

welcome to enjoy magazine



FAMILY • RECREATION • BUSINESS • TRAVEL • BEAUTY

Welcome to the treasures of the beautiful North State!

We would like to thank you for taking the time to review our enclosed media kit. This complimentary magazine features destinations, people, community living, family, recreation and most of all, a love of life. We all celebrate the Northern California Lifestyle and relish its many offerings. Whether you've lived here for a short time or all your life, there is plenty to learn, love and *enjoy* about this one of a kind area. Our view will hopefully open your eyes to the many reasons why you live in this beautiful region.

Be one of the select to advertise in Enjoy, the most innovative Northern California Lifestyle magazine. Some of the benefits include:

- Direct mail distribution to North State residences and businesses in desired demographics
- Placed in well designated racks in Shasta, Siskiyou, Tehama, Butte and Trinity Counties
- Entire magazine available online with interactive ads and accessible back issues
- Diverse content appealing to a wide demographic of readers
- Positive and uplifting editorial focus
- Created by a team of award-winning advertising designers

Please refer to the media kit for advertising specifications and ask your sales representative about tips on how to maximize your response.

Now, take off your shoes, sit back, relax and delight in the great adventures only found in this great Northern California.

Enjoy!

Yvonne Mazzotta & Michelle Adams
Publishers

“It is not how much we have, but how much we **enjoy**, that makes happiness.”

Charles H. Spurgeon



enjoy

2012 Editorial Calendar

**space/material
closing date**

release date

January:

- A Bright New Year

December 1

December 27

February:

- Cherished

January 2

January 27

March:

- Wild Side

February 1

February 27

April:

- Horsin' Around

March 1

March 26

May:

- Garden Party

April 2

April 27

June:

- Summer Reflections

May 1

May 29



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2012 Editorial Calendar continued

space/material
closing date

release date

July:

- Let Freedom Ring

June 1

June 27

August:

- Days of Discovery

July 2

July 27

September:

- Fall Fancy

August 1

August 27

October:

- Best Friends

August 31

September 28

November:

- Windows of Opportunity

October 1

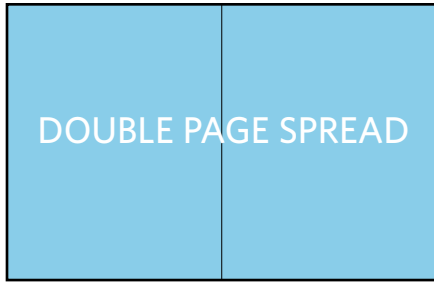
October 29

December:

- Spread the Joy

November 1

November 28



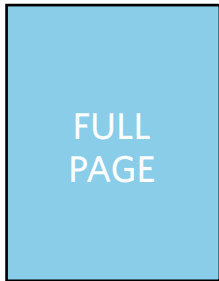
DOUBLE PAGE SPREAD

bleed size 17" x 11.125"
trim size 16.75" x 10.875"
safe area 16.25" x 10.375"



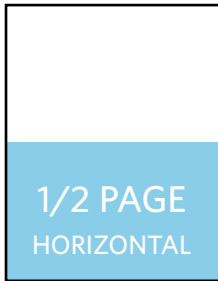
FULL PAGE SPREAD

bleed size 17" x 5.56"
trim size 16.75" x 5.4375"
safe area 16.25" x 5.1875"



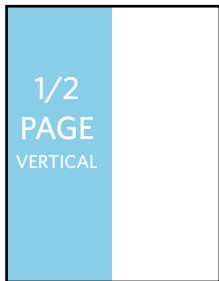
FULL PAGE

bleed size 8.625" x 11.125"
trim size 8.375" x 10.875"
safe area 7.875" x 10.375"



1/2 PAGE HORIZONTAL

7.375" x 4.854"



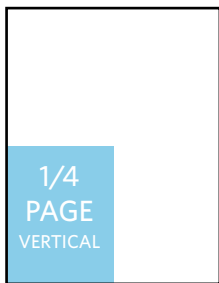
1/2 PAGE VERTICAL

3.604" x 9.875"



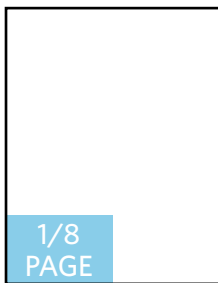
1/4 PAGE HORIZONTAL

7.375" x 2.344"



1/4 PAGE VERTICAL

3.604" x 4.854"



1/8 PAGE

3.604" x 2.344"

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● Advertising Sizes and Specifications

Please make sure all submitted ads and artwork fall within the following guidelines.

Color:

All final layouts must be provided in CMYK. Please convert all PMS, spot and RGB colors accordingly. Printing will be 4 color process.

Formats:

For ads that are already designed, we prefer a 300 dpi **Adobe Acrobat PDF**. We can also accept layouts in **QuarkXpress (.qxd)**, **Adobe InDesign (.indd)**, **Adobe Illustrator (.ai or .eps)** or **Adobe Photoshop (.psd)** **AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED.** If created in **Adobe Illustrator** and artwork is print ready, please convert text to outlines.

Ad Design Services:

Ad design services are available. Ask your sales representative about special rates.

If providing digital images, please provide images that are at least 300 dpi and are equal to the size needed in the ad.

Please note, we cannot pull images (including logos) off the web and use them for print ads, unless they are high res images specifically for downloading.

File Submissions:

For files 5 mb or smaller, email to art@enjoymagazine.net
For larger files and multiple files, please compress (stuff) them and upload files to our ftp site. Please contact us for site address, username and password OR mail a CD along with a color printout of the artwork to:

Art Dept, Enjoy Magazine
1475 Placer Street Suite C
Redding, CA 96001