

2010 celebrating life in the sierra

sierra

HERITAGE
MAGAZINE

celebrating life in the sierra

For nearly 30 years Sierra Heritage Magazine has been celebrating life in the Sierra—the magnificent mountain range and the beautiful foothill communities that surround it. Sierra Heritage is known for its spectacular color photography and fascinating tales on the history, folklore, recreation, conservation, people and events in the Sierra and its communities. Quite often Sierra Heritage is referred to as the “National Geographic of the West.”

Sierra Heritage’s loyal readers report trusting the publication’s editorial content and advertisements, and read each issue from cover to cover, freely sharing it with family and friends. Professional offices report their copies of the magazine disappear as quickly as they are placed in the reception room. For these reasons and more, Sierra Heritage advertisers embrace the use of the magazine to showcase their businesses and to benefit from marketing to the magazine’s upscale readership.

Today’s Sierra Heritage Magazine includes the added bonus of the popular At Home Magazine as part of each issue. This section of Sierra Heritage highlights the homes, gardens and lifestyles of those residing in the Sierra Nevada and its foothill, high country and valley communities. These communities have grown dramatically over the past decade, as has the interest of Sierra Heritage readers in hearth and home subjects. The addition of At Home to Sierra Heritage Magazine addresses this interest.

You might say Sierra Heritage readers today benefit from a ‘twofer’—a combination of the traditional Sierra Heritage Magazine with the expanded addition of At Home, all in one.



photo by Gary Hart

why sierra heritage magazine?

"A few years ago I received a call from a man who had seen our ad in an issue of Sierra Heritage Magazine he had picked up in an Airline Club at Chicago O'Hare Airport. He said he was impressed with the beautiful presentation of the pendant in the magazine. How many times do you hear that about one of your ads?"

—P. Dyer, Proprietor, Utopian Stone Jewelers

"We discovered the effectiveness of advertising in Sierra Heritage Magazine when on numerous occasions, homeowners would present us with a compilation of photographs of our pools they had saved over the years from ads in Sierra Heritage. It became clear to us that Sierra Heritage readers were our audience."

—C. Dal Pino, owner Dal Pino Quality Pools

"Your magazine is an answer to the National Geographic, has been from the start. I've purchased every issue for years and never have I been disappointed."

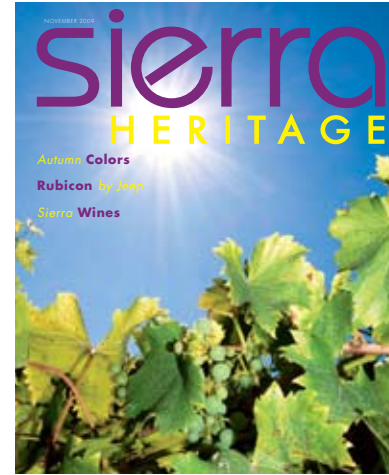
—25 year subscriber

"Keep up the good work—wish Sierra Heritage came out monthly."

—2 1/2 year subscriber

"All your presentations, even the advertisements are beautiful. The magazine is a treasure..."

—20+ year subscriber



why at home magazine?

"We use the at Home Magazine for consistent recognition of our name. They are local, nice and a professional publication. The distribution covers the area we are looking to target, and others see our name consistently."

—April, Maki Heating & Air Conditioning

"We have clients now, who have come to us because of our ads and editorials in the at Home Magazine. Some comment on the ads and articles they've seen and others walk in with the ad in hand. I know at Home Magazine works!"

—Brian Hood, co-owner, Hood Branco

2010 profile and distribution

reader profile

Average age

54.4 years old

Education

66.7% college graduates, 32% postgraduate degrees

Personal income

83% earn \$80,000+ per year, 37% earn \$150,000+ per year, 22% earn 200,000+

Home ownership

91% own their own home, 24% own two or more homes

Home value

81% value their home at \$500,000 or more

27% value their home at \$1,000,000 or more

Readers per copy

8.3 readers per copy, per issue

Top 10 favorite activities

Dining out

Travel in the Sierra

Gardening

Music

Hiking

Wine tasting

Shopping

Gourmet food

Art galleries

Theater

Top 10 planned purchases

Wine

Home remodeling

Art/Collectibles

Home furnishings

Computer equipment

Sports equipment

Automobile

Stocks/Bonds

Club membership

Vacation/Investment property

Top 10 favorite magazine subjects

Photography

History of the Sierra

Local travel ideas

Recreation information

Outdoor activities

Restaurant reviews

Gardening

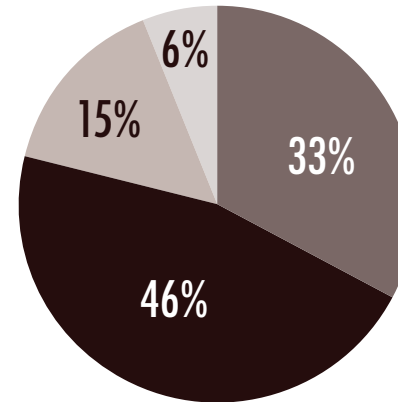
Environmental

Sierra home ideas

Calendar of events



magazine distribution



33% Subscribers at \$25/year

46% Sold on newsstands & in bookstores

15% Complimentary distribution in hotels, bed & breakfasts, vacation rentals and lodging accommodations

6% Other national & international locations

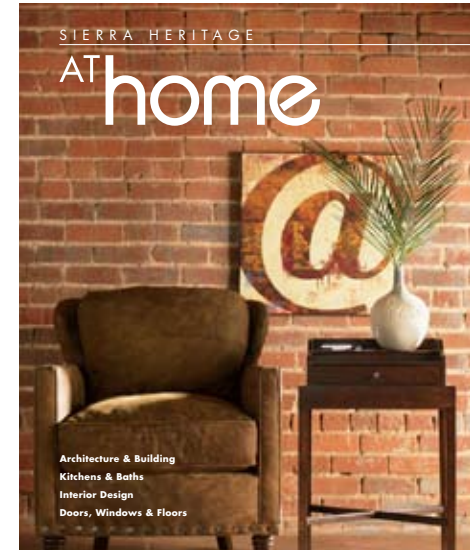
20,000 copies printed per issue

Reach 166,000 readers each and every issue of Sierra Heritage

at home magazine

Sierra Heritage's At Home Magazine is a home resource guide to unique homes, architecture, home improvements, interior decorating, furnishings, windows, flooring, fixtures, lighting, pools, spas, landscaping, real estate and gardens in the Sierra region.

Published six times a year, At Home is an integral part of Sierra Heritage Magazine, and is also distributed as a freestanding magazine in racks throughout the region from Sacramento to Reno, Lake Almanor to Calaveras County.



distribution

40,000 copies of each issue are distributed with 20,000 bound into Sierra Heritage Magazine and the remaining 20,000 distributed free of charge in over 300 rack locations specially selected due to their proximity to growing towns and suburbs in the booming Sierra region.

Ad deadlines and ad specifications are the same as Sierra Heritage Magazine.

rates

For home related advertising

	6x	3x	1x
Full Page	\$2,800	\$3,200	\$3,500
2/3 Page	\$2,150	\$2,500	\$2,750
1/2 Page	\$1,600	\$1,900	\$2,150
1/3 Page	\$1,100	\$1,350	\$1,550
1/6 Page	\$600	\$800	\$1,000

Special Placements (non-cancelable 30 days prior to closing)

Pages 2-20	\$2,940	\$3,360	\$3,675
IFC (double truck)	\$5,580	\$6,020	\$6,350
IFC (single)	\$3,080	\$3,520	\$3,850
IBC	\$2,940	\$3,360	\$3,675
BC	\$3,220	\$3,680	\$4,025

Terms

All rates include color and are for camera-ready ads. Recognized agencies add 15% to the above rates. Unless otherwise agreed, payment due by publication. Ad design/production are available, rates start at \$150 per hour (ONE PROOF ONLY). (Production charges may be waived for yearly contracts.)

All ads are non-cancelable 30 days prior to closing

2010 magazine rates

sierra

HERITAGE
MAGAZINE

sierra heritage magazine rates

	6x	3x	1x
Full Page	\$2,250	\$2,500	\$2,800
2/3 Page	\$1,750	\$1,950	\$2,200
1/2 Page	\$1,350	\$1,550	\$1,750
1/3 Page	\$900	\$1,050	\$1,250
1/6 Page	\$500	\$650	\$800

Special Placements

Pages 2-20	\$2,500	\$2,700	\$3,150
IFC (double truck)	\$5,300	\$5,500	\$5,900
IFC (single)	\$3,000	\$3,200	\$3,400
IBC	\$2,800	\$3,000	\$3,200
BC	\$3,500	\$3,700	\$3,900

Sierra Travel & Marketplace

	4-6x per yr*	3x per yr
Full Page	\$2,400	\$2,600
1/2 Page	\$1,250	\$1,400
1/3 Page	\$850	\$950
1/6 Page	\$400	\$500

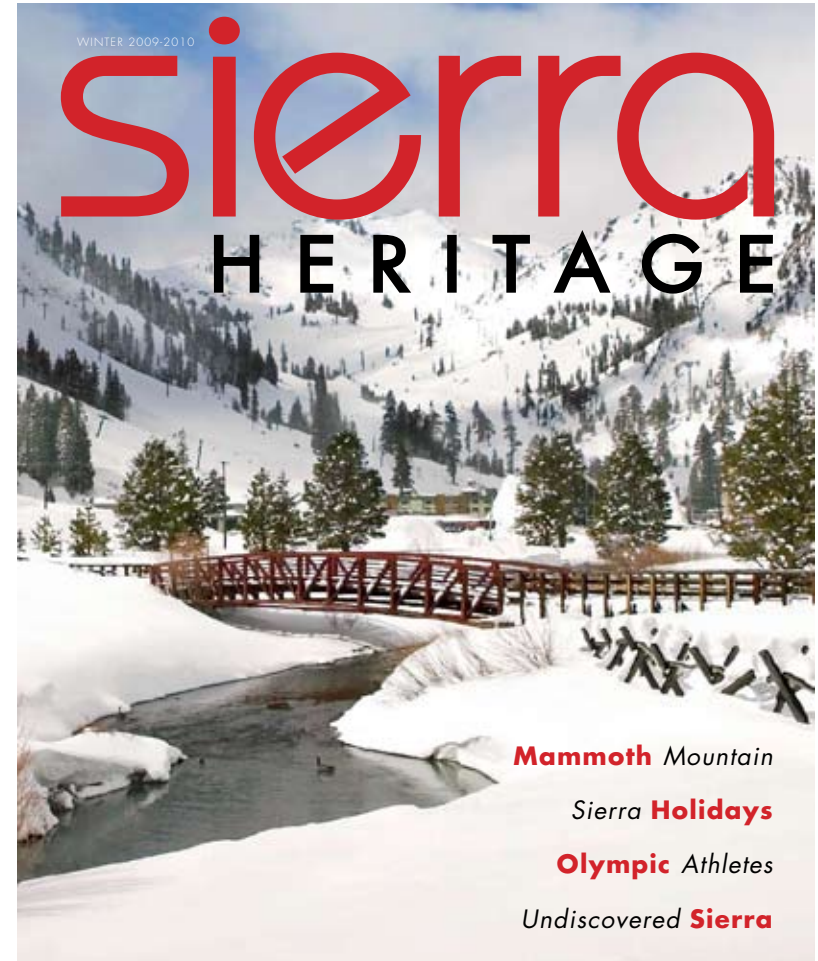
*minimum schedule

**one free copy change per year allowed

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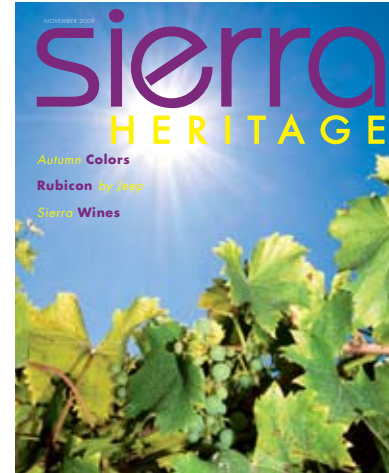


Size	Width	Depth
Full Page*	9"	10.875"
2/3 Page	4.917"	9.375"
1/2 Page	7.5"	4.611"
1/3 Vertical	2.333"	9.375"
1/3 Square	4.917"	4.611"
1/6 Vertical	2.333"	4.611"

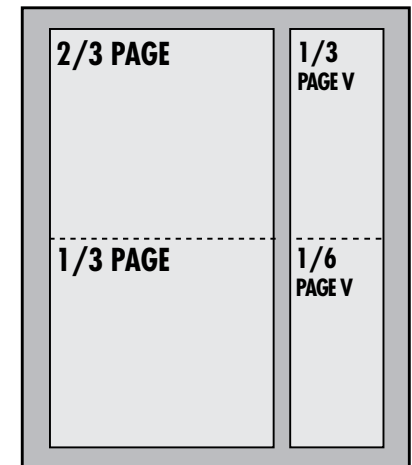
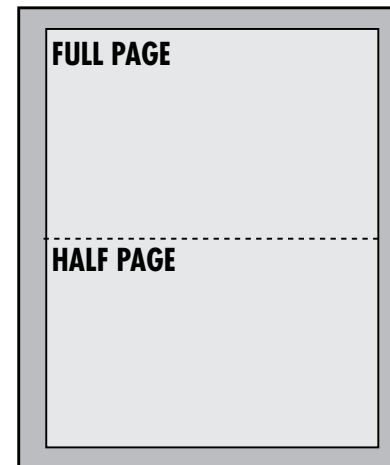
* Please allow a .5" bleed for full bleed full page ads *only*

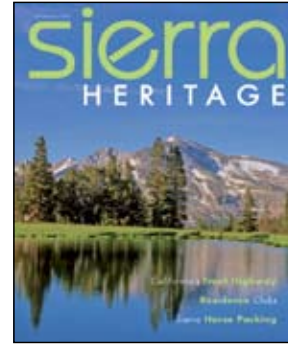
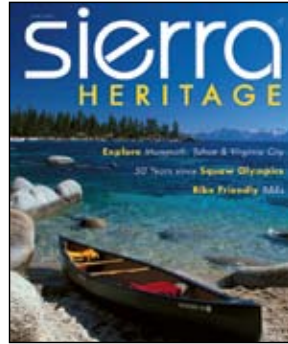
The preferred ad file is a CMYK Adobe pdf with fonts embedded. When sending a full page ad include a .5" bleed. Provide all CMYK .pdf, .tif, or .jpg files in high resolution format (minimum 350 dpi at size) with embedded fonts. Camera-ready artwork photos must be saved at minimum 350 dpi at size in CMYK. Make sure all fonts are Mac OSX compatible. Large files can be uploaded to our FTP site. Contact your account executive for the passwords and login info. We can accept up to an 80MB file via email. The accuracy of all ads supplied as camera-ready are the responsibility of the advertiser or agency.

We do not accept ads in Microsoft Publisher or Word.



rates





WINTER 2009-2010

APRIL 2010

JUNE 2010

AUGUST 2010

OCTOBER 2010

DECEMBER 2010

Ad space
10.16.2009

Ad space
1.15.2010

Ad space
3.12.2010

Ad space
5.14.2010

Ad space
7.16.2010

Ad space
9.17.2010

Ad materials
10.23.2009

Ad materials
1.22.2010

Ad materials
3.19.2010

Ad materials
5.21.2010

Ad materials
7.23.2010

Ad materials
9.24.2010

On sale
11.15.2009

On sale
2.15.2010

On sale
4.15.2010

On sale
6.15.2010

On sale
8.15.2010

On sale
10.15.2010

contact

249 Nevada Street, Auburn CA 95603
phone 530.823.3986 • fax 530.886.1471
www.sierraheritage.com

PO Box 4621, Incline Village, NV 89450
phone 775.742.4609
email ads@sierraheritage.com

Reach 365,000 avid art enthusiasts by advertising in Sierra Heritage Arts & Culture

Don't miss this opportunity to target arts & culture enthusiasts, festival goers and travelers with disposable income

- Distribution: mid April through mid October
- 35,000 copies distributed for free in high traffic locations across the Sierra and from Bishop to the Bay area emphasizing Hwy 395, Hwy 50, Hwy 49 and I-80 corridors; also distributed at festivals and events throughout the entire Sierra
- 20,000 copies bound into the June 2010 issue (out on 4/12/10) of Sierra Heritage Magazine with over 6,500 subscribers and distribution ranging from in-room at Yosemite's Ahwahnee Hotel to national retailers like Barnes & Noble
- 365,000 impressions based on 8.3 readers/copy and 5.7 readers/copy of Sierra Heritage Magazine
- All advertisers are listed as sponsors on the Sierra's most comprehensive online calendar at www.sierraheritage.com
- Pay as little as \$166 per month (for 6 months) to reach a select audience of demographically upscale and active consumers

This is the region's most comprehensive art, culture and sports & leisure event calendar. Go online to www.sierraheritage.com to upload your spring, summer and fall 2010 events. Events will be published online and in 55,000 copies of the 2010 issue.

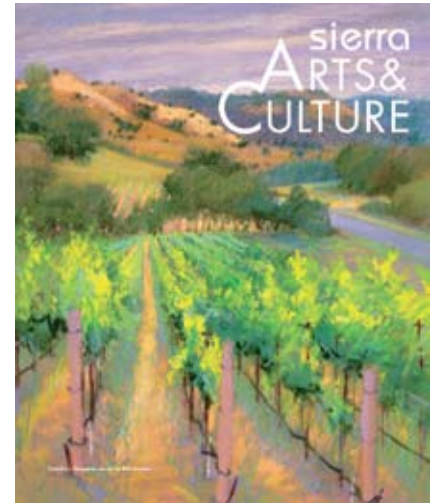
Published by Sierra Heritage Magazine
 249 Nevada Street, Auburn CA 95603
 phone 530.823.3986 • fax 530.886.1471
www.sierraheritage.com • ads@sierraheritage.com



Ad space
3.2.2010

Ad materials
3.9.2010

On sale
4.12.2010



Full Page	\$3,850
2/3 Page	\$3,100
1/2 Page	\$2,550
1/3 Page	\$1,825
1/6 Page	\$1,000

10% discount if payment received before 4.1.2010

Terms
 All rates include color and are for camera-ready ads. Recognized agencies add 15% to the above rates. Unless otherwise agreed, payment due by publication. Ad design/production are available, rates start at \$150 per hour (ONE PROOF ONLY). (Production charges may be waived for yearly contracts.)
All ads are non-cancelable 30 days prior to closing