

San Diego Family Magazine

Monthly rates are net. Cost per insertion.

S.D. FAMILY MAGAZINE 4-COLOR RATES

Ad Size	*12X + O&A	12X	6X	3X	1X
Back Cover	\$3,930	\$4,070	\$4,600	\$5,610	\$6,880
Inside Cover	2,990	3,095	3,605	4,030	5,360
Full	1,910	1,945	2,180	2,665	3,530
2/3	1,605	1,635	1,810	2,235	2,930
1/2	1,120	1,140	1,360	1,760	2,280
4/9	940	960	1,155	1,510	1,875
1/3	795	810	900	1,255	1,630
2/9	575	585	710	885	1,290
1/6	415	425	515	675	960
1/9	275	285	340	440	640

S.D. FAMILY MAGAZINE BLACK & WHITE RATES

Ad Size	*12X + O&A	12X	6X	3X	1X
Full	\$1,545	\$1,580	\$1,805	\$2,280	\$3,145
2/3	1,235	1,250	1,435	1,850	2,545
1/2	840	855	1,030	1,320	1,860
4/9	720	730	865	1,085	1,545
1/3	600	610	705	960	1,270
2/9	435	445	540	670	970
1/6	310	315	400	500	690
1/9	210	220	260	330	455

*12 Monthly SDFM and Annual Out & About 2010

Spot Color and/or Position: 20% of space cost

San Diego Family Magazine Ad Dimensions

Width x Height in Inches

Full Page Live Area 7.333 x 9.666 Trim Size 8.125 x 10.5 Bleed Size 8.375 x 11	2/9 Horiz. 4.833 x 3.083	1/3 Vert. 2.333 x 9.666	1/3 Horizontal 7.333 x 3.083
	4/9 Vert. 4.833 x 6.375		2/3 Horizontal 7.333 x 6.333
2/3 Vertical 4.833 x 9.666	1/3 Square 4.833 x 4.736	1/6 Vert. 2.333 x 4.736	1/9V 2.333 x 3.083
	1/2 Horizontal 7.333" x 4.736"		1/6 Horiz. 4.833 x 2.25
			2/9 Vert. 2.333 x 6.375
			1/2 Vertical 4.833 x 7.208

Out & About Annual Magazine, 2010

All rates are net and include online virtual magazine.

OUT & ABOUT MAGAZINE 4-COLOR RATES

Ad Size	O&A +12X	Contracted	Non-contracted
	SDFM	w/ SDFM	w/ SDFM
Back cover	\$2,270	\$2,320	\$2,800
Inside cover	2,060	2,115	2,590
Full	1,810	1,850	2,615
1/2	1,115	1,240	1,600
1/4	630	650	1,020
1/8	350	360	725

OUT & ABOUT MAGAZINE BLACK & WHITE RATES

Ad Size	O&A +12X	Contracted	Non-contracted
	SDFM	w/ SDFM	w/ SDFM
Full	\$1,340	\$1,375	\$1,940
1/2	825	845	1,265
1/4	465	480	755
1/8	260	270	540

Spot Color and/or Position - 20% of space cost

Sponsorships available

Ask about linking your Virtual Magazine ad

Out & About Annual Magazine Ad Dimensions

Width x Height in Inches

Full (no bleed) - 5.5 x 9.5 inches

Full (bleed) - 6.5 x 10.5 inches (plus .25 inch bleed)

1/2 - 5.5 x 4.65 • 1/4 V - 2.65 x 4.65 • 1/4 H - 5.5 x 2.22 • 1/8 - 2.65 x 2.22

S.D. Family Monthly Deadlines

Issue Date	Space Reservation & Pub-Set Ads	Camera-Ready
February	January 9	January 14
March	February 6	February 11
April	March 6	March 11
May	April 10	April 15
June	May 8	May 13
July	June 5	June 10
August	July 10	July 15
September	August 7	August 12
October	September 11	September 16
November	October 9	October 14
December	November 6	November 11
January '10	December 4	December 9

Out & About 2010 Deadline - Early October

Online Advertising Rates Available Upon Request
 Countywide, Monthly Distribution of 120,000
 with a Readership of More Than 300,000



619-685-6970
 SanDiegoFamily.com
 sdfmOUTandABOUT.com

