



95120

Almaden Lifestyle

M A G A Z I N E

MEDIA KIT / 2010

95120 Magazine

Community

Personality

Education

Garden

Home

Family



Entertainment

Non-Profits

Health

Food

Arts

Clubs

A Relevant, Focused, High Quality Publication

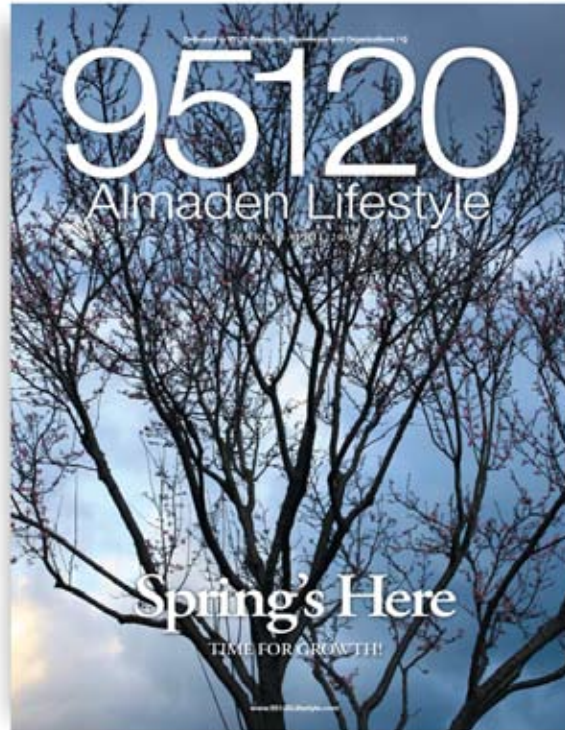
Enjoy Almaden's high-end glossy, beautifully constructed magazine whose artistic appearance and relevant focus, renders a tranquil ambiance to grace the 95120 coffee tables and business offices with 6 issues/year. 95120 Magazine launched June, 2008 highlighting local celebrities making 95120 a better community. Grow with us as we blossom in 2010, adding focus to local businesses, charities, and lifestyles, **doing our part to bridge our community!**

As Almaden Grows— So Should You.

Who We Are

Our Mission

95120 Lifestyle provides a high-end, friendly, aesthetically pleasing, close up of individuals, businesses, and landmarks within 95120. Although we will mention near by attractions, or family escapes, we will not focus on the world outside Almaden Valley. Our positive presentation of the people, homes, schools, organizations and businesses here, details the pride, integrity and passionate spirit of our engaging, diverse community and its charming ambiance.



95120 Lifestyle

Almaden locals with a design and marketing background, along with years of community volunteering, we are encouraged to showcase what makes 95120 thrive –its people! Almaden history is unique, as are the people who live here. We are telling their stories.

Closing the gap as we grow in number and diversity, we'll highlight stories of community, traditions and the people of Almaden Valley. Professionals, entrepreneurs, philanthropists and organizations all demonstrate compassion and pride while calling 95120 home.

We look forward to hearing about how we can partner with you!

Owned & Operated by Life-long Almaden Community Members

“I think it is wonderful to have an Almaden family promoting Almaden Valley... let me know when you have pricing for space in your magazine... I would love to be in it!”

— **Almaden Resident, Business Owner and Friend**

We're Also Your Business's Advocates.

Almaden Valley

Fact	Description
Distribution	9,000 addresses within 95120
Readership	Approximately 45,000 readers
Reach*	Primary: Almaden Valley Secondary: Willow Glen, San Jose, Campbell, Los Gatos and Saratoga,

95120 (San Jose, CA) Key Demographics

Wikipedia describes Almaden Valley as an upper class family neighborhood, including engineers, CEO's, sports celebrities, doctors, lawyers and other professionals.

For comprehensive San Jose, CA (95120) demographic information, please visit:
www.movoto.com/neighborhood/ca/san-jose/95120.htm

* 95120 Magazine will be delivered to businesses within 95120. Nearby businesses with high foot traffic which are outside of 95120, will be delivered to upon request, and at the owners' discretion.

Our Community. Your Customers.

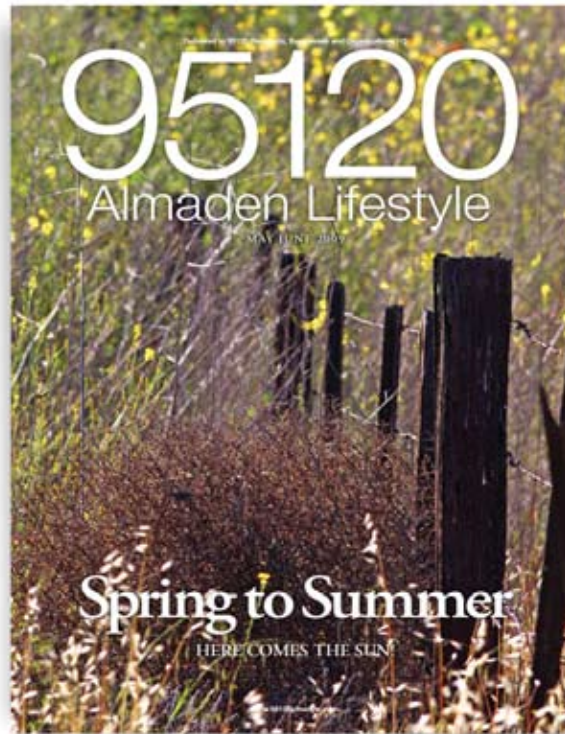
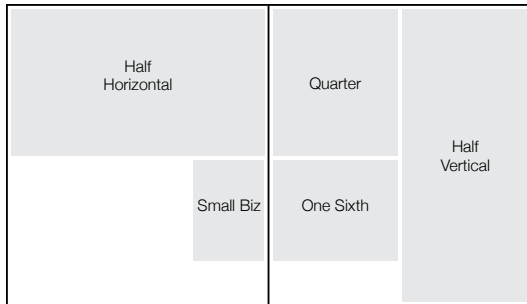
We've all seen rapid change in Almaden over the past decade, and our community continues to grow. Join us in our commitment to provide a magazine that focuses on our diverse community and reach the customers that matter most to your business— the families and businesses in Almaden Valley.

Reach the People in Almaden Valley.

Advertising Rates / Schedule

Frequency*	1X*	2X*	3X*	6X*
Spread	\$3500	\$3000	\$2500	SUPER SAVINGS! SEE NEXT PAGE
Full	\$2500	\$2250	\$1900	
Half	\$1500	\$1250	\$1000	
Quarter	\$650	\$550	\$500	
One Sixth	\$450	\$400	\$350	
Small Biz	\$250	\$250	\$200	
2 Line Listing	\$100	\$100	\$75	
Advertorial	25% off Spread or Full Rate			
Ad Set-Up	\$TBD	\$TBD	Free	

* Prices above reflect the discount for **EACH AD PLACEMENT, PER A SINGLE TO MULTI-ISSUE COMMITMENT.**



Closing	2010 Issues (six per year)
12/31/09	January/February, New Year Issue
02/26/10	March/April, Spring Issue
04/30/10	May/June, Summer Issue
06/30/10	July/August, Anniversary Issue
08/31/10	Sept/Oct, Fall Issue
10/29/10	Nov/Dec, Holiday Issue

Be sure to plan your advertising schedule and budget ahead of time!

**To Advertise call us at
(408) 268-2223**

If your business can utilize 95120 to promote seasonal events and to take advantage of Industry trends, we would like to know!

We'll help you design the ads and a program that will get you noticed.

Call for non-profit pricing

Restaurants | Cafe & Specialty Foods | Wine Purveyors | Realtors | Home Builders & Contractors
 Landscapers | Interior Designers & Architects | Travel Providers | Financial Service Providers | Grocery Providers
 Automotive Sales | Legal Service Providers | Insurance Providers | Health & Beauty Providers | More!

Note Close Date (above right) for EACH 2010 Issue!

Advertise 6x/1yr and SAVE!



Frequency*	6X (12 Months / Six Issues)
2-Page Spread	\$1,750 per issue @ 6 issues: \$10,500 per year
Full Page	\$1,200 per issue @ 6 issues: \$7,200 per year
Half Page	\$650 per issue @ 6 issues: \$3,900 per year
Quarter Page	\$400 per issue @ 6 issues: \$2,400 per year
One Sixth	\$250 per issue @ 6 issues: \$1,500 per year
Small Biz	\$150 per issue @ 6 issues: \$900 per year
2 Line Listing	\$50 per issue @ 6 issues: \$300 per year
Ad Set-Up	Ad Design & Photoshoot Included!

* Prices above reflect the discount for **EACH AD PLACEMENT, PER A 12 MONTH / SIX-ISSUE COMMITMENT.**

Annual Planning Saves You Money!

- **Includes one complimentary photo shoot if needed and one complimentary ad design.** New ad designs or photo shoots are billable per hour. If you have your own advertisement, we will send you specs. The ad must be approved by 95120 Management.
 - You must commit to 6 issues to receive this special pricing, although billing will occur prior to issue launch.
 - **For a combination of advertisement sizes throughout the year,** please ask us about preparing a custom package for you.
- Advertisement location may be requested, but placement is up to 95120 Management, unless specified otherwise in your contract.
 - This special pricing can not be combined with any other discounts, including editorial or column discounts.
 - Pricing subject to change after term agreement is up.

Call 408-268-2223 to Advertise!

Close date is End-of-Month prior to Issue Date!

95120

Announcements!, Shouts!, & Small Business Advertisement

Surprise someone with a positive message in our upcoming issue, or list your business! Please order before issue deadline to be included.

personal

**Option 1: \$25
95120 Shout!**

Type a message with 75 characters or less and email shouts@95120lifestyle.com

**Option 2: \$75
95120 Shout! With a picture!**

Type a message with 75 characters or less, include a photo and email shouts@95120lifestyle.com

**Option 3: \$150
95120 Announcement!**

For that very special occasion, include a picture and copy for up to a quarter page! Type your message, attach a photo (new baby, wedding, anniversary, birthday) and email them to announcements@95120lifestyle.com

business

**Option 4: \$250 1-2X / \$200 3X / \$150 6X
95120 Small Business Advertisement**

Do you have a small or home business? Not quite ready for a large advertisement, but ready to start building awareness in the 95120 community? Do we need your product or services?

Start with a Small Business Ad!

Email ads@95120lifestyle.com, or call 408-268-3335 and we'll help you get started right away!

**Option 5: \$100 / issue or \$50 / 6X
2 Line Business Listing**

List your business name, address and contact info.

Pay or your ad with credit card online at:

www.95120lifestyle.com/whateverpage

Please make checks payable to EIO, Inc.

Close date is End-of-Month prior to Issue Date!

95120

Announcements!, Shouts, & Business Ad or Listing

WORK SHEET

95120 Shout/Announcement/Business Ad

Write your message here using 75 characters or less:

95120 Business Ad or Listing*

STEP 1: Provide the following information:

Business Name: _____

Business Type: _____

Phone Number: _____

Street Address: _____

Web/Email Address: _____

STEP 2: Business Description (write your description at LEFT)

STEP 3: Email your photo and/or logo to ads@95120lifestyle.com

***Business Listings ONLY REQUIRE that you complete STEP 1.**

Close date for the Jan/Feb Issue: **12/31/09**

95120

Advertising Examples

Here are examples of how your placement will look in print. Please refer to the “Advertising/Schedule” page for pricing and placement dates.

95120
Almaden Lifestyle

JOIN OUR ONLINE COMMUNITY... EVERYONE'S DOING IT!
Join www.95120.com to learn about the latest news and collaborate with Almaden Valley families, share photos, videos, and blogs. Lead the community by starting a group for an idea or organization, improve the community, sponsor upcoming school or community EVENTS. It's easy and free.
Sign-up by visiting www.95120.com

This Issue

- 06 HEROES**
Discover the charming Unknown, Todd Shop, and meet Marlene Wright, President of the Almaden Valley League of Women. Her dedication blossoms in the pristine and historically "small town" state environment.
- 08 GIFT IDEAS**
Celebrate the holidays local style and support our Almaden community members in business, with the help of your favorite 95120 local gift guide.
- 12 LIFESTYLE**
Learn about the beautiful May family, and their "hobby gene" section. The passion and time spent on wine making is becoming increasingly "common" and enjoyable.
- 14 HOME & HEARTH**
Home is where the heart is, and Almaden has captured the hearts of both long-time and new residents. We showcase your lifestyle and your craft! This time you can enjoy the "Home" section.
- 16 LEADERS**
Meet AVVC President, Robin Stone, at the helm of AVVC serving local residents and families, while providing income with her own engaged hands-on experience. Find out how AVVC Auxiliary President Joyce knows committees are their financial lifelines.
- 18 HISTORY**
Almaden Valley has a unique and valuable history. Find out why we have our own museum and have done so historical significance and founding.

THE COVER
Shades in such a beautiful place... see them on book cover. We intend to live in such a natural and peaceful part of the world.
Wilhelmina Dinkins
95120 Magazine

95120 Almaden Lifestyle Magazine

#1 Listing and Selling Agent in Almaden Valley

MARGARET YOST

MARGARET YOST

"Your neighborhood is my neighborhood too."

Coldwell Banker
San Jose Almaden
808.445.5133
myost@coldwell.com
www.MargaretYost.com

COLDWELL BANKER
REALTY SERVICES

A new year opens the door to new possibilities...

If you're thinking about starting off your new year in a new home, contact Margaret Yost today for more information about the benefits of today's real estate market.

With a proven track record of more than 20 years of real estate experience in the Almaden Valley, Margaret is a local expert who always has the best interest of her clients at heart.

For the experience, service and results you deserve, contact Almaden Valley's #1 Listing and Selling Agent today.

a
Full Page Ad
You're ad not only is most effective, it also conveys your support to us, and your community.

95120

Almaden Lifestyle

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