

Dare to be Different

Add the WOW factor to your message with these unique and high-impact marketing ideas guaranteed to increase your visibility.

Inserts

Highlight your advertising message with a card stock insert. This valuable advertising option can be any number of pages and the reader can't help but flip the magazine open directly to your piece.

Onserts

Receive top-of-magazine visibility and make an immediate impact on your target audience by topping the magazine with your pre-printed polybagged piece. More cost-effective than direct mail, onserts provide the reader with an immediate, retainable piece about your products and services.

Cover Wraps

Your marketing piece covers our cover! Need we say more?

92% of our readers recommend products and/or services to their clients.

Source: Readex Independent Research



Cover Wrap Sample

Regional Advertising

Do your advertising needs include only specific portions of California? Inserts or onserts can be targeted to the specific audience you choose by selecting ZIP codes throughout the state.

Premium Placements

Positioning your ad adjacent to specific editorial can provide your company with enhanced visibility in the magazine. Ask your advertising representative about premium placement opportunities.

Business-Reply Cards

Get direct feedback from your targeted audience through this direct-response vehicle that establishes personal links with new customers and expand your database.

Polybag Printing

Splash your message on the polybag that encloses the magazine. This unique approach is only offered on a limited, space-available basis. Take advantage when the opportunity arises!