek Magazine* is the best return on investment of any advertising program we currently use. The publication has proven month after month to generate quality leads that have helped to grow my new business. In my opinion, advertising in *Walnut Creek Magazine* is a must for any business looking for exposure in the Walnut Creek area.”

Robert Jackson, owner, Forma Gym

“*Walnut Creek Magazine* promotes our synchronized swimming events. I am impressed with the magazine’s points of presence throughout the city. I received compliments from Aquanuts’ parents, friends who belong to my health club, parents at my children’s elementary school and middle school, and long-time work acquaintances. The magazine has tremendous readership in our area.”

**Sonja Hongisto Bowman, publicity,
Walnut Creek Aquanuts**

“Advertising in *Walnut Creek Magazine* has been a positive experience. Our clients like taking a copy home to browse and find new places to visit. This is a great little magazine for promoting your business and discovering businesses around you.”

Suzi Mock, owner, Broadway Eyeworks

2012 Editorial Calendar

Issue	Cover Story	Additional Focus	Space Deadline	Artwork Due
Jan/Feb	Health & Beauty	Fitness, Nutrition, Spas, Salons, Romance	12/9	12/16
Mar/April	Architecture & Design	Neighborhoods, Landscape Design, Gardens, Summer Camps	2/10	2/17
May/June	The Dining Issue	Restaurants, Chefs, Getaways, Spring Fashion, Gift Guide	4/6	4/13
July/Aug	Summer Fun	Adventures, Concerts, Pets, Outdoor Dining	6/8	6/15
Sept/Oct	Fashion & Style	Back to School Style, Boutiques, New Season on Stage, Charities	8/10	8/17
Nov	Best of Walnut Creek	Readers' Favorites, Holiday Shopping, Entertaining, Recipes	10/5	10/12



In Every Issue

- Arts & Culture
- Beauty & Health
- Food & Wine
- Community Events
- Business
- Entertainment
- Personalities
- Talk of the Town



Distribution

Complimentary copies are available at over 60 locations in Walnut Creek, Lafayette and Pleasant Hill reaching close to 30,000 readers with each issue who shop, dine, explore, live, work and visit Walnut Creek. Waiting room copies are available at local hospitals, medical and professional offices throughout the area. Copies are in every guest room at Walnut Creek Marriott, Hyatt Summerfield Suites, Holiday Inn Express and Renaissance ClubSport. Available to guests and visitors at all other area hotels from the front desk.

Find us at one of these locations!

Alain Pinel Realtors	Holiday Inn Express	Rocco's Ristorante	Tice Valley Gym
Atlas	Hubcaps	Salon L	21 Minute Fit for Life
Bedford Art Gallery	J Rockliff Realtors	Shadelands Dental	Walnut Creek Ace Hardware
Borders Books	Jewish Community Center	Skinsations	Walnut Creek Baking Co.
Brandman University	Kaiser Hospital	SkinSpirit	Walnut Creek Chamber of Commerce
Broadway Eyeworks	Kitchen Table	Skipolini's	Walnut Creek Farmers' Market
Broadway Plaza Concierge	LA Boxing	Sports Basement	Walnut Creek Library
Casa Belicoso Cigar Lounge	Lafayette Chamber of Commerce	Summerfield Suites	Walnut Creek Motor Lodge
Changes Salon & Day Spa	Lafayette Park Hotel	Sunrise Bistro	Walnut Creek On Ice
City of Walnut Creek offices	Leonidas Chocolates	Sweet Affair Bakery	Walnut Creek Schools
Civic Arts Shadelands	Leshner Center for the Arts	The Nail Shop	Walnut Creek Sports & Fit-
Cocoswirl	Lindsay Wildlife Museum	Thirteen	
Coldwell Banker Realtors	Locust Street Deli		
Consignment Plus	Main Street Postal		
Contra Costa Oncology	Marriott Walnut Creek		
Copy & Postal Express	McCovey's 44		
Counter Burger	Mechanics Bank		
Curves	Mel's Diner		
Deli Delight	Morucci's Deli		
Diablo Mountain Inn	Miracillum Spa		
Diablo Valley Farmers' Market	John Muir Hospital		
DiPietro Todd Salon	John Muir Women's Health Center		
Embassy Suites Hotel	Original Hickr'y Pit		
Extreme Pizza	Pacific Bay Coffee Co.		
Forma Gym	Prima Vini		
Galleria Shades	Raymond Marc Salon		
Genova Delicatessen	Renaissance Club Sport		
Giggle			



Ad Specifications

Magazine Size (w x h)

Trim size: 8.375" x 10.875"
 Safety from trim: 1/4" on all sides
 Bleed: Add 1/8" on all sides

Digital Media

All ads need to be provided in digital format.

ACCEPTED FILE TYPES

- PDF/X-1a
- High resolution (300 dpi) TIFF or JPEG

RESOLUTION/COLOR

Images placed in ad need to be 300 dpi at 100% print size and CMYK (not RGB) mode. We will convert if not submitted correctly but color cannot be 100% guaranteed.

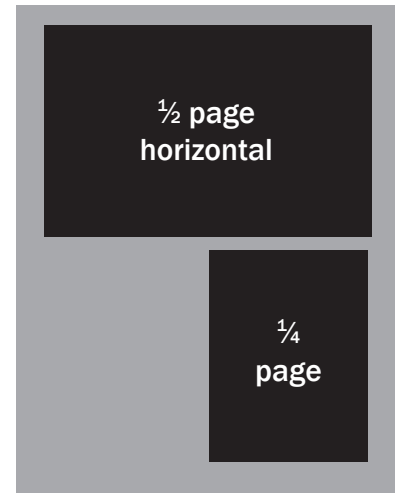
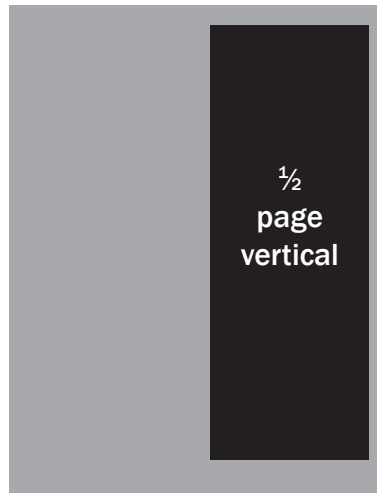
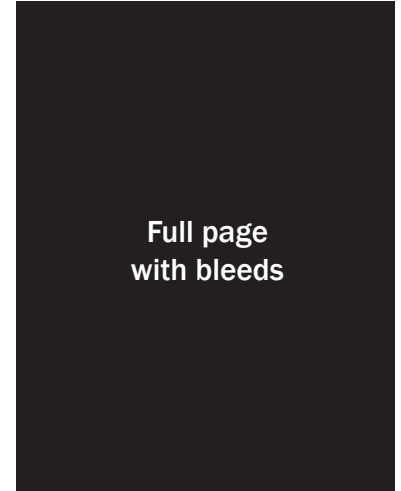
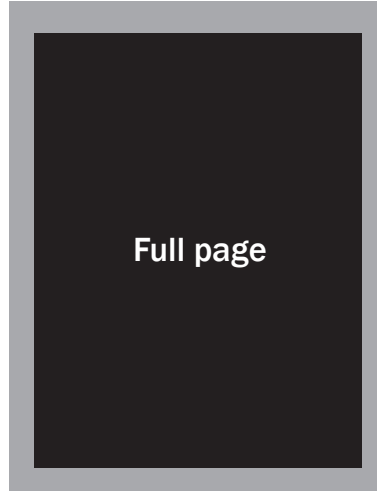
FILE SIZE

Files under 5MB can be emailed to:
wcmag@sbcglobal.net

Files over 5MB should be submitted on CD and mailed to:

Walnut Creek Magazine
1280 Boulevard Way, Suite 108
Walnut Creek, CA 94596

Additional charges will apply for ad design and may apply if supplied ads do not fit *Walnut Creek Magazine's* ad sizes or other specifications.



Ad Sizes (w x h)

Full page	7.25" x 9.625"
Full page bleed (trim)	8.375" x 10.875"*
1/2 page horizontal	7.25" x 4.6875"
1/2 page vertical	3.5" x 9.625"
1/4 page	3.5" x 4.6875"

* Keep any important text or images 1/4" from edges. Add 1/8" to all sides for bleeds.

2012-2013 Advertising Contract/Insertion Order

Advertiser Information:

Company name _____ Contact name _____
Title _____ Phone _____
Email _____ Fax _____
Address _____
City _____ State _____ Zip _____

Ad Specifications:

Position: Inside page Premium page *specify page:* _____
Ad size: Full page ½ page horizontal ½ page vertical ¼ page
Frequency: 1x 3x 6x Rate: _____
Ad design needed? No Yes (*Design services billed separately.*)

Contract begins: _____

Submit documents in high resolution (300 DPI) in PDF, TIFF or JPEG format.

Special notes: _____

Billing:

For one-time and first-time ad insertions, total payment is due with signed contract. Multiple-run ads will subsequently be billed by mail 30 days prior to publication. Invoice is due upon receipt.

Mail check and signed contract to: **1280 Boulevard Way, Suite 108 Walnut Creek CA 94595**

- I agree to advertise in the issue(s) of *Walnut Creek Magazine* specified in this contract. I have read and accept all advertising information, contract terms and conditions.
- I understand and agree to comply with all *Walnut Creek Magazine* ad submission guidelines and deadlines.

Authorized Signature

Title

Date

This constitutes a binding contract. Upon acceptance of this contract, *Walnut Creek Magazine* agrees to publish your ad.

Terms & Conditions

General Policy

Advertiser hereby agrees to furnish advertisements within the published deadlines, meet payment schedule and terms, and hold Publisher harmless from any and all liability.

Proofs

Walnut Creek Magazine shall not be responsible for errors in any advertisement due to errors in ad copy or artwork furnished by the Advertiser. Advertisers and agencies representing the Advertiser assume liability for all ad contents, text, photos, illustrations, representations and advertisements printed. The ad will appear in *Walnut Creek Magazine* as provided by the Advertiser. If errors are discovered after the magazine has gone to press or distribution, *Walnut Creek Magazine* will not be held responsible for said errors.

The Publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.

Proof Changes and/or Corrections

The Advertiser is responsible for mailing, faxing or emailing all ad copy changes to *Walnut Creek Magazine* by each issue deadline date. Copy corrections or changes cannot be guaranteed after the deadline date. *Walnut Creek Magazine* reserves the right to repeat previous copy if the new copy is not received by the space reservation deadline.

Position Placements

Walnut Creek Magazine reserves the right to place ads on any internal page position as necessary, unless special ad placement has been agreed upon and reflected in rates and contract. Key placements are on a first come, first serve basis when space permits; all ad placements shall be at the discretion of the Publisher.

Billing

Total payment is due with contract for first-time Advertisers and one-time ads. Multiple-run ads will subsequently be billed, and invoice is due on receipt. Any additional insertions will not occur if payment has not been received 15 days prior to the next publication. If it becomes necessary to turn a delinquent account over to an attorney or collection agency for payment of published advertising, the Advertiser shall be responsible for paying reasonable attorney fees and costs that *Walnut Creek Magazine* incurs as a result of collection action.

Acceptance

The Advertiser assumes full and complete responsibility and liability for the contents of all advertising copy or artwork submitted, printed, and published pursuant to this agreement, and the advertiser shall indemnify and hold *Walnut Creek Magazine* harmless against any demands, claims, or liability.

Submission of any advertisement, insertion order, space reservation or position commitment constitutes acceptance of all the foregoing general conditions.

Please initial _____