

# Hit Your Target!



*The Smart Marketing Choice...*

- 5 Magazines
- High Readership
- Mailbox Delivery
- Easy Payment Plans



## 92127 Magazine

**CIRCULATION**

Print Run .....15,500  
 Direct Mail .....13,400+  
 Rack Locations ....2,000

**6  
 Issues  
 per year**

**Issue**

Sep / Oct 2011  
 Nov / Dec 2011  
 Jan / Feb 2012  
 Mar / Apr 2012  
 May / Jun 2012  
 Jul / Aug 2012

**Contract**

**Due**

Aug 1  
 Oct 1  
 Dec 1  
 Feb 1  
 Apr 1  
 Jun 1

**Artwork**

**Due**

Aug 7  
 Oct 7  
 Dec 7  
 Feb 7  
 Apr 7  
 Jun 7



## 92129 Magazine

**CIRCULATION**

Print Run .....17,000  
 Direct Mail .....15,300+  
 Rack Locations ....1,500

**6  
 Issues  
 per year**

**Issue**

Aug / Sep 2011  
 Oct / Nov 2011  
 Dec / Jan 2012  
 Feb / Mar 2012  
 Apr / May 2012  
 Jun / Jul 2012

**Contract**

**Due**

Jul 1  
 Sep 1  
 Nov 1  
 Jan 1  
 Mar 1  
 May 1

**Artwork**

**Due**

Jul 7  
 Sep 7  
 Nov 7  
 Jan 7  
 Mar 7  
 May 7



## 92131 Magazine

**CIRCULATION**

Print Run .....15,000  
 Direct Mail .....12,800+  
 Rack Locations ....2,000

**6  
 Issues  
 per year**

**Issue**

Sep / Oct 2011  
 Nov / Dec 2011  
 Jan / Feb 2012  
 Mar / Apr 2012  
 May / Jun 2012  
 Jul / Aug 2012

**Contract**

**Due**

Aug 1  
 Oct 1  
 Dec 1  
 Feb 1  
 Apr 1  
 Jun 1

**Artwork**

**Due**

Aug 7  
 Oct 7  
 Dec 7  
 Feb 7  
 Apr 7  
 Jun 7



## 92128 Magazine

**CIRCULATION**

Print Run .....17,250  
 Direct Mail .....15,000+  
 Rack Locations ....2,000

**6  
 Issues  
 per year**

**Issue**

Sep / Oct 2011  
 Nov / Dec 2011  
 Jan / Feb 2012  
 Mar / Apr 2012  
 May / Jun 2012  
 Jul / Aug 2012

**Contract**

**Due**

Aug 1  
 Oct 1  
 Dec 1  
 Feb 1  
 Apr 1  
 Jun 1

**Artwork**

**Due**

Aug 7  
 Oct 7  
 Dec 7  
 Feb 7  
 Apr 7  
 Jun 7



## 92064 Magazine

**CIRCULATION**

Print Run .....16,500  
 Direct Mail .....14,400+  
 Rack Locations ....2,000

**6  
 Issues  
 per year**

**Issue**

Aug / Sep 2011  
 Oct / Nov 2011  
 Dec / Jan 2012  
 Feb / Mar 2012  
 Apr / May 2012  
 Jun / Jul 2012

**Contract**

**Due**

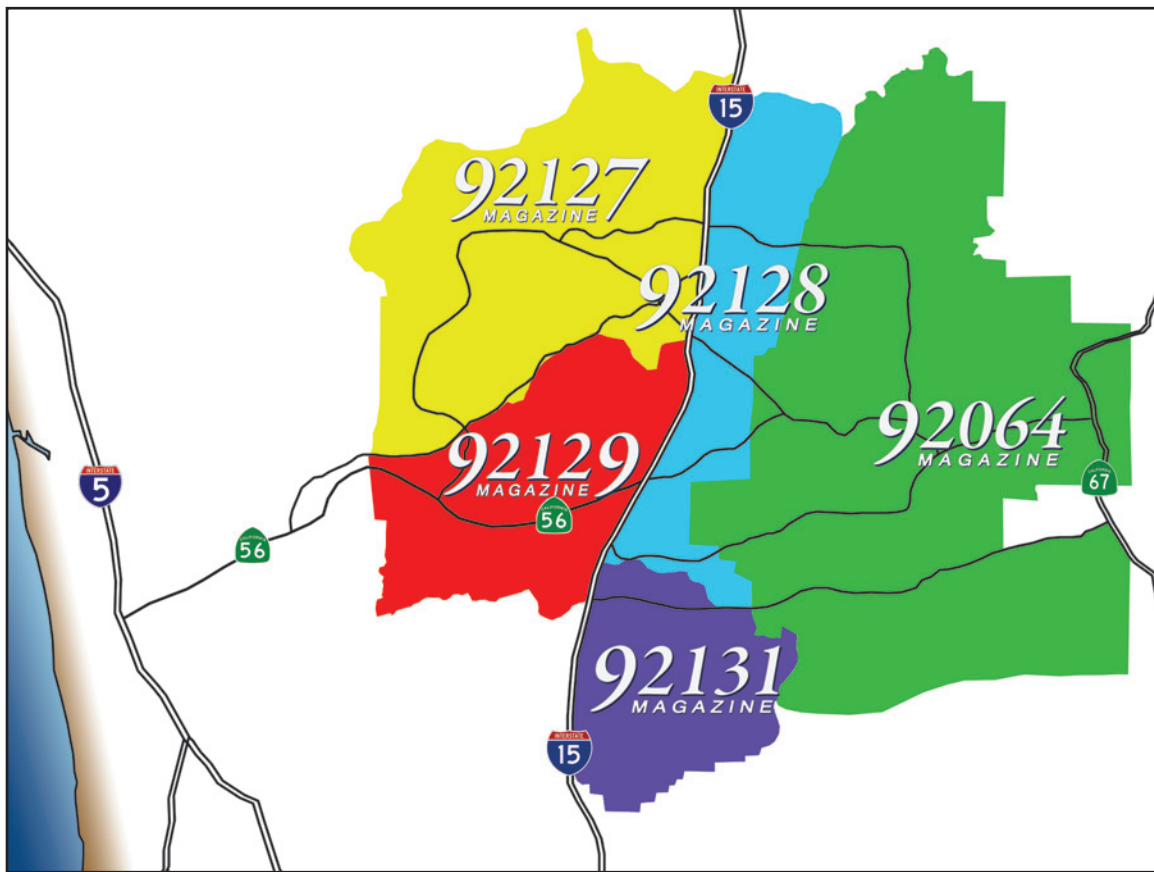
Jul 1  
 Sep 1  
 Nov 1  
 Jan 1  
 Mar 1  
 May 1

**Artwork**

**Due**

Jul 7  
 Sep 7  
 Nov 7  
 Jan 7  
 Mar 7  
 May 7

# Coverage Areas & Community Distribution



Map not to scale. Boundaries are for reference only.

Magazine	Communities*	Total Print	Direct Mailed	Frequency
92064	Poway	16,500	14,400+	6X per year
92127	4S Ranch, Del Sur, Santaluz, Rancho Bernardo West, Westwood, High Country West	15,500	13,400+	6X per year
92128	Rancho Bernardo East, Carmel Mountain, Sabre Springs	17,250	15,000+	6X per year
92129	Rancho Peñasquitos area	17,000	15,300+	6X per year
92131	Scripps Ranch area	15,000	12,800+	6X per year
<b>TOTAL</b>		<b>81,250</b>	<b>70,900+</b>	

\*Community boundaries are approximate. Some communities cross over zip code lines.