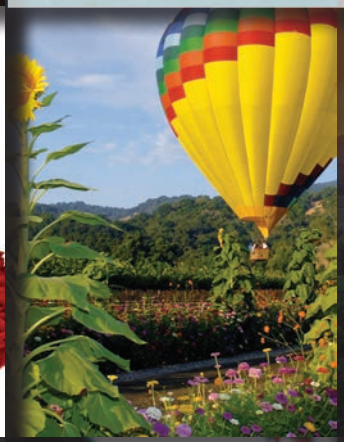
local happenings magazine

Media Kit

Your Local Community Connection to Contra Costa, Napa and Solano Counties



local happenings

Media Kit

Contents:

Who we are

Who we reach

Where we deliver

Calendar of Events

Mechanical Specifications

Schedule and Deadlines

Testimonials

Publisher

BB&B Business Group

We help Business *"B"* Better

207 Wallace Avenue
Vallejo, CA 94590
tel: 707-652-3223
fax: 707-557-3166

email:
info@LHmag.com

www.localhappeningsmagazine.com – www.LHmag.com

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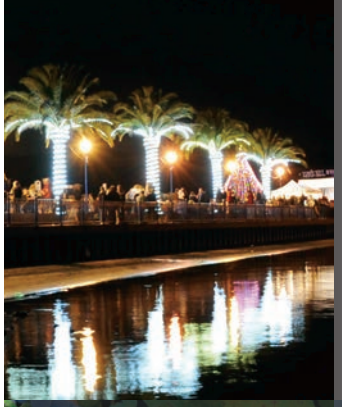
Who we are

local happenings magazine

local happenings magazine, is a local magazine and web site for locals and visitors alike to find out what is going on in the community! We built and created this publication because we were involved with so many wonderful organizations that were trying to put on great events for the community… but found it hard to be able to advertise them effectively. Newspapers were expensive and they did not have a long reach outside of their own towns. There were a few hyper-local magazines and websites but they also did not have a long reach into neighboring communities. We wanted to build a publication that would reach from around the North and East San Francisco Bay Area and that allowed people to discover the region - not just their town. We also wanted to be able to serve the tourist market as well so that we could help visitors discover the communities that they are touring as well. We wanted to make it affordable for our readers, for event promoters and for advertisers. We have done that and created a resource for our readers, event promoters and advertisers to connect together efficiently and affordably. After 5 years in publication our readers seek us out and trust us.

local happenings magazine is published by BB&B Business Group, a local company, who has been doing business in the Bay Area for over 29 years. We know the communities we serve because of our long history here and we are extremely adept at reaching both the community and other businesses in the areas we serve.

BB&B Business Group



Who we reach

local happenings magazine primary readership are the residents in Contra Costa, Napa and Solano Counties. Over 50% of our print magazines are mailed to homes within those counties. The balance of the publications are distributed among the three counties in places that residents and tourists alike frequent. 95% of our readers live within our primary counties or within 30 minutes of them. Our readers are mobile though with many of them working well outside the borders of Contra Costa, Napa and Solano Counties and they are more than willing to travel outside of their home counties on a regular basis to spend their entertainment dollars. This statistic means that resident/tourists are dining out, seeing a show, wine tasting, and attending events that they learned about in **local happenings magazine** both near their home and up to several hours away. We can help you reach our audience and to expand your business to your neighbors and to visitors alike.

What we deliver

local happenings magazine is Printed Bi-Monthly in full color and on high quality glossy paper - NO NEWSPRINT. It is as reproduced digitally on our website: **www.LHmag.com** with advertisements that are linked back to our advertisers web sites. Our magazine and web site offer a tremendous value to our advertisers by delivering a quality publication that our readers look for and read on a regular basis.

www.localhappeningsmagazine.com **www.LHmag.com**

Editorial Calendar

Edition:

FEB/MAR
Local's Choice Awards, Valentine's/St. Patrick's Day

APR/MAY
Spring, Mother's Day, Baseball, Memorial Day, Home Improvement

JUN/JUL
Summer, Graduation, Weddings, 4th of July, Fairs and Festivals

AUG/SEP
Labor Day, Grape Harvest, Back to School, Football

OCT/NOV
Fall, Halloween, Thanksgiving, Oktoberfest

DEC/JAN
Winter, Holidays, New Years

Ad cut off is the 20th of the month prior to distribution.

Rates

Print:

	1X	3X	6X
Full Page	$1,625	$1,225	$999
1/2 Page	$925	$675	$575
1/3 Page	$725	$600	$450
1/4 Page	$550	$450	$350
1/6 Page	$450	$350	$250
1/8 Page	$300	$250	$200
1/10 Page	$225	$175	$135
Center (Full Page)	$1,725	$1,275	$1,075
Center (2 Pg Spread)	$3,000	$2,425	$1,899
Inside Front/Back Cover (Full Page)	$1,975	$1,450	$1,200
Inside Front/Back Cover (1/2 Page)	$1,625	$1,225	$999
Inside Front/Back Cover (1/4 Page)	$1,000	$775	$625
Back Cover (Full Page Only)	$2,675	$2,000	$1,525

WEB:

50% discount, when print ad is also purchased:

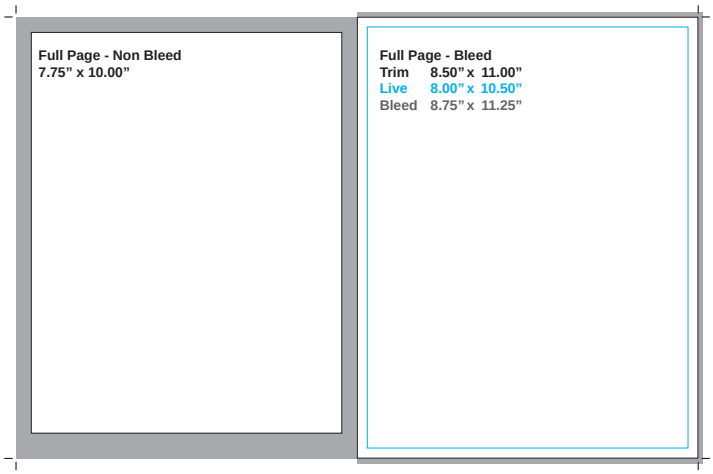
	1X , 30 day rate
Height = 125 px X width = 125 px	$15
Height = 300 px X width = 125 px	$20
Height = 200 px X width = 300 px	$30
Height = 400 px X width = 300 px	$40

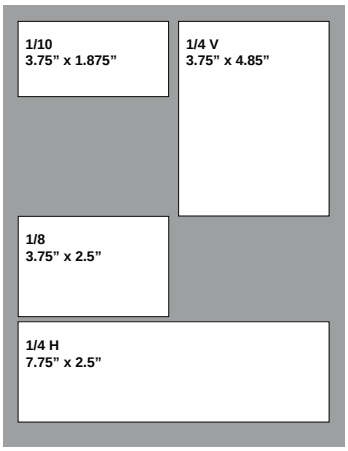
when print ad is not purchased:

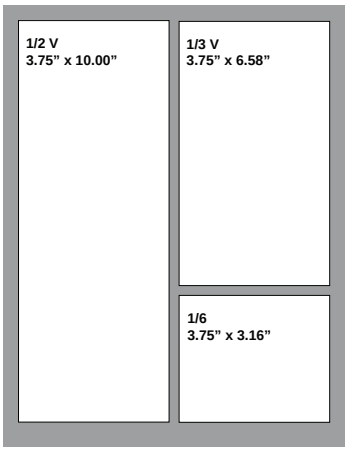
	1X , 30 day rate
Height = 125 px X width = 125 px	$30
Height = 300 px X width = 125 px	$40
Height = 200 px X width = 300 px	$60
Height = 400 px X width = 300 px	$80

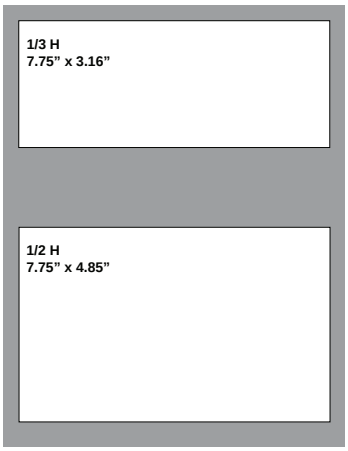
Specifications

Full Page - Bleed			
Trim:	8.50”	x	11.00”
Live:	8.00”	x	10.50”
Bleed	8.75”	x	11.25”
Full Pg - Non Bleed:	7.75”	x	10.00”
1/2 Pg Horizontal:	7.75”	x	4.85”
1/2 Pg Vertical:	3.75”	x	10.00”
1/3 Pg Horizontal:	7.75”	x	3.16”
1/3 Pg Vertical:	3.75”	x	6.58”
1/4 Pg Horizontal:	7.75”	x	2.50”
1/4 Pg Vertical:	3.75”	x	4.85”
1/6 Pg :	3.75”	x	3.16”
1/8 Pg:	3.75”	x	2.50”
1/10 Pg:	3.75”	x	1.875”









All advertising should be submitted as a PDF-X1A document, set to 300 dpi.
All images should be submitted as a JPG, also set to 300 dpi.

All ads must be created according to the correct size specifications.

If copy is not provided, most layout will cost a minimum of $20; scanning logos or graphics is an additional $10.

Ad creation is included for all contract ads.

WEB Specifications

Prices are for a 30 day rate.

Prices shown are with the additional purchase of a print ad.

Height = 125 pt
X
Width = 125 pt

$15

Height = 300 pt
X
Width = 125 pt

$20

Height = 200 pt X Width = 300 pt

$30

Height = 400 pt X Width = 300 pt

$40

Testimonials

Magazine looks great. Good response to the ad!

Yvonne Armas,
Owner, Miguelena, Benicia, CA

I LOVE the on-line magazine. The layout is very user friendly and the rotating business ads on the home page is great! Keep up the good work!

Renee Jordan,
Owner: Jordan Real Estate, Benicia, CA

Of all the local magazines, I love yours the best! The photos and the editorial are awesome.

Stephen Schueler,
Benicia, CA

We love the Local Happenings Magazine! We have copies for the general public in our offices and always use it as a reference for what's happening in the Danville Area.

Danville Chamber of Commerce

Our ad looks great, the magazine looks great, we love it! Thanks so much for helping us look great.

Cindy & Jim Balanisi,
owners, Good Day Café, Vallejo, CA

Love Local Happenings Magazine! Nice work! Huggs!

Lorri Dunton,
Phoenix, AZ

Just read the new Local Happenings Magazine and I am going to Clay Oven for lunch tomorrow or maybe Carmel . . . LOL, good job!

Patti Cornelius,
Vacaville, CA

Notes

local happenings magazine

Your Local Community Connection to Contra Costa, Napa and Solano Counties

Call now to reserve your space: Deanna Baillie - (707) 246-0277

DeannaBaillie@LHmag.com

www.localhappeningsmagazine.com • www.LHmag.com

207 Wallace Ave. • Vallejo, CA 94590 • 707-652-3223 • FAX 707-557-3166

e-mail: info@LHmag.com

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