



2016/2017 PUBLISHING SCHEDULE

December 2016

Ad Reservation	Dec 2
Ad Materials	Dec 9
Mails	Dec 23

April 2017

Ad Reservation	Mar 3
Ad Materials	Mar 10
Mails	Mar 24

July 2017

Ad Reservation	Jun 2
Ad Materials	Jun 9
Mails	June 24

October 2017

Ad Reservation	Sept 1
Ad Materials	Sept 8
Mails	Sept 22

December 2017

Ad Reservation	Dec 1
Ad Materials	Dec 8
Mails	Dec 22

CONTACT

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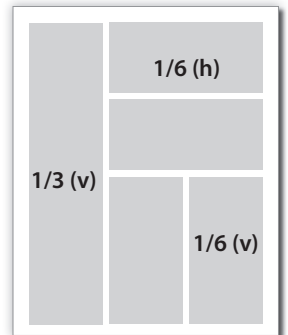
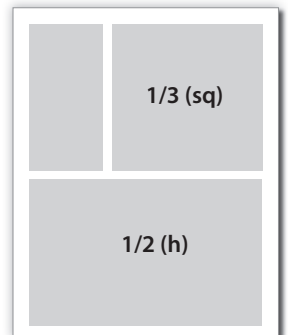
Auburn Magazine's four-color, glossy format is an attractive vehicle for your ad-reaching Auburn and surrounding community residents who shop, dine and seek services and entertainment locally.

Auburn Magazine is mailed directly to 50,000 Auburn and regional households four times a year with an additional 10,000 copies distributed throughout the community at the library, hotels, medical offices, etc.

There are over 2,600 active businesses in Auburn—make yours stand out by advertising in the Auburn Magazine.

Reader demographics: Young, family-oriented and active!

Under 20	24.9%
20 to 44 years	35.5%
45-64 years	26.2%
65+	13.4%
Median Age	37.3



AD RATES (per issue)

	1x	4x
Outside Back Cover	\$2,900	\$2,400
Inside Back Cover	2,700	2,295
Inside Front Cover	2,700	2,295
Full Page	1,800	1,530
1/2 page	1,200	1,020
1/3 page	800	680
1/6 page	400	340
Ad Design & Production (Includes 3 revisions. Additional charges will apply thereafter)		\$100

AD SIZES (width x height)

Ad Size	Width	Height
Full page	8.375" x 10.875" (trim)	7.875" x 10.375" (live area)
1/2 page	7.25" x 4.81"	
1/3 page	4.75" x 4.81" (square)	2.25" x 9.625" (vertical)
1/6 page	2.25" x 4.81" (vertical)	4.75" x 2.25" (horizontal)

AD SPECIFICATIONS

High-resolution PDFs. 300dpi resolution, colors converted to CMYK, all fonts embedded.



www.auburnwa.gov

Philips Publishing Group

Auburn Magazine is published by Philips Publishing Group for the city of Auburn.