

# EAST BAY MAGAZINE

## Recovery & Rebirth

**East Bay** is a totally new magazine (as of July 2020) built from the ground up to help local businesses get going again. It is delivered directly to homes of affluent East Bay homeowners and reinforces the messages that it's crucial to keep money local to revitalize the economy; that established local businesses need and deserve support; and that spending at local establishments makes a difference in the quality of our community.

**East Bay** is edited and produced by longtime East Bay writers and champions who aim to inspire,

evangelize and promote the East Bay as only a local publication can. Please join us in this mission.

## Circulation & Readers

We have bimonthly circulation of 31,500 copies — 30,000 home-delivered in affluent neighborhoods and 1,500 distributed at select businesses.

The homes in Piedmont, Oakland, Berkeley, Kensington and Alameda that receive **East Bay** magazine have median household income of \$232,890, according to data from the U.S. Census Bureau's 2019 American Community Survey.

Published by

**EBX**

**EAST BAY EXPRESS**

# Print — Rates & Sizes

	1x	6x	12x
Full Page	\$2595	\$2295	\$1995
Half Page	\$1695	\$1495	\$1295
Quarter Page	\$995	\$845	\$695
1/8	NA	\$545	\$445
1/16	NA	\$345	\$245

**Premium Pages:** Inside Front or Back Cover +15%  
Back Cover +20%

## 8x8 Glossy — Perfect Bound

8.375" x 8.375", 60# text, 100# cover

Full Page Ad (with .25" bleed) .. 8.875" wide x 8.875" high

Full page (no bleed) ..... 7.875" wide x 7.875" high

1/2 Page Hor ..... 7.875" wide x 3.8175" high

1/2 Page Vert..... 3.8175" wide x 7.875" high

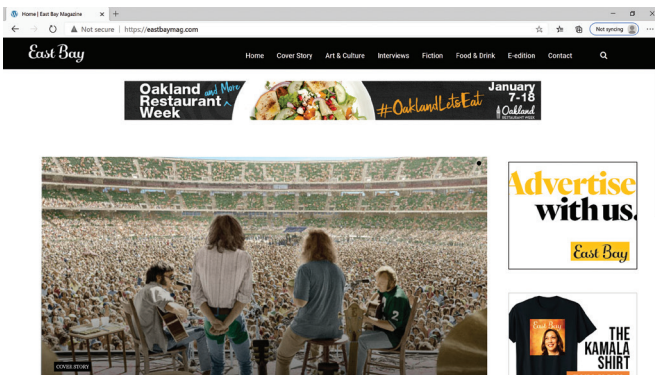
1/4 Page ..... 3.8175" wide x 3.8175" high

1/8 Page Hor ..... 3.8175" wide x 1.7838" high

1/8 Page Vert..... 1.7838" wide x 3.8175" high

1/16 Page ..... 1.7838" wide x 1.7838" high

# EastBayMag.com — Rates & Sizes



Rectangle	300x250	\$200/month
Dropdown Pencil	960x30 and 960x300	\$350/month
Super Leaderboard	978x90	\$250/month

## Sponsored Content

Home page exposure for 1 month; content lives on site for 24 mos.  
Includes 300 x 250 for one month: \$800  
Branded Content Writer: \$300

# 2022 Issues

Jan/Feb	Explore East Bay & Beyond + Explore the Best in Education Profiles
March/April	Health & Wellness
May/June	Food & Drink
July/Aug	Best of the East Bay
Sep	Education Profiles
Oct	Faces of the East Bay
Nov	Holidays & Home Living
Dec	Celebrations & Shop Local

# Deadlines

Deadlines in month prior to issue

**Space:** 1st of month

**Materials:** 5th of month

**Camera Ready:** 10th of month

**Sponsored Content Ads:** Same rates apply,  
copy must be submitted in final format.