



We invite you to join the esteemed businesses who advertise in **ABOUT TOWN MAGAZINES**. Our print magazine is published quarterly and distributed in the communities of La Jolla, Del Mar, Solana Beach, and Point Loma, as well as Encinitas and Rancho Santa Fe. Our complimentary lifestyle magazines offer high-quality features, content, and photography with the value you'd expect from a publication of excellence.

To reserve space in **ABOUT TOWN MAGAZINES**, please contact us.
619.546.7003 | info@abouttownmagazines.com

{ WHY ABOUT TOWN MAGAZINES }

OUR MISSION

ABOUT TOWN MAGAZINES is committed to supporting our advertisers' marketing efforts. Each issue of our quarterly premium publication (offered both in print and online) features fresh and compelling content that intrigues our readers and presents your business at its very best.



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DISTRIBUTION

OUR POINT OF DIFFERENCE IS KEY

- Print issues are distributed bi-weekly for 2 1/2 months of the quarter or until supplies run out.
- Your brand is seen by both locals and visitors using four channels of distribution:

1. HOMES

Copies are mailed to a carefully selected group of La Jolla residences.

2. HOTELS

Editions are provided by hotels in-room or at the concierge desks.

3. BUSINESSES

Issues are displayed in retail shops, cafes, salons, banks, and more.

4. MAGAZINE RACKS

Stacks of magazines are strategically placed in high foot traffic areas including:

- Liberty Market | Point Loma
- Pomodoro | Point Loma
- Pummato Restaurant | Point Loma
- Decker's | La Jolla & Clairemont
- Blue Apparel | La Jolla
- La Plaza La Jolla | La Jolla
- Osteria Romantica | La Jolla Shores
- Flower Hill Promenade | Del Mar
- Elixir | Del Mar
- Pacific Coastal Properties | Solana Beach
- Satori Designs | Solana Beach
- Solana Beach Art & Frame | Solana Beach
- Chamber of Commerce | Solana Beach
- Ranch 45 | Solana Beach
- Lumberyard | Encinitas
- Del Rayo Village Plaza | Rancho Santa Fe
- Rancho Santa Fe Post Office | Rancho Santa Fe

* Inroom distribution may be disrupted due to Covid-19 guidelines

MARKETING YOUR BRAND

- We put you on our readers' radar screen
- We market your brand in an eye-catching way
- Our editorial features are current and fun to read

ADDED VALUE! INCLUDED IN EACH AD BUY! OUR ADVERTISERS RECEIVE:

- Editorial mention**
- Directory listing
- Digital coverage on our website
- Ongoing opportunities through our Social Media platforms

** Must commit by advertising deadline to and is subject to Publisher's discretion.

OUR DEMOGRAPHIC | YOUR AUDIENCE

- Affluent
- Coastal Communities | Locals & Visitors
- Female: 58% | Male: 42%
- Average Age: 30—65

OUR CIRCULATION

- Quarterly Circulation = 15,000—20,000
- Quarterly Viewership = 60,000—80,000

MAGAZINE DISTRIBUTION

- 25% mailed to La Jolla homeowners
- 75% distributed to regional hotels, businesses, & magazine racks

POINTS OF DISTRIBUTION

Your ad and brand will be seen and distributed to the following areas:

	B2B	Hotels*	Mailed to Homes	Magazine Racks
■ San Diego	X	X		X
■ Del Mar	X	X		X
■ Solana Beach	X	X		X
■ La Jolla/Bird Rock	X	X	X	X
■ Point Loma/Ocean Beach	X	X		X
■ Encinitas	X			X
■ Rancho Santa Fe	X			X

* Hotel distribution may be disrupted due to Covid-19 guidelines

OUR HOTEL DISTRIBUTION

La Jolla

Empress Hotel
Estancia Hotel & Spa
Grande Colonial
Hilton La Jolla Torrey Pines
Hotel La Jolla
Inn by the Sea
La Jolla Beach & Tennis Club
La Jolla Cove Hotel & Suites
La Jolla Inn
La Jolla Riviera Inn
La Jolla Shores Hotel
La Jolla Village Lodge
La Valencia Hotel
Pantai Inn
Scripps Inn La Jolla
The Lodge at Torrey Pines
The Shoal La Jolla Beach

Del Mar

Best Western Premier Hotel Del Mar
Del Mar Motel on the Beach
Hilton Garden Inn Del Mar
Hotel Indigo

Solana Beach

Courtyard by Marriott
Holiday Inn
Sand Pebbles Resort
Winners Circle Resort

Point Loma

Bay Club Hotel & Marina
Homewood Suites by Hilton
Humphreys Half Moon Inn
Kona Kai
Ocean Beach Hotel
San Diego Yacht Club
The Inn at Sunset Cliffs
The Monsaraz, Tapestry Collection
The Pearl Hotel

**Hotels & placement subject to change.

WHAT ADVERTISERS ARE SAYING...

"I attribute a portion of my growth to *About Town's* ability to bring awareness to my brand and products."

—David Dumangas-Klehr, Owner, Be Seen Optics, Bird Rock

"I've had La Jolla locals pull out the gift guide page, bring it to my boutique, and purchase the featured items. The entire *About Town* team is fun and easy to work with."

—Molly Rossettie, Owner, Hi Sweetheart, La Jolla

"I have been advertising with *About Town Magazines* for years and I recommend them very highly. I'm getting a good value and excellent exposure to the San Diego community."

—Randy Gruber, Chef/Owner, Americana Restaurant & Elixir, Del Mar

"*About Town Magazine* has been an indispensable resource for promoting my small business for more than five years."

—Roya Parviz, Owner, Satori Designs, Solana Beach

{ SCHEDULE }

WINTER ISSUE: January, February & March

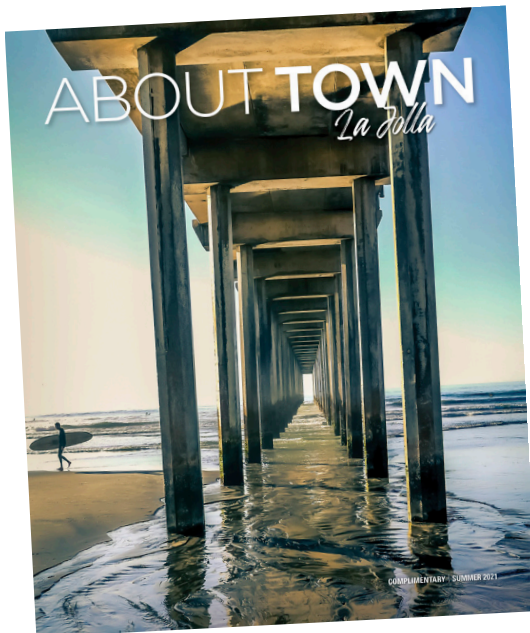
SPRING ISSUE: April, May & June

SUMMER ISSUE: July, August & September

FALL/HOLIDAY ISSUE: October, November & December

PUBLICATION SCHEDULE 2022

Issue	Issue Close	Material Close	Distribution Date
Winter 2022	November 5, 2021	November 12, 2021	December 30, 2021
Spring 2022	February 4, 2022	February 11, 2022	April 1, 2022
Summer 2022	May 6, 2022	May 13, 2022	July 1, 2022
Fall/Holiday 2022	August 6, 2022	August 12, 2022	September 30, 2022



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{ AD SPECS & DIMENSIONS }

IF ABOUT TOWN IS CREATING YOUR AD

To ensure that your ad is created and returned to you for approval in a timely manner, please supply the following materials:

- All text to be included in the ad. Please submit both the Ad Text and any Design Requests.
- The logo as an EPS file. If you do not have this file, we also accept high resolution PDF, JPEG or TIFF files.
- The high resolution image(s) that you would like to include as a JPG, TIFF or PDF file(s).
- If you have a sample ad you would like us to refer to while creating your ad, please supply that as well.

IF YOU ARE PROVIDING YOUR AD

Digital materials are preferred. Please supply native InDesign with all support files and fonts, PDF/X-1 or Press Ready PDF documents. **Please send files through Dropbox, Google Drive or WeTransfer to alyssa.mcnees@gmail.com.**

Files need to be the correct page size including bleed and be oriented head up. All fonts must be embedded, and all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads are recommended to be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent).

Crop marks offset by .375" and no other marks
Color Conversion to the "U.S. Web Coated (SWOP) v2"



Bleed: This area is trimmed off during the printing process to ensure the ad meets the edge of the publication, extending beyond the trim edge and leaving no white margin. When a document has a bleed, it will be printed on a larger sheet of paper and then trimmed down.

Trim: This is the final edge of the publication after the printer trims off the bleed.

Live Area: No text or important objects should be located outside the live area. Our live area is .5" away from the trim.

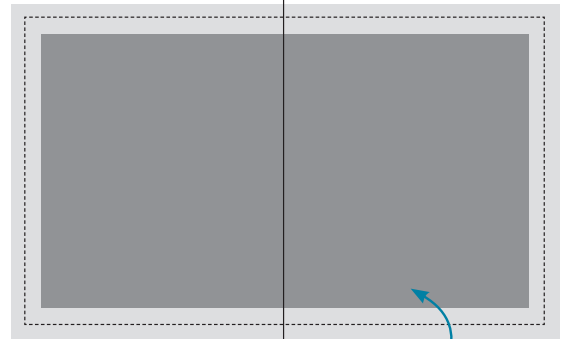
New page size!

Trim size of publication is **8.375" x 10.875"**

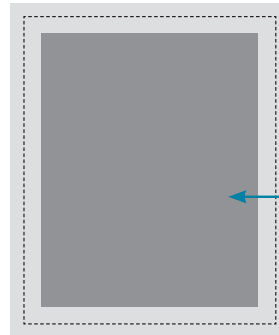
Binding method: **perfect bound**

Bleeds: **Please add .25" to all sides of ad, example: full page becomes 8.875" x 11.375"**

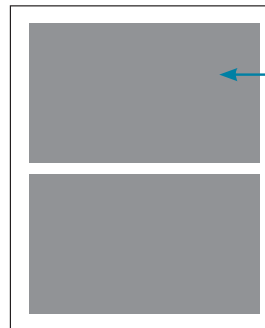
To avoid critical information from trimming off, text must not extend beyond .5" from all trims.



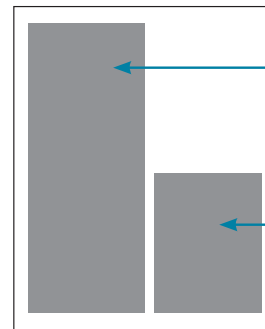
Spread*
16.75" x 10.875"
Bleed: .25" on all sides
Art Size: 17.25" x 11.375"



Full Page*
8.375" x 10.875"
Bleed: .25" on all sides
Art Size: 8.875" x 11.375"



1/2 Page Horizontal, non-bleed
7.5" x 4.85"



1/2 Page Vertical, non-bleed
3.65" x 9.955"

1/4 Page, non-bleed
3.65" x 4.85"

Disclaimer: *About Town Magazines* is not responsible for errors the advertiser fails to correct. The color of your on-screen ad proof and the printed ad may not be exact, and can vary upon publication. Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print.