

Media Information

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.



Media Information

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

Media Information

**Editorial Calendar
2009/2010**

Issue	Cover Story	Additional Focus	Space Deadline
January/February	Health & Beauty	Rejuvenate, Fitness, Nutrition, Spas, Salons, Romance	December 10
March/April	Architecture & Design	Neighborhoods, Landscape Design, Gardens, Spring Celebrations	February 15
May/June	Downtown Dining	Restaurants, Chefs, Spa Days, Summer Camps, Special Gift Guide	April 16
July/August	Summer Fun	Entertainment, Outdoor Adventures, Back to School	June 16
September/October	Fashion & Style	Shopping, Boutiques, Accessories, Wine Country	August 17
November/December	Holiday Celebrations	Holiday Shopping, Dining, Giving, Resolutions	October 19



In Every Issue

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



Media Information

Distribution

Complimentary copies 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 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
Atlas
Bedford Art Gallery
Borders Books
Broadway Eyeworks
Broadway Plaza Concierge
Caffé Delle Stelle
Calypso Twist
Casa Belicoso Cigar Lounge
Changes Salon & Day Spa

City of Walnut Creek offices
Civic Arts Shadelands
Coldwell Banker Realtors
Color & Image Studio
Consignment Plus
Copy & Postal Express
Countrywood Fitness
Deli Delight
Diablo Mountain Inn
Diablo Valley Farmers' Market

DiPietro Todd Salon
Embassy Suites Hotel
Extreme Pizza
Forma Gym
Genova Delicatessen
Giggle
Holiday Inn Express
Hubcaps
J Rockliff Realtors
Jewish Community Center
Kaiser Hospital
Kitchen Table
Lafayette Chamber of Commerce
Lafayette Park Hotel
Leshner Center for the Arts
Lindsay Wildlife Museum
Locust Street Deli
Main Street Postal
Marriott Walnut Creek
McCovey's 44
Mechanics Bank
Mel's Diner
Morucci's Deli
Miraculum Spa
John Muir Hospital
John Muir Women's Health Center
Nob Hill Foods
Original Hick'ry Pit

Pacific Bay Coffee Co.
Prima Vini
Raymond Marc Salon
Red Mango
Renaissance Club Sport
Rocco's Ristorante
Salon L
Skinsations
Skippolini's
Sports Basement
Suburbia Hair Studio
Summerfield Suites
Sunrise Bistro
Sweet Affair Bakery
Thirteen
Tice Valley Gym
Tin's Tea House
Walnut Creek Baking Co.
Walnut Creek Chamber of Commerce
Walnut Creek Farmers' Market
Walnut Creek Hardware
Walnut Creek Motor Lodge
Walnut Creek on Ice
Walnut Creek Schools
Walnut Creek Sports & Fitness
Whole Foods Market
Ygnacio Branch Library
YogaWorks



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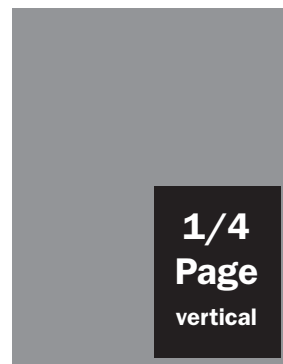
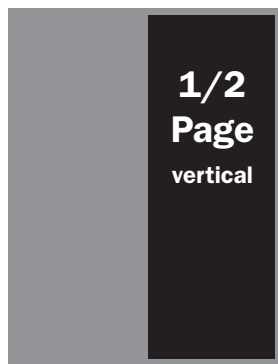
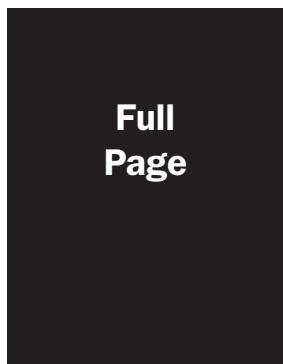
Advertising Rates 2009

Full Color

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

Large files should be submitted on a CD. Additional charges will apply for ad design and may apply, if supplied ads do not fit Walnut Creek Magazine's ad dimensions or other specifications. Prices quoted apply to camera ready ad insertions.

Ad Size	Contract Term:	6x/12 months	3x/6 months	Open
¼ page (3.5 x 4.6875)		\$250	\$350	\$500
½ page horizontal (7.25 x 4.6875)		\$500	\$650	\$750
½ page vertical (3.5 x 9.625)		\$500	\$650	\$750
Full page (7.25 x 9.625)		\$1000	\$1150	\$1350
Full bleed ads (8.625x11.125)		\$1000	\$1150	\$1350
Premium position		\$1500	\$1700	\$1900
Back cover		\$1800	\$2000	\$2200



2009/2010 Advertising Contract / Insertion Order

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

Advertiser Information:

Company Name: _____

Contact Name: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City, State, Zip _____

Position: Premium Page Inside Page

Color Requirement: Full/4C Black/White Spot Color

Ad Size: _____ Frequency _____ Rate _____

Additional Charges for: _____

Contract Begins: _____

Special Notes: _____

On one-time and first-time ads, total payment for the first ad insertion is due with contract. Multiple-run ads will subsequently be billed 30 days prior to each issue by mail and invoice is due upon receipt.

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

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

Return Copy of Contract with Check made payable to:

Walnut Creek Magazine

P.O. Box 5550

Walnut Creek, CA 94596-1550

Tel 925.212-5146 Fax 925.939.8819 Email wcmag@sbcglobal.net

2009/2010 Advertising Contract / Insertion Order

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 _____