

Display Advertising Rates

Effective 11/1/2012

Black-and-white

Frequency	15 +	9-14 Times	3-8 Times	1-2 Times
Full page	\$1,325	\$1,523	\$1,722	\$2,318
2/3 page	1,104	1,269	1,435	1,932
1/2 page	869	1000	1,130	1,521
1/3 page	607	698	908	1,062
1/4 page	497	571	646	869
1/6 page	317	365	413	555

Spot Color

Frequency	15 +	9-14 Times	3-8 Times	1-2 Times
Full page	\$1,542	\$1,774	\$2,005	\$2,699
2/3 page	1,285	1,478	1,671	2,249
1/2 page	1,012	1,164	1,316	1,771
1/3 page	707	813	1,057	1,237
1/4 page	578	665	752	1,012
1/6 page	370	425	480	647

Full Color

Frequency	15 +	9-14 Times	3-8 Times	1-2 Times
Full page	\$1,796	\$2,066	\$2,335	\$3,144
2/3 page	1,497	1,721	1,946	2,620
1/2 page	1,179	1,356	1,532	2,063
1/3 page	823	947	1,070	1,441
1/4 page	674	775	876	1,179
1/6 page	430	495	559	753

Premium Positions - All four-color

Frequency	Every Issue	9 Times	1 Time
Inside Front	\$2,155	\$2,586	\$3,490
Inside Back	2,155	2,586	3,490
Back Cover	2,385	2,860	3,860
Two-page spread	3,050	3,660	4,940
Banner	1,145	1,374	1,854

Full Bleeds

Applicable rate plus 10%

Guaranteed Position

Applicable rate plus 15%

Ad Design Services

Your ad includes basic creative, layout and typesetting services at no charge and includes flatbed scans. Original artwork and additional graphic design billed at \$155 per hour. Photography provided at an additional charge.

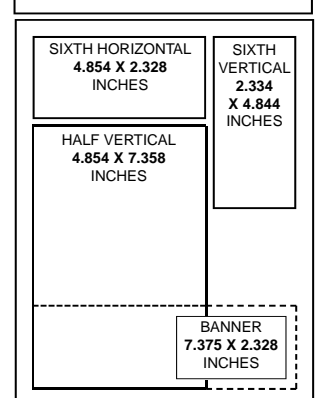
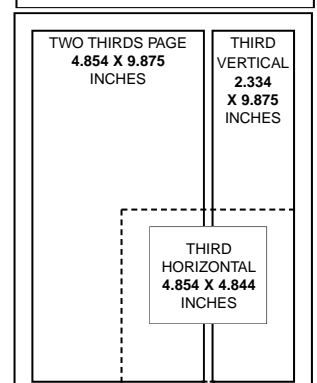
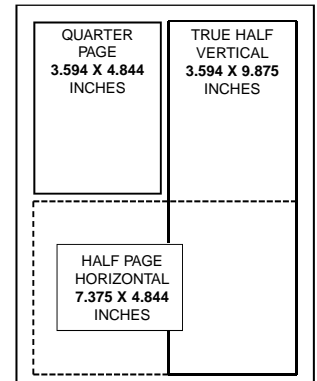
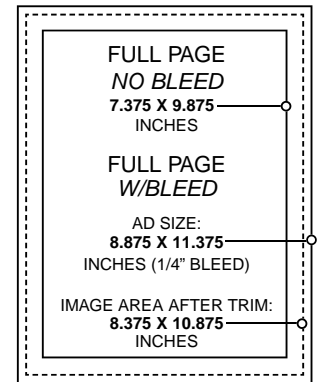
All Rates are Net.

Digital Requirements

Ads created by the advertiser or agency must comply with all digital file format specifications. The publisher cannot guarantee the quality of any ad produced outside of the recommended specifications.

Please review all digital specifications before creating your ad. Specifications/Guidelines and the option of uploading your files can be found at www.NorthBaybiz.com/Advertising. You may also submit by email (Up to 10mb) at graphics@NorthBaybiz.com or by mac compatible CD/DVD.

Ad Sizes



All sizes are given width by height. Safety margin: Keep all live matter 1/4" from head and foot and 3/8" from outer trim.

Benefits of discounts for multiple insertions are secured only by agreements signed in advance. Agreements cover the number of insertions within one year. Any advertiser who does not fulfill an agreement during the contract year will be subject to the rates for the number of advertisements actually published. Better rates may be earned by increasing frequency during a contract year. Rates are subject to change with a 30-day notice. The publisher reserves the right to edit, alter or omit any advertising submitted for publication. Placement of ads is at the option of the publisher. In no event will adjustment, rerun or refund be made because of the position in which the advertisement has been published.

39 Years of Business Intelligence

2014 Editorial Calendar & Advertising Planner

Issue/Pub Date	Editorial Theme/Cover Story	Space/Copy Deadlines
January -12/17/13 Nonprofits: How they work, who's working with them, and why they're important to the business community.	Business & Nonprofits: A Winning Partnership	November 27
February -1/16/14 A look at what's new in the health care field and how it's improving life in the North Bay.	Health & Medicine Special Report: Education	December 16
March -2/14/14 A look at some of the top business leaders in the North Bay.	Business Leaders By Industry Special Report: Green Business	January 23
BONUS -3/04/14 A must-have resource, featuring invaluable information on the top 500 North Bay companies.	NorthBay Biz 500	February 11
April -3/20/14 The latest technologies, trends and myriad businesses supporting the wine industry.	Business of Wine Special Report: Wedding Biz	February 27
May -4/17/14 The housing and real estate industries are in the midst of a long-awaited recovery.	Housing / Real Estate Special Report: Health & Medicine	March 26
SPECIAL -5/10/14 Results from our annual readers poll of the BEST companies the North Bay has to offer.	"BEST OF" the North Bay	April 16
June -5/19/14 The North Bay is home to a myriad of craftspeople, manufacturers and visionaries.	Made Local Special Report: Arts & Entertainment	April 30
July -6/17/14 The North Bay economy is rooted in agriculture—here are some leaders, trends and issues in that field.	Agribusiness Special Report: Employment / Jobs	May 23
BONUS -6/30/14 A look at some of the outstanding local people and companies making a difference in the North Bay.	GameChangers	June 10
August -7/18/14 People come from near and far to enjoy our area's bounty and amenities.	Food, Dining & Hospitality Special Report: Healthy Living / Seniors	June 25
September -8/15/14 Maximize your financial future with insights from local money/investment experts.	Money & Investing Special Report: Real Estate / Construction	July 25
October -9/12/14 A look at relevant legal issues that influence the successful pursuit of business interests in the North Bay.	Law and Business Special Report: Uncommon Entrepreneurs	August 20
SPECIAL -9/26/14 Our annual wine industry issue is overflowing with wine facts, figures and fancy!	Wine Industry / Harvest Fair	September 5
November -10/17/14 What goes on behind the storefronts at North Bay retailers—just in time for the holidays.	Retail Special Report: Technology & Innovation	September 24
December -11/18/14 An intriguing look at the issues fueling the debates between the proponents of growth and no growth.	Growth / No Growth Special Report: Senior Health / Senior Living	October 24
BONUS -12/02/14 A detailed look at what Sonoma, Napa and Marin counties each offer for business and lifestyle.	2015 North Bay Perspective: A Climate for Success	November 12

Reserve Advertising Space – Contact Your Sales Representative at 707.575.8282

3655 Airway Dr. Santa Rosa, CA 95403 fax 707.546.7368 info@northbaybiz.com

Covering North Bay business isn't just something we do... it's all we do!

Readers Actively Engaging Living

NorthBay biz readers make time for leisure activities and have the disposable income to indulge their discriminating tastes.

■ RECREATIONAL ACTIVITIES

NorthBay biz readers are active, vibrant and participate in a variety of activities and/or hobbies during the year:

Travel	72%
Read books	67%
Home improvement projects	61%
Gourmet cooking	57%
Computer/Internet	55%
Wine tasting/touring	54%
Events/festivals	51%
Golf/tennis/skiing	41%
Camping/fishing	35%
Boutique shopping	26%
Boating/sailing	25%
Casino entertainment	20%

■ PERSONAL TRANSPORTATION

NorthBay biz readers own or lease an average of three cars and/or trucks. 30% plan to buy or lease a new vehicle in the next year. Of those planning to buy a new vehicle in the next year, they're most likely to buy:

Luxury car	40%
SUV	38%
Truck	25%
Sedan	21%
Sports car	9%
Van	6%
Other	6%

■ SHOPPING AND SPENDING

They have the disposable income to purchase high-ticket items and indicate they plan to purchase the following within the next year:

Home furnishings	57%
Cruise/travel	56%
Major appliances	36%
Television/home theater	34%
Artwork/antiques	32%
Jewelry/watches	31%
Designer clothes	24%

■ ACTIVE TRAVELERS

North Bay biz readers plan to travel to a variety of locations in the next year:

San Francisco	81%
Reno/Tahoe	51%
Mendocino/North Coast	49%
Southern California	46%
Monterey Bay	33%
Las Vegas	26%
San Jose	18%

And when they travel by airplane, they use the following airports:

Oakland	79%
San Francisco	78%
Sacramento	19%
San Jose	.2%

■ DINING OUT

71% indicate they eat lunch or dinner in a restaurant at least two to three times a week

28% eat out more than five times a week



NorthBay biz Reader Demographics

Over 55,000 well-educated, affluent, potential customers and a mix of the North Bays' most influential business decision makers.

■ AVERAGE AGE

49

■ GENDER

57% male
43% female

■ EDUCATION

68% college degree
30% post-graduate degree

■ TITLE/POSITION

88% owners, managers, executives

■ HOMEOWNERSHIP

89% own their own home
32% own a second home

■ HOME BUYING PLANS

28% plan to buy a new home within two years

■ LENGTH OF RESIDENCY IN THE NORTH BAY

77% 15 years or longer

■ AVERAGE HOME VALUE

\$905,800

■ AVERAGE HOUSEHOLD INCOME

\$213,800

■ AVERAGE NET WORTH

\$2,044,000



Our Readers Can Be Your Customers!

The North Bay's
Premier Business Publication

A quality publication with committed readership

NorthBay biz readers count on the magazine as a trusted resource on their region.

- **TIME SPENT READING**
84 minutes (More than six times longer than the average newspaper reader spends with the paper)
- **ISSUE RETENTION**
77% retain their magazine from two months to two years
- **AVERAGE ISSUE SHELF LIFE**
4.2 months
- **NUMBER OF ISSUES READ**
86% have read four out of four of the last four issues
- **AMOUNT OF ISSUE READ**
87% read most or all of a typical issue
- **FREQUENCY**
3.4 (References the number of times the average reader refers to a typical issue each month)
- **SUBSCRIBER TENURE**
79% have subscribed for more than one year
52% have subscribed for more than five years
- **ADVERTISING READERSHIP**
82% regularly read the advertisements.
55% purchased or leased a product or service, recommended an advertiser's product or service, visited an advertiser's website, contacted the advertiser for additional information, or referred information on an advertiser's product or service to someone else

Rating *NorthBay biz* magazine

- 80%** *NorthBay biz* is interesting and lively to read
- 74%** Provides news and information about the region not found anywhere else
- 70%** Provides useful analysis about local economic trends
- 65%** Provides information useful to me in my business
- 43%** Provides information I can use for leads for my business
- 14%** Focuses too much on big business news
- 4%** Focuses too much on small companies
- 71%** Say *NorthBay biz* is on the right course serving the North Bay business community and has improved greatly over the past two years



NorthBay biz readers are decision makers

NorthBay biz readers influence or control the purchase or lease of a variety of products and services in the course of their everyday business activities.

- **PRODUCTS**
 - Office equipment 60%
 - Computer software 55%
 - Computers and hardware 55%
 - Office furniture and fixtures 52%
 - Telephone/communication equipment 50%
 - Premiums, incentives, gifts & awards 40%
 - Company vehicles 31%
 - Building materials/construction equipment 26%
 - Audio/visual equipment 24%
 - Security systems 24%
- **PROFESSIONAL SERVICES**
 - Advertising, media/PR 60%
 - Financial services 55%
 - Accounting/payroll services 51%
 - Legal services 50%
 - Printing services 47%
 - Computer/networking/EDP 46%
 - Health insurance 46%
 - Internet service provider/network 45%
 - Telecom/long distance/cell phone 45%
 - Travel arrangements 45%
 - Meetings/conventions/catering 44%
 - Express packaging/delivery services 43%
 - Personnel/temporary services 40%
 - Building maintenance services 36%
 - Waste collection/recycling 33%
 - Construction/design/engineering services 31%
 - Security services 28%
 - Freight services/warehousing 23%

