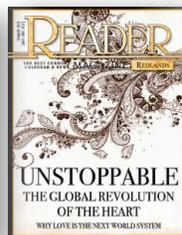
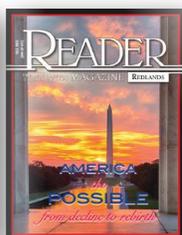
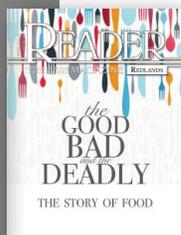


2016

READER MAGAZINE MEDIA KIT



www.reader.us



the **READER** MAGAZINE IS

CREATING AN
AWAKENED & ENGAGED
INLAND EMPIRE

THROUGH CONNECTING THE INLAND EMPIRE TO
PUBLIC INTEREST NEWS ORGANIZATIONS

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



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 1/6 page ad running in 2 zones is \$188 (monthly rate) x 2 (number of zones) = \$376/month (for 20,000 mailings per month!)

	1- Year Rate Plan			2- Year Rate Plan			Month to Month
	1 Zone	2-3 Zones	4+ Zones	1 Zone	2-3 Zones	4+ Zones	
Back Cover	\$1298	\$1270	\$1145	\$1280	\$1245	\$1115	\$1520
Inside Front/Back	\$1198	\$1128	\$1020	\$1125	\$1100	\$990	\$1330
Full Page	\$1156	\$1098	\$998	\$1165	\$1065	\$955	\$1275
Half Page	\$595	\$585	\$575	\$575	\$555	\$540	\$800
Third Page	\$390	\$375	\$355	\$365	\$350	\$335	\$565
Quarter Page	\$295	\$275	\$250	\$275	\$255	\$210	\$465
Sixth Page	\$198	\$188	\$175	\$185	\$175	\$155	\$315

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

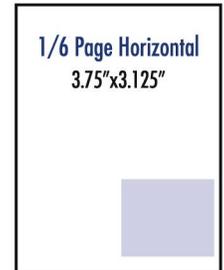
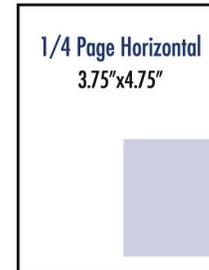
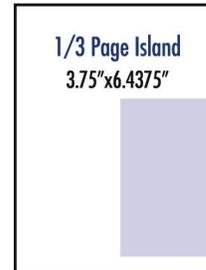
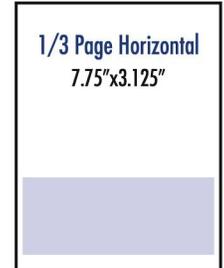
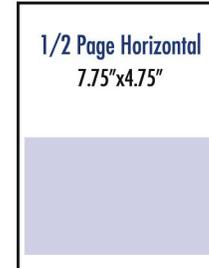
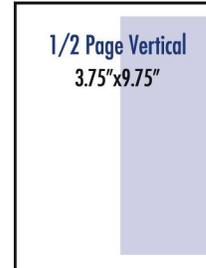
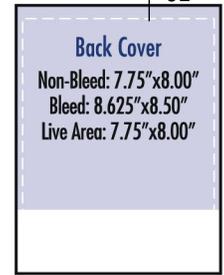
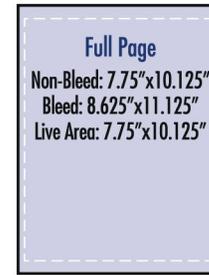
www.readernation.org



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

AD SIZES

Magazine trim size:
 8.375" x 10.875"



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 PDFx 1a-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.

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

GREENHOUSE GASSES

96 TONS saved

SOLID WASTE

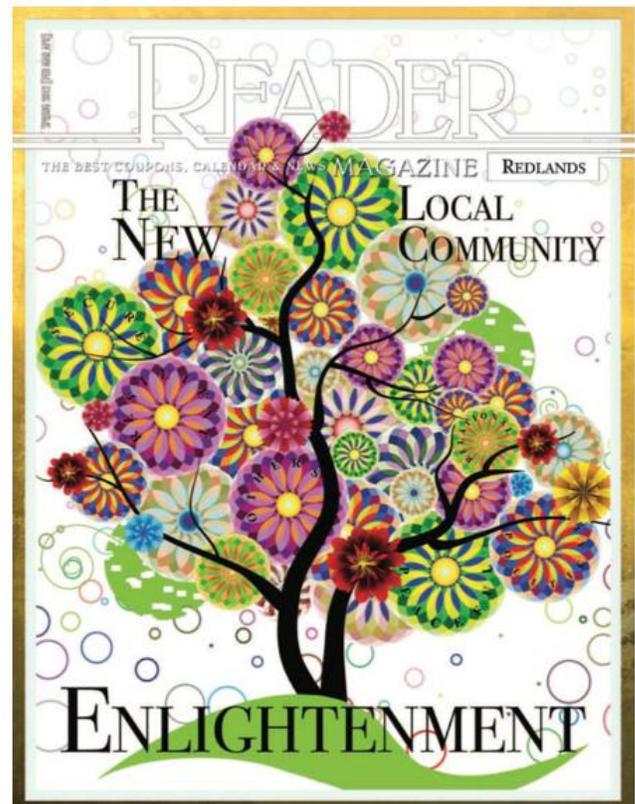
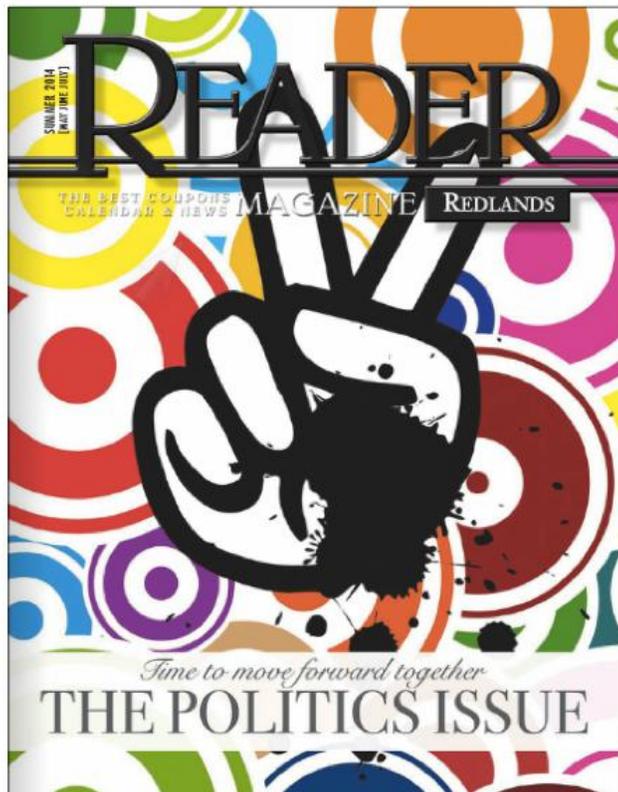
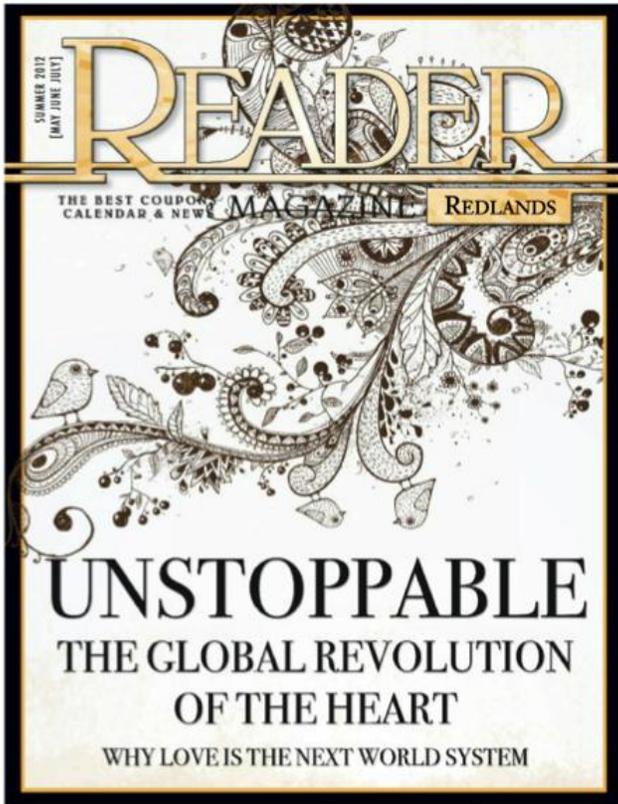
35 TONS saved

SULPHURDIOXIDE

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.



THE READER READER MAGAZINE

REDLANDS • Zone 1

2016

Readership

Reader Magazine Adult Readership

Average Age	37
Adults Age 18 & Over	65,382
Total Households	30,002
Average Household Income	\$71,543
Median Home Value	\$270,033
Total Income by Area	\$2,146,433,000

Competition

Circulation Comparisons by Publications

Reader Magazine (Redlands)	30,002
Redlands Daily Facts	8,031
Your Villa Magazine	7,522
Press Enterprise - Redlands Circ.	3,128
Inland Empire Magazine - Redlands Circ.	3,111

Demographics

<u>Gender</u>	%
Male	48
Female	52
<u>Marital Status</u>	%
Never Married	28
Married	49
Wid/Div/Sep	23

<u>Education</u>	%
Non-Highschool Graduate	9
High School Graduate	13
Some College, No Degree	31
College Graduate or More	47

<u>Income</u>	%
Under \$35,000	18
35,000 - 49,999	19
50,000 - 74,999	22
75,000 - 149,999	26
150,000 or more	15

Average Income \$71,543

<u>Residence Type</u>	%
Single Family Residences	83
Apartments/Other	9
Business Addresses	8
Median Home Value	\$270,033

<u>Occupation</u>	%
Management, Financial	16
Professional Occupations	34
Service	11
Sales & Office	26
Construction, Maintenance	7
Production, Transportation	8
White Collar	69

<u>Age</u>	%
18 - 24	11
25 - 34	17
35 - 44	18
45 - 54	19
55 - 64	11
65 +	10

YUCAIPA • BANNING • BEAUMONT • Zone 2

2016

Readership

Reader Magazine Adult Readership

Average Age	40
Adults Age 18 & Over	67,382
Total Households	30,017
Average Household Income	\$65,691
Median Home Value	\$226,451
Total Income by Area	\$1,970,730,000

Competition

Circulation Comparisons by Publications

Reader Magazine (Yucaipa/Banning/Beaumont)	30,017
Yucaipa News Mirror	18,114
The Record Gazette	18,542
Your Villa Magazine	9,605
Inland Empire Magazine - Regional Circ.	4,551

Demographics

<u>Gender</u>	%
Male	46
Female	54
<u>Marital Status</u>	%
Never Married	22
Married	54
Wid/Div/Sep	24

<u>Education</u>	%
Non-Highschool Graduate	22
High School Graduate	29
Some College, No Degree	28
College Graduate or More	21

<u>Income</u>	%
Under \$35,000	21
35,000 - 49,999	12
50,000 - 74,999	29
75,000 - 149,999	27
150,000 or more	11

Average Income \$65,691

<u>Residence Type</u>	%
Single Family Residences	86
Apartments/Other	8
Business Addresses	6
Median Home Value	\$226,451

<u>Occupation</u>	%
Management, Financial	14
Professional Occupations	22
Service	18
Sales & Office	22
Construction, Maintenance	18
Production, Transportation	6
White Collar	67

<u>Age</u>	%
18 - 24	11
25 - 34	14
35 - 44	15
45 - 54	15
55 - 64	17
65 +	18

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.

THE READER READER MAGAZINE

COLTON • LOMA LINDA • GRAND TERRACE • Zone 3

2016

Readership

Reader Magazine Adult Readership

Average Age	33
Adults Age 18 & Over	64,181
Total Households	30,003
Average Household Income	\$60,513
Median Home Value	\$236,113
Total Income by Area	\$1,815,571,539

Competition

Circulation Comparisons by Publications

Reader Magazine	30,003
San Bernardino Sun - Regional Circ	7,052
Your Villa Magazine	5,202
Inland Valley Bulletin	5,000
Inland Empire Family Magazine	4,140

Demographics

Gender %

Male	49
Female	51

Marital Status %

Never Married	31
Married	48
Wid/Div/Sep	2

Education %

Non-Highschool Graduate	7
High School Graduate	22
Some College, No Degree	31
College Graduate or More	40

Income %

Under \$35,000	19
35,000 - 49,999	20
50,000 - 74,999	24
75,000 - 149,999	24
150,000 or more	13

Average Income \$60,513

Residence Type %

Single Family Residences	84
Apartments/Other	8
Business Addresses	8

Median Home Value \$236,113

Occupation %

Management, Financial	12
Professional Occupations	38
Service	16
Sales & Office	21
Construction, Maintenance	6
Production, Transportation	7

White Collar 71

Age %

18 - 24	11
25 - 34	17
35 - 44	15
45 - 54	22
55 - 64	12
65 +	9

HIGHLAND • SAN BERNARDINO • Zone 4

2016

Readership

Reader Magazine Adult Readership

Average Age	36
Adults Age 18 & Over	65,222
Total Households	30,000
Average Household Income	\$64,691
Median Home Value	\$254,752
Total Income by Area	\$1,940,730,000

Competition

Circulation Comparisons by Publications

San Bernardino Sun	47,021
Reader Magazine	30,000
Highland Community News	19,010
Your Villa Magazine	11,175
Inland Empire Magazine - Regional Circ.	8,000

Demographics

Gender %

Male	50
Female	50

Marital Status %

Never Married	31
Married	46
Wid/Div/Sep	23

Education %

Non-Highschool Graduate	16
High School Graduate	29
Some College, No Degree	28
College Graduate or More	27

Income %

Under \$35,000	14
35,000 - 49,999	19
50,000 - 74,999	32
75,000 - 149,999	27
150,000 or more	8

Average Income \$64,691

Residence Type %

Single Family Residences	78
Apartments/Other	9
Business Addresses	13

Median Home Value \$254,752

Occupation %

Management, Financial	16
Professional Occupations	21
Service	11
Sales & Office	33
Construction, Maintenance	9
Production, Transportation	10

White Collar 70

Age %

18 - 24	13
25 - 34	14
35 - 44	20
45 - 54	15
55 - 64	12
65 +	11

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.



WWW.READERMAGAZINE.NET

PROVE YOUR IMPACT WITH THE READER MAG

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 5
Call Chris Theodore at 909 213-2361 or email
him at ctheodore@readermagazine.net



These regional and national brands use The Reader Magazine
to influence the buying decisions of hundreds of thousands of people



THE **READER**
READERMAGAZINE

5 EAST CITRUS AVENUE, SUITE 105 • REDLANDS, CALIFORNIA 92373 • TEL. (909) 335-8100 FAX. (909) 335-6777