AD SIZES

Magazine trim size: 8.375” x 10.875”

- Full Page
  Non-Bleed: 7.75” x 10.125”
  Bleed: 8.625” x 11.125”
  Live Area: 7.75” x 10.125”

- Back Cover
  Non-Bleed: 7.75” x 8.00”
  Bleed: 8.625” x 8.5”
  Live Area: 7.75” x 8.00”

- 1/2 Page Vertical
  3.75” x 9.75”

- 1/2 Page Horizontal
  7.75” x 4.75”

- 1/3 Page Horizontal
  7.75” x 3.125”

- 1/3 Page Island
  3.75” x 6.4375”

- 1/4 Page Horizontal
  3.75” x 4.75”

- 1/6 Page Horizontal
  3.75” x 3.125”

AN ANTIDOTE TO
BORING MASS
MARKET MEDIA
THROUGH BEING AN ALTERNATIVE
TO THE MAINSTREAM NARRATIVE

FOUNDED 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 the lead organizer of The March For Journalism www.marchforjournalism.com a fiscally-sponsored project of Media Alliance, a registered 501(c)(3)

RESPONSIBLE ADVERTISING

The Reader distribution model has won accolades for positive environmental impact. Every ad run in The Reader saves precious resources including water, energy and trees when it’s chosen over weekly junk mail models. See www.reader.us/impact for the complete list of environmental benefits.

AN ENVIRONMENTALLY RESPONSIBLE REVOLUTION
THROUGH HELPING REDUCE
U.S. GREENHOUSE GAS EMISSIONS TO NET ZERO

Check out our b corp profile at http://bit.ly/ReaderB
2018 MEDIA KIT
THE MOST VALUABLE INFORMATION FREE TO ALL

Grow Your Business the Easy Way

THE READER

FREQUENCY & RESULTS
The Reader Magazine is published quarterly and mailed monthly. The Reader developed this original distribution model 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 your message reaches up to 40,000 different households every month or as few as 10,000 households every month.

VALUE & REACH
The Reader Magazine has the largest circulation of any media entity in print or online in the East Inland Empire. We have been helping businesses like yours grow for nearly two decades by providing low-cost, high-quality advertising to a targeted audience in 17 East Inland Empire cities.

Reach up to 4 SubZones. Each SubZone has a circulation of 30,000 qualified households. Each household receives a Reader Magazine quarterly.

ZONE 1: INLAND EMPIRE EAST

SUB-ZONE 1 Redlands, Mentone, Forest Falls
92373, 92374, 92375, 92359, 92339

SUB-ZONE 2 Yucaipa, Calimesa, Oak Glen, Cherry Valley, Beaumont, Banning, Cabazon
92399, 92320, 92220, 92223, 92230

SUB-ZONE 3 Reche Canyon, Colton, Loma Linda, Grand Terrace, Rialto
92324, 92354, 92313, 92376, 92377

SUB-ZONE 4 Highland, San Bernardino, Devore, Lytle Creek
92404, 92407, 92408, 92346, 92358

REACH THE BEST CONSUMERS
Reach households with an average $4000 per month in spending power!