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Inspired by the spirit and complexion of California, 65°/57° Magazine is the Golden State's foremost lifestyle publication. Offering regionally-driven content that envelops the personalities and cultures of the Monterey Peninsula, San Francisco, and Napa/Sonoma Counties, 65°/57° encourages readers to dive into the unique experiences of these areas. Journey through each issue from cover-to-cover and learn how 65°/57° earned a reputation for being difficult to put down and impossible to throw away. From original photography and artfully designed ads, to relevant and distinctive editorial content, 65°/57° is a masterfully designed magazine that represents the vibrancy of life.

OUR MISSION

65°/57° Magazine is a compelling resource for living, working, and playing between the Monterey Peninsula and Napa/Sonoma. The magazine reaches over 112,000 readers with one of the most affluent and energetic segments in Northern California. The magazine's high journalistic standard speaks to educated readers who are seeking information about their community and about the world.

65° Magazine easy pick up, difficult to set down, and impossible to throw away.



DAVID ALAN BERNAHL, II Partner/Co-Founder, Coastal Luxury Management "65° Magazine is a great magazine focused on the community and the values that the Monterey Peninsula represent. Coastal Luxury Management is a proud supporter of 65°."

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HIGH QUALITY DEMOGRAPHICS

65°/57° Magazine has established itself as a household name on the Monterey Peninsula. The magazine has proven itself a cost-effective and smart choice for advertisers of all categories and sizes. Bonus distribution in San Francisco and Napa Valley.

DEMOGRAPHIC

112K Average readership per issue

68% Key locations throughout California

56% Are 31-60 years of age

65% Are female

35% Are male

8% Mailed to local businesses

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CLOSING DATES:

Spring: 3/20 Summer: 6/20 Fall: 9/20
Winter: 12/20

AD SIZES

TWO PAGE SPREAD

Safety: 22.75 W x 8.00 H
Trim: 23.25 W x 8.25 H
Bleed: 23.5 W x 8.375 H
Bleed All Sides

SINGLE FULL PAGE Safety:

11.25 W x 8.00 H
Trim: 11.625 W x 8.25 H
Bleed: 11.75 x 8.375 Bleed
All Sides

MAGAZINE SPECIFICATIONS

Trim Size: 8.5 x 11 inch wide Live Area: 8.25 x 10.5 inch Line Screen: 200 lpi
Bindery Method: Perfect Bind

ACCEPTABLE FILE FORMAT

Our preferred file format method is PDF/X-1A. Fonts must be outlined. We accept 300 dpi high-resolution artwork at 100%, JPEG, TIFF, or EPS.

DOCUMENT SETUP GUIDELINES

Full page and spread ads require a minimum of 1/4 inch bleed. Set document size to

exact ad size. Color should be CMYK, NOT RGB, LAB or Pantone Swatch.

Images must

be scanned at 300 dpi. DO NOT INCLUDE PRINTERS MARKS/CROP MARKS

ARTWORK DELIVERY

Submit files digitally by Dropbox to Rich Medel at rich@65mag.com

QUESTIONS OR TECHNICAL ASSISTANCE

Please contact Manny Espinoza, at 831-236-1998 or via email at manny@espinozagraphics.com



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Advertising Placement Form for **65°** Magazine

P.O. Box 6325 • Carmel, CA 93921-6325 • Phone 831 917 1673 •

AD SIZE AND PLACEMENT

Ad Size _____ Frequency _____

Cost per Issue _____ Ad Design yes no

Starting Month _____ Ending Month _____

Total Cost (all issues + ad design) _____

50% of total due upon signing. Balance due upon approval of ad.

CREDIT CARD INFORMATION

Name on Card _____

Billing Address _____

City, State, Zip _____

Credit Card Number _____ Expiration _____

Print Name _____

Authorized Signature _____

ADVERTISER

Company Name _____

Authorized Purchase _____

Title _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Mobile _____

Fax _____ Email _____

DESIGN • Ad Design Fee \$ _____

- Includes design only - no photo, illustration, or logo design
- Includes one version of your Ad plus one additional round of charges. Extra changes will be charged at the rate of \$65 per hour.
- Match prints and CDs at extra charge.
- Client receives Ad for approval. After client approval (signature), 65° Magazine is not responsible for any misprint.
- Placement request: Add 20 percent.
- If Ad design is waived, all original artwork created by 65° Magazine is Copyrighted and may not be used without permission.