



Publication trim size: **8.375" x 10.875"**  
 Printing process: **Web Offset**  
 Binding method: **Perfect Bound**

# malibu

ALL GOOD NEWS™

## CHRONICLE

### AD SPECS & GUIDELINES

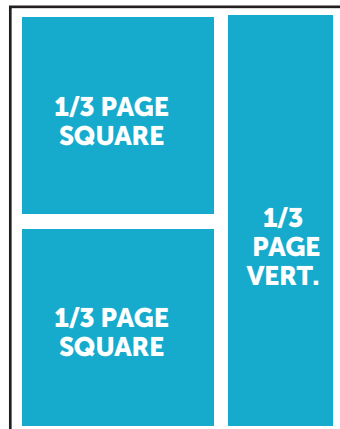
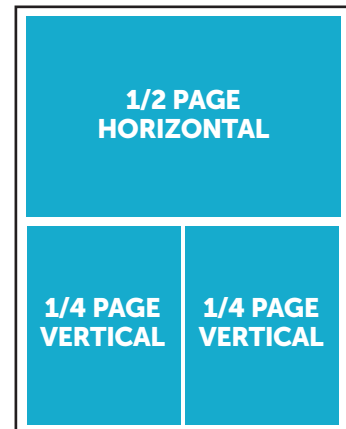
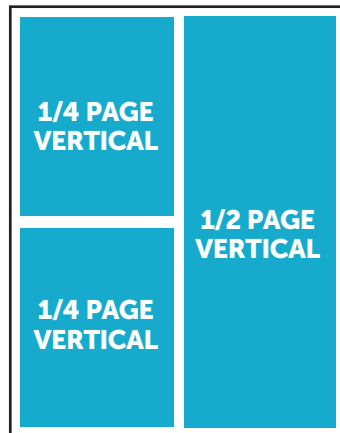
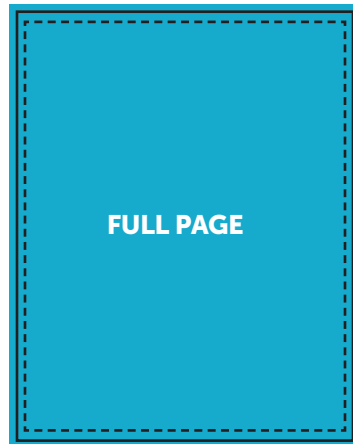
| AD SIZE             | FINAL TRIM SIZE  | NON-BLEED SIZE   | BLEED SIZE       |
|---------------------|--|------------------|------------------|
| Two-Page Spread     | 16.75" x 10.875"   | 16.25" x 10.375" | 17" x 11.125"    |
| Full Page           | 8.375" x 10.875"   | 7.875" x 10.375" | 8.625" x 11.125" |
| 1/2 Page Horizontal | 8.375" x 5.325"  | 7.875" x 5.075"  | 8.625" x 5.575"  |
| 1/2 Page Vertical   | 4.0625" x 10.875"  | 3.59" x 10.375"  | 4.325" x 11.125" |
| 1/3 Page Vertical   | 2.85" x 10.875"  | 2.32" x 10.375"  | 3.115" x 11.125" |
| 1/3 Page Square     | 4.84" x 4.84"  | N/A              | N/A              |
| 1/4 Page Vertical   | 3.59" x 4.84"  | N/A              | N/A              |
| Eats & Treats       | 1 Photo, Name, Food Type, Address, Phone, Web, 50 Words Max Descriptions |                  |                  |

**BLEED:** Extend bleed **1/8"** on all sides, include crop marks outside of print area.  
**LIVE AREA:** Keep all live matter at least **1/4"** from final trim size on all sides.  
 (Refer to Non-Bleed Size.)

**GUTTER SAFETY:** Keep all critical matter at least **1/2"** from the gutter.

**PRINTING PROCESS:** Four-color process (CMYK). Direct to plate. Web offset. Perfect Bound.

**SCREENS:** 150-line preferred. Total printing tone value should not exceed 270 percent.



**MAMMALISE CAFE**  
 3894 Cross Creek Rd  
 Malibu, CA 90265  
 310 317-4242  
 www.mamaliscas.com

Open for breakfast, lunch & dinner. Mammalise Cafe is your local neighborhood cafe. With an eclectic California inspired menu and home-sourced ingredients. Join us for our new seasonal menu on every Tuesday morning for LidoFest Fall! Call us today and make your reservation.

**ALL GOOD NEWS**  
 THE SPIRIT OF MALIBU



#### ► [GENERAL GUIDELINES]

- Build document to ad size.
- Be sure to extend bleed by **1/8"** on all sides, and allow at least **1/4"** on all sides for live area, as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads only. Do not include any printer's marks in image or bleed area.
- Images and graphics should be **300 dpi** at **100%**, or no less than 266 dpi.
- **No RGB images. No SPOT or PANTONE colors.** All colors should be four-color process (CMYK). Never use the color "Registration" built in color palettes.
- Do not use LZW compression.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Advertisers are responsible for the content of their ads or materials.

#### ► [COLORS]

- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

#### ► [FONTS]

- **Convert all fonts to outline;** or
- Include a copy of all fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.
- Some fonts may be restricted from being embedded in a pdf file. Please choose another font, or supply all working files and fonts used.
- PC fonts cannot be accepted.

#### ► [ACCEPTED FILE FORMATS]

- Camera-ready ads may be submitted in the following formats: PDF, TIFF, JPEG or EPS at 300 DPI in CMYK.

#### ► [FILE DELIVERY METHODS]

- Email (Files less than 10MB)

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ALL GOOD NEWS™

## CHRONICLE



2015

MEDIA KIT





“We support your business through creative and strategic advertisement.”

Print Readership  
**150,000** and climbing.

Online over **4000 plus**  
hits per day.

Sharing “**SPIRIT OF MALIBU**”  
in each Issue



## 2015 EDITORIAL CALENDAR

- **FEBRUARY / MARCH**  
Heart Health & Relationships
- **APRIL / MAY**  
Family Fitness, Weddings and Styles
- **JUNE / JULY**  
Summer, Outdoor Fun and Pets
- **AUGUST / SEPTEMBER**  
Live Better, Defy Aging
- **OCTOBER / NOVEMBER**  
Thanksgiving and Holidays
- **DECEMBER / JANUARY**  
Memories & New Beginnings

## OUR MISSION

Malibu Chronicle “All Good News” is a multi-media publication. We strive to connect communities through inspiration, educational, spiritual and thought provoking articles.

### ➤ [AREAS SERVED]

Beverly Hills, Venice, Santa Monica, Pacific Palisades, Topanga, Malibu, Sherman Oaks, Tarzana, Encino, West Hills, Calabasas, Agoura, Oak Park, Westlake Village, Thousand Oaks, Newbury Park, Camarillo, Oxnard, Ventura and Internationally online.

Also mailed to 3000 Malibu homes.

### ➤ [OUR READERS AND OUR CONTRIBUTORS]

- Investment Executives • Movie Stars • Film and Television Producers
- Writers • Film Score Composers • Business and Medical Professionals
- Educators • Students • Real Estate Moguls • Heads of State
- Industrialists • Gurus • Artists • Activists • Mom and Dads • Spiritually and Environmentally Conscious Human Beings

### ➤ [DEMOGRAPHICS]

- Female: 65% Male: 35%
- Married or Partnered: 70%
- Average Age: 39 years old
- Average HHI: \$110,000
- Own Primary Residence: 75%
- Education: Post-graduate study 30%
- Graduated 4-yr College: 70%
- Plan to Return to School for Degree or Certification: 30%
- Employed: 80% (FT 60% PT 20%)
- Professional / Managerial: 75% of employed
- Staying Healthy with Conventional & Alternative Medicine: 75%
- Having a Balanced Life is Important: 95%
- Like to Help Others: 99%
- Like to Have Spiritual Enrichment: 90%
- Will Pay More for Environmentally Safe Products: 80%
- Careful About the Foods They Eat: 80%
- Have Tried Yoga: 80%
- Plan to Attend Life Enrichment Seminar, Spa or Workshop: 40%
- Meditate Daily: 30%

## 2015 ADVERTISING RATES

### ➤ MALIBU CHRONICLE PRINT PRICE LIST

| Cover             | \$8,000 |          |          |          |
|-------------------|---------|----------|----------|----------|
|                   | 1 Issue | 2 Issues | 4 Issues | 6 issues |
| Back cover        | \$2,500 | \$2,400  | \$2,200  | \$2,000  |
| Inside cover      | \$1,700 | \$1,650  | \$1,600  | \$1,500  |
| Inside Back cover | \$1,700 | \$1,650  | \$1,600  | \$1,500  |
| Full page         | \$1,200 | \$1,150  | \$1,100  | \$1,000  |
| 2 Full pages      | \$1,700 | \$1,650  | \$1,600  | \$1,500  |
| Half Page         | \$800   | \$750    | \$700    | \$600    |
| Third Page        | \$650   | \$600    | \$550    | \$500    |
| Quarter Page      | \$500   | \$450    | \$400    | \$300    |
| Eats & Treats     | \$300   | \$250    | \$225    | \$200    |

### ➤ MALIBU CHRONICLE ONLINE ADVERTISEMENT

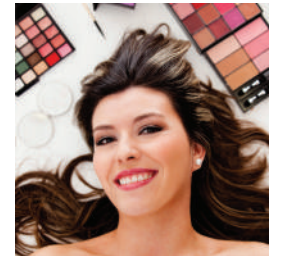
|                                     | 1 Month | 2 Months | 6 Months |
|-------------------------------------|---------|----------|----------|
| Top Banner 728x90 (Home+ all pages) | \$1,000 | \$2,000  | \$5,000  |
| Mid page banner 728x90 (Home page)  | \$600   | \$1,200  | \$3,000  |
| Video Ads                           | \$200   | \$300    | \$800    |

|   | 3 Months | 6 Months | 1 Year     |
|---|----------|----------|------------|
| 300x250 midsize (home page)                         | \$600    | \$1,100  | \$2,000    |
| 125x125 small ATF (home)                            | \$300    | \$500    | \$900      |
| 160x600   | \$600    | \$1,100  | \$2,000    |
| 180x50  | \$300    | \$500    | \$900      |
| Special E-blasts promoting your product or business |          |          | \$200      |
| Tag-on ads with E-blast                             |          |          | \$50/blast |

|  | Malibu Mall | \$600 | \$1,100 | \$2,000 |
|--|-------------|-------|---------|---------|
|--|-------------|-------|---------|---------|

Your business/product will be posted on MALIBU MALL page. We promote the page with our weekly e-blast. Your special events may be posted on calendar and current events.

Make checks payable to: Malibu Chronicle  
23839 Pacific Coast Hwy., #2890  
Malibu, CA 90265



## EDITORIAL CRITERIA

Editorials must be submitted as a word document, consisting of approximately **500 words** per page.

Please submit high definition pictures over at least **300 dpi**, otherwise stock photos will be used to compliment the article. If article is received after the given dead line we cannot guarantee to include the article on the said issue and we will not be able to send article for proofing.

Editorial should not look or read like an ad. If desired please send a small thumb tag picture and 2-3 line bio including contact information, to be added at the bottom of the editorial.

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