2016
READER MAGAZINE
MEDIA KIT
www.reader.us
AN ENVIRONMENTALLY RESPONSIBLE REVOLUTION THROUGH HELPING REDUCE TOTAL US GREEN HOUSE GAS EMISSIONS TO NET ZERO

AN ANTIDOTE TO BORING, MASS MARKET MEDIA THROUGH BEING AN ALTERNATIVE TO THE MAIN STREAM NARRATIVE

CREATING AN AWAKENED & ENGAGED INLAND EMPIRE THROUGH CONNECTING THE INLAND EMPIRE TO PUBLIC INTEREST NEWS ORGANIZATIONS
CIRCULATION
There are five unique Reader Magazines in San Bernardino County, each with content and advertising that relates to a specific city or group of cities. Each Reader Magazine has a circulation of 30,000 residential and business addresses. These five Reader Magazines give an advertiser the power to reach from 30,000 to 150,000 addresses (5 zones x 30,000 addresses), which represents 375,000 people.

VALUE MONTHLY RATES
By publishing quarterly, The Reader Magazine saves a bundle in production costs, which is passed directly to our advertisers in the form of lower ad placement costs. By distributing the 30,000 quarterly publications (per zone) to 10,000 unique addresses per month, message longevity and market penetration are enhanced, providing a powerful advertising combination. The table below presents the monthly rates for 10,000 mailings (per zone). The minimum insertion is 3 months, reaching the zone’s 30,000 target households during that quarter. Advertisers receive excellent rate discounts for 1-year contracts and even greater discounts for 2-year contracts. Ad designs can be changed every quarter as desired. With rates as low as $165/month to reach the best consumer households in an entire city, The Reader Magazine offers incredible value! Increase the size of your ad and/or number of zones and the value gets even better.

To determine the total monthly rate of multi-zone placement, simply multiply the appropriate rate by the number of zones. For example, a 1-year contract for a 1/6 page ad running in 2 zones is $188 (monthly rate) x 2 (number of zones) = $376/month (for 20,000 mailings per month!)

<table>
<thead>
<tr>
<th>MONTHLY RATES TO REACH 10,000 HOUSEHOLDS (PER ZONE)</th>
<th>1-Year Rate Plan</th>
<th>2-Year Rate Plan</th>
<th>Month to Month</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1 Zone 2 Zone 4+ Zones</td>
<td>1 Zone 2 Zone 4+ Zones</td>
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<td>$1105 $1065 $ 965</td>
<td>$1275</td>
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<tr>
<td>Half Page</td>
<td>$595  $585  $575</td>
<td>$575  $555  $540</td>
<td>$700</td>
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<tr>
<td>Third Page</td>
<td>$390  $375  $355</td>
<td>$385  $350  $335</td>
<td>$565</td>
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<tr>
<td>Quarter Page</td>
<td>$295  $275  $260</td>
<td>$275  $255  $210</td>
<td>$465</td>
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<tr>
<td>Sixth Page</td>
<td>$198  $188  $175</td>
<td>$185  $175  $165</td>
<td>$315</td>
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</tbody>
</table>

More Discounts! 2% With Full Payment in Advance • 1% With 50% Deposit (discounts apply to 1-Year and 2-Year Rate Plans only)

FREQUENCY
The Reader Magazine is published quarterly and distributed monthly. The Reader developed this original distribution method for businesses to pay less and get more from their advertising dollars. Prices are less because the printing is done in large quarterly print runs. Results are better because advertisers’ messages are reaching people every month (not just four times a year). How does it work? Each zone of 30,000 households is divided evenly into three sections. Each section of the city gets the same quarterly issue over the course of three months, distributed in quantities of 10,000 mailings per month. The first month, the first section is sent the quarterly issue, the next month the next section gets the same issue, and the third month, the remaining section gets the same quarterly issue. The Reader’s original distribution method dramatically helps businesses save and get great results.

THE VALUE LEADER
At 7¢ a piece, you can have 10,000 black & white pages printed at the local copy place for $700. At The Reader, that investment can get you 10,000 full page ads printed in full color! And then they’re hand delivered to consumers in your community. And they’re included in a high-quality magazine format with engaging content that gets kept around the house for awhile. Expand your coverage into additional zones and the value gets even better. It’s your money, it’s your choice. Choose The Reader to advertise with the value leader.
MARKET RESEARCH
One of the Reader’s greatest values is its ability to target the market. Our research department works closely with our clients to identify those areas of our circulation area that will provide the most value. By combing through demographic and consumer spending databases, and with real-world, real-market experience, we help companies do a lot of the marketing work necessary for a successful campaign.

ENVIRONMENTAL AWARENESS
The Reader is extremely mindful of waste accumulated during production. In fact, we pride ourselves on being respectful of the environment. The Reader’s film development process used to involve silver, but we’ve now switched to environmentally friendly vinegar.

COMMUNITY SUPPORT
The Reader believes in giving back to the communities that have made our success possible. While our publication remains localized, our charitable spirit spans across California. The marketing department works closely with local charities and non-profits to organize sponsorships of local events, produce promotional partnerships and publishes 1.9 million free non-profit notices a year. The Reader donates many thousands of dollars of advertising space every year to philanthropic efforts. Sponsorships include:
• Inland Empire United Way  • American Cancer Society
• Mercy Corps  • Christian Children’s Fund  • Special Olympics
• Military Order of the Purple Heart  • Inland Empire YMCA
• Boys Scouts of America - California Inland Empire Council
• The Humane Society of the United States

LEARN MORE
Watch video testimonials and “The 7 Attributes of Highly Successful Advertising” online at our website. Click on the “VIDEO/DOWNLOADS” link at www.readernation.org

AD SIZES
Magazine trim size: 8.375” x 10.875”

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Non-Bleed: 7.75”x8.00”</td>
</tr>
<tr>
<td>Bleed: 8.625”x11.125”</td>
<td>Bleed: 8.625”x8.50”</td>
</tr>
<tr>
<td>Live Area: 7.75”x10.125”</td>
<td>Live Area: 7.75”x8.00”</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>1/2 Page Vertical</th>
<th>1/2 Page Horizontal</th>
<th>1/3 Page Horizontal</th>
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<tbody>
<tr>
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<td>7.75”x4.75”</td>
<td>7.75”x3.125”</td>
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<table>
<thead>
<tr>
<th>1/3 Page Island</th>
<th>1/4 Page Horizontal</th>
<th>1/6 Page Horizontal</th>
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<td>3.75”x4.5375”</td>
<td>3.75”x4.75”</td>
<td>3.75”x3.125”</td>
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</tbody>
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AD SUBMISSION
• Ad artwork can be submitted in one of three formats, listed in order of our preference:
  1. PDF (PDF x/1a-compliant)
  2. TIFF (300 dpi CMYK)
  3. JPEG (300 dpi CMYK or RGB)
• All PDF submissions must also include a JPEG content proof. While this proof can be prepared at screen resolution, it is recommended that it be a high quality 300 dpi image.
• All artwork must be submitted at the exact size specified in this media kit (above). (Do NOT include crop marks, sign-off or contact information, color bars, or other “margin” data with your file. There should be no margins. The submitted document should be EXACTLY the size stated.)
• All files MUST have the file extension [.pdf, .tif, .jpg] in their names. Do NOT use any other non-alphanumeric characters in the filename other than underscores (_).

OTHER TIPS
• Do NOT distill .pdf documents directly from QuarkXpress. (Output them to postscript [.ps] files and create the .pdf file from the postscript file using Acrobat Distiller or some other software product that delivers PDFx1a-compliant .pdf files.)
• Use PostScript (PS) type fonts. Avoid TrueType (TTF) fonts.

• SEND ARTWORK files (on CD) to:
  The Reader Magazine
  10 East Vine Street, Suite 210
  Redlands, CA 92373
• Or EMAIL files (under 5 MB) to: ads@readermagazine.net For files larger than 5 MB, contact us for FTP information.

The Reader Magazine is published by Noble Media Corporation
MAIN OFFICE: Phone (909) 335-8100 • Fax (909) 335-6777
5 East Citrus Ave., Suite 105, Redlands, CA 92373
DON’T MIND US WE’RE JUST SAVING THE WORLD

EVERY AD WE RUN IN THE READER MAGAZINE SAVES PRECIOUS RESOURCES INCLUDING WATER, ENERGY AND TREES WHICH MEANS A BETTER WORLD FOR ALL.

WATER
480,000 gallons of water

ENERGY
768,000,000 BTU

TREES
240 TONS of wood

GREEN HOUSE CASSES
96 TONS saved

SOLID WASTE
35 TONS saved

SULPHUR DIOXIDE
41 pounds, equal to taking 192 eighteen-wheelers off the road for 1 year.

Plus, through our ads in The Reader Magazine, which looks out for the interests of local citizenry, people have the most important thing needed to make decisions about the future of their community: the truth.

These findings are based on research done by the Paper Task Force, a peer-reviewed study of the lifecycle environmental impacts of paper production and disposal. The savings and reductions in pollutants described above—along with 9 more environmental benefits—come about from our choice to reach 120,000 households through an advertisement in the quarterly, content-rich Reader Magazine instead of a weekly junk mailer. See www.readermagazine.net/impact for the complete list.
UNSTOPPABLE
THE GLOBAL REVOLUTION
OF THE HEART
WHY LOVE IS THE NEXT WORLD SYSTEM

BE PART OF
CHANGE HERE

The Reader Magazine’s Campaign to create 8,900 new jobs,
$480 million spent at locally-owned businesses and an
extra $7,200 for everyone who gets The Reader every year.
Join Us.

Time to move forward together
THE POLITICS ISSUE

ENLIGHTENMENT

THE NEW LOCAL COMMUNITY
### REDLANDS · Zone 1

#### Readership
**Reader Magazine Adult Readership**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>37</td>
</tr>
<tr>
<td>Adults Age 18 &amp; Over</td>
<td>65,382</td>
</tr>
<tr>
<td>Total Households</td>
<td>30,002</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$71,543</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$270,033</td>
</tr>
<tr>
<td>Total Income by Area</td>
<td>$2,146,433,000</td>
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</table>

#### Demographics
**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
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**Marital Status**

<table>
<thead>
<tr>
<th>Status</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>28</td>
</tr>
<tr>
<td>Married</td>
<td>49</td>
</tr>
<tr>
<td>Wid/Div/Sep</td>
<td>23</td>
</tr>
</tbody>
</table>

**Education**

<table>
<thead>
<tr>
<th>Education</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Highschool Graduate</td>
<td>9</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>13</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>31</td>
</tr>
<tr>
<td>College Graduate or More</td>
<td>47</td>
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**Income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>%</th>
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<tbody>
<tr>
<td>Under $35,000</td>
<td>18</td>
</tr>
<tr>
<td>35,000 - 49,999</td>
<td>19</td>
</tr>
<tr>
<td>50,000 - 74,999</td>
<td>22</td>
</tr>
<tr>
<td>75,000 - 149,999</td>
<td>26</td>
</tr>
<tr>
<td>150,000 or more</td>
<td>15</td>
</tr>
</tbody>
</table>

**Average Income**

<table>
<thead>
<tr>
<th>Income</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>$71,543</td>
<td></td>
</tr>
</tbody>
</table>

### YUCAIPA · BANNING · BEAUMONT · Zone 2

#### Readership
**Reader Magazine Adult Readership**

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Average Age</td>
<td>40</td>
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<tr>
<td>Adults Age 18 &amp; Over</td>
<td>67,382</td>
</tr>
<tr>
<td>Total Households</td>
<td>30,017</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$65,691</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$226,451</td>
</tr>
<tr>
<td>Total Income by Area</td>
<td>$1,970,730,000</td>
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#### Demographics
**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>%</th>
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<tbody>
<tr>
<td>Male</td>
<td>46</td>
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<tr>
<td>Female</td>
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<table>
<thead>
<tr>
<th>Status</th>
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<tbody>
<tr>
<td>Never Married</td>
<td>22</td>
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<tr>
<td>Married</td>
<td>54</td>
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<tr>
<td>Wid/Div/Sep</td>
<td>24</td>
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</table>

**Education**

<table>
<thead>
<tr>
<th>Education</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Non-Highschool Graduate</td>
<td>22</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>29</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>28</td>
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<tr>
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<td>21</td>
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**Income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>%</th>
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<tbody>
<tr>
<td>Under $35,000</td>
<td>21</td>
</tr>
<tr>
<td>35,000 - 49,999</td>
<td>12</td>
</tr>
<tr>
<td>50,000 - 74,999</td>
<td>29</td>
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</table>

**Average Income**

<table>
<thead>
<tr>
<th>Income</th>
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</tr>
</thead>
<tbody>
<tr>
<td>$65,691</td>
<td></td>
</tr>
</tbody>
</table>

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Nothing in its class reaches the market as completely as the Reader Magazine. Sources: Based on ABC (Audit Bureau of Circulations) data. Reader Magazine figures based on deliverable addresses as determined by the USPS in June 2016. Other sources include Editor and Publisher 2015 Yearbook surveyed figures, and Claritas 2015 Data.
COLTON • LOMA LINDA • GRAND TERRACE • Zone 3
Readership
Reader Magazine Adult Readership

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Average Age</td>
<td>33</td>
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<tr>
<td>Adults Age 18 &amp; Over</td>
<td>64,181</td>
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<tr>
<td>Total Households</td>
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<tr>
<td>Average Household Income</td>
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<td>Median Home Value</td>
<td>$236,113</td>
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<tr>
<td>Total Income by Area</td>
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Demographics

<table>
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<tr>
<td>Apartments/Other</td>
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<td>Business Addresses</td>
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<tr>
<td>Median Home Value</td>
<td>$236,113</td>
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<table>
<thead>
<tr>
<th>Occupation</th>
<th>%</th>
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<td>Management, Financial</td>
<td>12</td>
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<tr>
<td>Professional Occupations</td>
<td>38</td>
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<tr>
<td>Service</td>
<td>16</td>
</tr>
<tr>
<td>Sales &amp; Office</td>
<td>21</td>
</tr>
<tr>
<td>Construction, Maintenance</td>
<td>6</td>
</tr>
<tr>
<td>Production, Transportation</td>
<td>7</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49</td>
</tr>
<tr>
<td>Female</td>
<td>51</td>
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</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>31</td>
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<tr>
<td>Married</td>
<td>48</td>
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<tr>
<td>Wid/Div/Sept</td>
<td>2</td>
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<table>
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<tr>
<th>Education</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Non-Highschool Graduate</td>
<td>7</td>
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<tr>
<td>High School Graduate</td>
<td>22</td>
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<tr>
<td>Some College, No Degree</td>
<td>31</td>
</tr>
<tr>
<td>College Graduate or More</td>
<td>40</td>
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</table>

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>19</td>
</tr>
<tr>
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</tr>
<tr>
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<td>24</td>
</tr>
<tr>
<td>150,000 or more</td>
<td>13</td>
</tr>
<tr>
<td>Average Income</td>
<td>$60,513</td>
</tr>
</tbody>
</table>

HIGHLAND • SAN BERNARDINO • Zone 4
Readership
Reader Magazine Adult Readership

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>36</td>
</tr>
<tr>
<td>Adults Age 18 &amp; Over</td>
<td>65,222</td>
</tr>
<tr>
<td>Total Households</td>
<td>30,000</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$64,691</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$254,752</td>
</tr>
<tr>
<td>Total Income by Area</td>
<td>$1,940,730,000</td>
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</table>

Competition
Circulation Comparisons by Publications

<table>
<thead>
<tr>
<th>Publication</th>
<th></th>
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<tbody>
<tr>
<td>San Bernardino Sun</td>
<td>47,021</td>
</tr>
<tr>
<td>Reader Magazine</td>
<td>30,000</td>
</tr>
<tr>
<td>Highland Community News</td>
<td>19,010</td>
</tr>
<tr>
<td>Your Villa Magazine</td>
<td>11,175</td>
</tr>
<tr>
<td>Inland Empire Magazine - Regional Circ.</td>
<td>8,000</td>
</tr>
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</table>

Demographics

<table>
<thead>
<tr>
<th>Residence Type</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Single Family Residences</td>
<td>78</td>
</tr>
<tr>
<td>Apartments/Other</td>
<td>9</td>
</tr>
<tr>
<td>Business Addresses</td>
<td>13</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$254,752</td>
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</table>

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<td>Sales &amp; Office</td>
<td>33</td>
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<td>Construction, Maintenance</td>
<td>9</td>
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<tr>
<td>Production, Transportation</td>
<td>10</td>
</tr>
<tr>
<td>White Collar</td>
<td>70</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>13</td>
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<td>25 - 34</td>
<td>14</td>
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<td>35 - 44</td>
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<tr>
<td>45 - 54</td>
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<tr>
<td>55 - 64</td>
<td>12</td>
</tr>
<tr>
<td>65 +</td>
<td>11</td>
</tr>
</tbody>
</table>

Nothing in its class reaches the market as completely as the Reader Magazine. Sources: Based on ABC (Audit Bureau of Circulations) data. Reader Magazine figures based on deliverable addresses as determined by the USPS in June 2015. Other sources include Editor and Publisher 2015 Yearbook surveyed figures, and Claritas 2015 Data.
City, county, state and federal governments are inducing businesses to be carbon neutral by making it a factor in their awarding of $9.3 billion in contracts to businesses like yours in California in 2015.

One way you can get there is by using The Reader Magazine, which has established third-party verification of the dramatic and positive impact on the environment from advertisers using it.

In 2012, The Reader asked the Environmental Paper Network, a national, independent, non-profit that measures the energy consumed from paper production and disposal to measure the specific environmental impact of using The Reader Magazine, compared to less innovative, more wasteful "junk mailers". It was "high frequency, low quality" vs. "low frequency, high quality".

The savings and impact are significant not only because they are verifiable and the evidence can easily be shared on a government contract application (by linking to the data, available at www.readermagazine.net/impact), but it also provides your business the opportunity to stand out from competitors, and reinforce existing relationships-- including customers-- for whom your environmental impact is important.

In fact, The Reader provides digital and print posters-- free-- you can post on social media and at your office to share with customers the exact amount of positive environmental impact you make, like those here (http://www.reader.us/impactposter/).

Finally, the cost makes it a fair trade. You can reach the entire circulation of 390,000 people every quarter, a readership earning $7 billion, with a full-page, full-color ad, for only 3¢ per person reached per month, which works out to only $3,992/month, when you order a year’s worth of advertising. Compared to weekly direct mail or individual direct mail you’ll also save:

- 68 tons of wood saved each year
- 460,000 gallons of water saved each year
- 96 tons of greenhouse gasses reduced each year
- plus 12 other natural resources saved and pollutants reduced

The next advertising deadline is Friday, August 12
Call 909 335-8100 or email us at info@readermagazine.net

Founded in 2001, The Reader Magazine is a California benefit corporation, certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. The Reader is mailed quarterly in print to 390,000 people in Southern California.
Join these brands that have used The Reader to influence the buying decisions of hundreds of thousands of people.