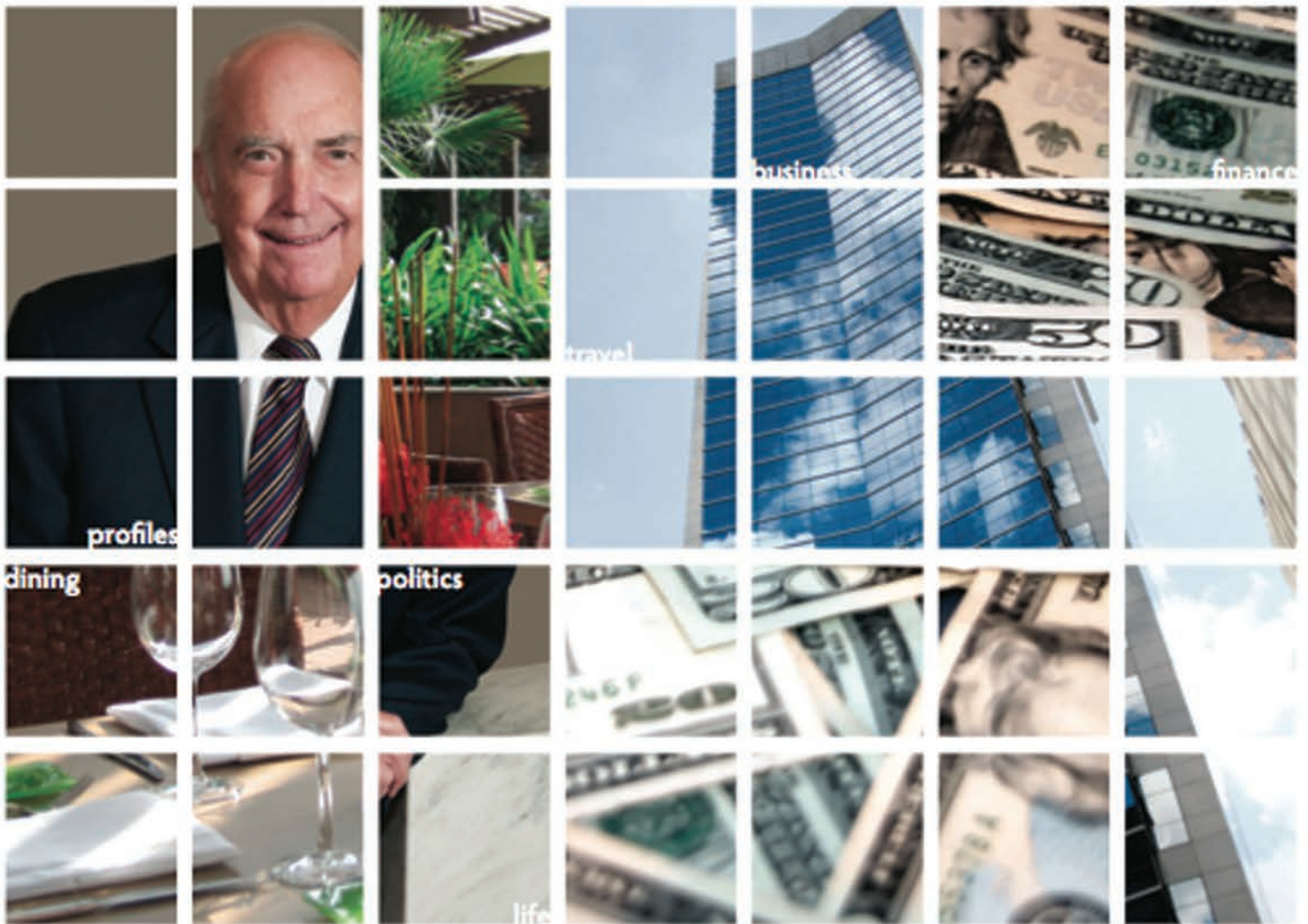


# SDMETRO

your business    your life



## 2022 MEDIA KIT

2022

## Advertising Rates

## DISPLAY RATES

Includes 4-color

Four Page wrap around magazine	OPEN	3x	6x
Cover Page	\$6000		
Full Page	\$3000		
1/2 Page	\$2270	\$2050	\$2000
1/3 Page	1600	1280	1260
1/4 Page	1000	920	840
1/8 Page	760	690	610
	644	560	525

## DAILY BUSINESS REPORT

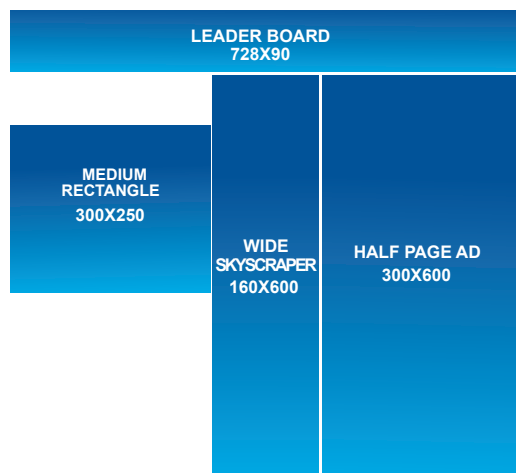
It is delivered every week, Monday - Friday via email with more than 100,000 impressions monthly.  
**The monthly advertising rate is \$500 per month.**

## DEADLINE

ISSUE	DEADLINE	ISSUE	DEADLINE
Jan 18	Dec 23	Jul 18	Jun 23
Feb 18	Jan 25	Aug 18	Jul 24
Mar 18	Feb 23	Sep 18	Ago 24
Apr 18	Mar 24	Oct 18	Sep 25
May 18	Apr 24	Nov 18	Oct 24
Jun 18	May 24	Dec 18	Nov 22

## DIGITAL RATES

SIZE	1 MO	3 MO	6 MO	12 MO
728x90	\$450	\$395	\$345	\$295
300x250	\$395	\$350	\$310	\$280
160x600	\$350	\$300	\$275	\$225
300x600	\$400	\$350	\$325	\$300



**SDMETRO**  
your business your life

## Terms and Rights

## Terms

Payment is due in advance until credit is established. Net -30 credit accounts can be established upon credit approval.

## Deadlines

SD Metro Magazine is published every month. Reservations and copy close on the 23th - 25th of the month prior. Cancellations are not accepted after the 10th of the month prior to publication. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat most recent advertisement, if applicable, or to change for reserved space.

## Printing Specs

SD Metro Magazine is in a Flexi format with three or four columns to a page. SD Metro Magazine is printed on an open web offset press, using 60 lb. Coated Gloss Text. Stock used is subject to paper prices and availability. Screens used are 150-line screen for color and black and white. Covers are printed on 70lb. Coated Gloss Text. 150-line screen is used for color and black & white.

## Ad Production/Proofs

SD Metro Magazine provides design, typesetting and the building of ads used in our publication. We charge only for any additional outside production cost incurred in the creation of the ad. Proofs are not for making design changes, they are for fact-checking only. Advertisers must approve final proof.

## Camera-Ready Specs

Moving camera-ready art is easier than ever. Please see our "Mechanical Requirements" page.

## Advertising, Agencies

To qualify for a 15% commission, a camera ready ad with our specifications must be supplied by a recognized advertising agency. To receive the comission, payment must be made according to the terms listed in the contract.

## Advertising Rights

All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter. In acceptance by the publisher, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of these advertisements including, without limitation, claims or suits of libel, violation or rights of privacy, plagiarism and copyright trademark infringement. All verbal instructions regarding contacts, insertions and key numbers (i.e., dates, prices, phone numbers or addresses) must be confirmed in writing.

## Publisher's Rights

Publisher's liability for an error shall not exceed the cost of that portion of the space occupied by such an error. Claims for adjustments must be made within seven days of publication. Publisher accepts no responsibility for losses sustained as a result of selling merchandise or services at an incorrect price. Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

2022

Demographics | More decision-makers read SD METRO than any other business publication in San Diego County.

## OUR READERS

JOB STATUS	Professional (lawyer, accountant, etc.)	39%
	Business Owner/Manager	29%
	Secretarial/Admin Support	18%
	Sales/Marketing	13%
EMPLOYMENT	Software, Communications, Computer & clusters Electronics, 17.0%; Finance, 11.3%; Biotech, Biomed & Pharma, 9.1%; Medical/Health Care, 2.3%; Defense & Transportation Equipment, 5.4%; Hospitality & Travel, 10.4%; Government & Education 9.3%; Residential Real Estate, 4.2%; Commercial Real Estate, 3.9%; Design, 2.0%; Retail 1.7%; Others 22.4%	
AGE	Average Age	38
	21 to 34 years	41%
	35 to 49 years	38%
	50 + years	19%
SEX	Female	55%
	Male	45%
HOUSEHOLD	Average per year	\$84,179
	INCOME	\$61,440 + per year 72%
		\$92,169 + per year 37%
		\$122,880+per year 31%

## THEIR OFFICES

OFFICE SIZE	Fewer than 10 People	23%
	10-25 People	35%
	26-75 People	23%
	76 + People	19%

## OUR MAGAZINE

SHELF-LIFE	93% of our readers keep the SD METRO more than 4 days.	
	57% of our readers keep the SD METRO until the next month's issue arrives.	
PASS-ALONG	Average readers per issue 3.9 EXPOSURE. 86% of our readers shop our ads each time they read the SD METRO.	
RESPONSE	77% of our readers have purchased a product TO OUR ADS or service 2 or more times based on an ad seen in the SD METRO.	
INFORMATION	73% of our readers consider the SD METRO a very reliable source of local business news. 23% enjoy "four or five" reading sessions with each edition of the SD METRO. 14% "keep" their copies at bedside, 13% in their bathrooms; in all, 53% in their homes and 47% in their offices.	
REFERENCE	72% of our readers refer to the SD METRO SOURCE at least once after their first reading.	

## For Their Office

THEY INFLUENCE PRODUCT PURCHASES	Supplies	67%
	Furniture	48%
	Software	48%
	Machines	46%
AND THEY PURCHASE SERVICES	Computers	41%
	Package Delivery	62%
	Printing	49%
	Catering	43%
FACTOR FOR CHOOSING SERVICES	Meeting Space	43%
	1st Quality of Work	
	2nd Distance from Office	
	3rd Price	
	4th Speed of Service	

## For Themselves

RETAIL SHOPPING	Our readers shop at local retailers 15.2 times per month	
FACTORS FOR CHOOSING RETAILERS	1st	Distance from Office
	2nd	Type of Merchandise
	3rd	and Price Selection
FACTORS IN RENTING/BUYING A HOME	1st	Location
	2nd	Price
	3rd	Amenities

Most reader's homes are valued in excess of \$750,000

HEALTH CONCERNS	Exercise/Workout	60%
	Feel Stress	57%
	Watch Diet	51%

CONSUMER SERVICES USED	Banking	91%
	Doctor/Medical	89%
	Shoe Repair	78%
	Food Delivery	78%
	Auto Repair	71%
	Florist	70%
	Travel Agency	60%
	One Hour Photo	57%
DINING FREQUENCY	Dry Cleaning	55%
	Hair Salon	49%

Our readers dine at local restaurants for:  
 Lunch 3.2 times per week  
 Dinner 1.5 times per week  
 95% of our readers dine at a local restaurant at least once a week  
 86% of our readers shop SD METRO's restaurant ads and they love David Rottenberg's dining columns

2022

## Distribution

**Carlsbad****Carmel Valley****Chula Vista****Coronado****Del Mar****Downtown San Diego****Hillcrest****Kearney Mesa****Kensington****La Jolla****Miramar****Mission Hills****Mission Valley****North Park****Point Loma****Rancho Bernardo****Rancho Santa Fe****Solana Beach****Sorrento Mesa****Sorrento Valley****University City****Door to Door**

Controlled circulation, delivered through the U.S. Postal Service to a unique list of blue chip San Diegans, including most members of the San Diego Regional Chamber of Commerce, the Downtown San Diego Partnership, the Center City Development Corporation, San Diego Port Tenants Association, San Diego Rotary Club 33, most members of the San Diego Venture Group, UCSD Connect, and the top officers of most locally-based banks and credit unions as well as publicly traded companies in San Diego County. Our shelf life is long as a valuable reference resource.

**Office to Office**

The SD METRO enjoys requested delivery to the tenants of major office buildings in Downtown San Diego's Central Business District and residential condo towers in the Center City. No other business publication delivers our volume directly into office suites, SD METRO is also distributed from racks and bundles at more than 50 high-traffic business locations. But the cream of the reader-ship crop, mostly business owners and professionals, receive mailed subscriptions.

**Readership**

We don't exaggerate readership, like some competitors do, by claiming five or 11 readers per copy, even though advertisers should expect more pass along readers from the SD METRO because we're more insightful than competing business publications. Frankly we're more comfortable bragging about initial readers, regardless of pass-along readers. Our competitors aren't so comfortable with their own limited circulation.

42% delivered in Downtown San Diego

27% delivered in La Jolla, Rancho Santa Fe, Del Mar, Carmel Valley,

Solana Beach, Encinitas, Carlsbad and the Golden Triangle.

17% delivered in Bankers Hills, Mission Valley, Mission Hills, Kearny Mesa, Hillcrest, Kensington and North Park.

11% in Inland North County

3% in East County

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Specs

**Full Page Trim size: 8.377" x 11.125" Bleed: .25"**

<b>Ad Code</b>	<b>Page Area</b>	<b>Width x Height</b>
<b>A</b>	<b>Full Page (no bleed)</b>	<b>7.325 x 9.8</b>
<b>B</b>	<b>1/2 Page Vertical</b>	<b>3.527 x 9.8</b>
<b>C</b>	<b>1/2 Page Horizontal</b>	<b>7.325 x 4.789</b>
<b>D</b>	<b>1/3 Page Vertical (4 Columns)</b>	<b>3.526 x 6.132</b>
<b>E</b>	<b>1/3 Page Horizontal</b>	<b>7.325 x 3.125</b>
<b>F</b>	<b>1/4 Page Vertical</b>	<b>3.527 x 4.789</b>
<b>G</b>	<b>1/4 Page Horizontal</b>	<b>7.325 x 2.25</b>

## **Advertising Department**

**Rebeca Page | Publisher**

**PO Box 3679**

**Rancho Santa Fe, CA 92067**

**Office: 858-461-4484**

**Mobile: 858-761-7797**

**Fax: 858-759-5755**

**[rebecapage@sandiegometro.com](mailto:rebecapage@sandiegometro.com)**