

CELEBRATING THREE YEARS OF BRINGING
YOU THE BEST OF THE HIGH DESERT!



H.D. *Living*

THE PREMIER HIGH DESERT LIFESTYLE MAGAZINE

2012 **MEDIA KIT**

H.D. *Living*

PHILOSOPHY

WELCOME TO THE ONLY MAGAZINE THAT COVERS THE HIGH DESERT

There are few places in Southern California that have experienced growth like the High Desert and even fewer that have as much potential as we do here in the Victor Valley. H.D. Living magazine makes the most of this potential by focusing on all the benefits of living here. H.D. Living is a great way for your business to reach thousands of homeowners, business owners, area professionals, and families that call the High Desert home.

Launched in June 2008, H.D. Living has quickly become the area's premier lifestyle magazine and the most influential publication in the High Desert. We target local communities and feature people, places and things that enliven the High Desert. We write about life and work and how our community continues to grow.

H.D. Living magazine is distributed throughout the High Desert to Doctor's offices, Dentist Offices, Spa's, Salons, Coffee Shops and more! We also directly mail throughout the Victor Valley to owner occupied single family homes that include upscale areas such as Spring Valley Lake, Desert Knolls, Oak Hills and various high end gated communities throughout the High Desert. These residents eat, live, shop, and play in the High Desert. They are the economic force in the Victor Valley bringing steady salaries, a quality family life, and work/play balance even in tough economic times.

Our area continues to grow, and the development of upscale shopping centers and restaurants makes living in the High Desert a place where not only your family can grow but your business can too. Our readers drive this growth, and with H.D. Living magazine, you will be sure to reach this highly desirable target audience. The High Desert is the place to be, and H.D. Living magazine is the place to read all about it. Contact our sales department and reserve your space today!

**“The High Desert
is the place
to be, and *H.D.
Living* magazine
is the place to
read all about it.”**

HD Living magazine

6630 SVL BOX
Victorville, CA 92395
(760) 241-8475
HDLivingMagazine.com

For Advertising

(760) 241-8475



Frank Castillo
Publisher

H.D. *Living*

DEMOGRAPHICS

OUR READERS

H.D. Living magazine targets the audience you want to touch; we bring your business into the homes of families and businesses that are looking for the best the H.D. has to offer. Only *H.D. Living* magazine reaches this demographic with a high end, high gloss, and full color, quality publication that focuses on our community, neighbors and friends.

SHELF LIFE

A longer shelf life, regional magazines tend to be kept an estimated four months, allowing for a higher number of readers and longer exposure to your message.

DISTRIBUTION

We distribute throughout Victorville, Apple Valley, and Hesperia with a strong emphasis on High income areas such as Spring Valley Lake, Oak Hills and Desert Knolls along with a growing number of subscribers that invite *H.D. Living* into their home.

Also available in areas such as doctor's offices, dentist offices, spas, salons, local coffee shops, hotels, gyms, chambers of commerce and a host of other high traffic areas. *H.D. Living* can also be found at high traffic community events such as the High Desert Home shows, Spice of Life, and Women's Expos to name a few.

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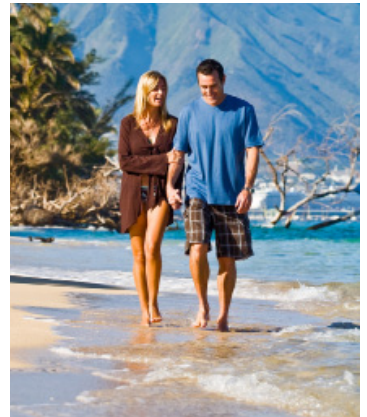
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CONTENT

2012 EDITORIAL CALENDAR

WINTER/SPRING *A New You in the New Year!*

Advertising materials due date: January 18

SPRING *Get Fit in the HD!*

Guide to local work-out spots

Advertising materials due date: March 14

SUMMER *20 Ways to Enjoy Summertime in the HD* Health & Medical Profiles (special advertising section)

Advertising materials due date: May 16

SUMMER/FALL *Self Serve!*

Local frozen yogurt shops that hit the spot

Advertising materials due date: July 18

FALL *10 Favorite Local Spots*

Advertising materials due date: October 17

WINTER/HOLIDAY *Holiday Issue*

Advertising materials due date: December 5

IN EVERY ISSUE

Community Events

Local Spotlight

Art & Entertainment

Calendar of Events

Local Dining

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ADVERTISING

2012 RATES

Rate base 13,500

Frequency 6X year

COVERS	1X	3X	6X
Back Cover	call for rates!		
Inside Front			
Facing Inside Front			
inside Back			

Note: Premium positions are full page, 4-color only. Premium positions available on first come first serve basis.

INSIDE BOOK (color)	1X	3X	6X
Spread	call for rates!		
Full Page			
2/3 V			
1/2			
1/3			
1/4			
1/6			

* 1/6 space is available for a minimum 3x contract only.

BUSINESS PROMOTION

Business spotlight (advertorial)	call for rates!
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2012 SIZES

page size: 8.375 x 10.875

AD SIZES	BLEED	NO BLEED
Full Page	8.75 X 11.25	7.5 X 10
2/3 V	n/a	4.9125 x 10
1/2 H	n/a	3.625 x 10
1/2 V	n/a	7.5 x 4.875
1/3 H	n/a	4.9125 x 4.875
1/3 V	n/a	2.325 x 10
1/4	n/a	3.625 x 4.875
1/6	n/a	2.325 x 4.875

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ADVERTISING

SMALL PRINT

ADVERTISING: All art materials must be submitted as a PDF file (sent either via e-mail, downloadable from an FTP site, or on CD-ROM). Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF. Ads with bleeds must include .125" minimum bleed on all bleed sides and registration marks embedded in the PDF placed at least .25" outside the trim edge. For best PDF results, we recommend saving PDF with presets set to "Press Quality" and a standard of "PDF/X-1a:2001." All ad materials must conform to SWOP standards. (see www.swop.org).

Publisher assumes that advertiser or agency has full permission to publish all contents and subject matter of advertisement. Publisher assumes no warranty for content authorization. By submitting advertisement for publication in H.D. Living magazine, advertisers and or their representative agencies agree to hold H.D. Living magazine (and all associated employees and holdings) harmless against any claims, libel, violation of privacy, copyright, or trademark infringement, plagiarism, or violations of any federal or state law, statute, act, or regulation. Advertiser and or its agency also agree to indemnify H.D. Living magazine against expenses and losses (including legal fees) resulting from any above actions.

Publisher will not be held liable for any acts of God, strikes, accidents, or other circumstances beyond Publisher's control that may result in a failure to print, publish, or distribute and circulate an issue of a magazine in which an advertisement has been accepted.

RIGHTS OF REFUSAL: All advertising copy is subject to approval from H.D. Living magazine (hereto referred to as the "Publisher"). Publisher reserves the exclusive right to reject or cancel any advertisement at any time. If publisher decides to cancel an advertisement, advertiser will not be charged for ad.

H.D. Living magazine reserves the right to refuse any ad that is of a vulgar, sexist, racist, or of otherwise degrading in nature. This decision is at the sole discretion of the publisher. If an ad is refused, the advertiser will have the option of submitting other materials, or paying half of ad rate if decision is made not to run any ad by advertiser.

CANCELLATION: An advertiser or its agency may not cancel (or alter) approved insertion orders after an issue's closing date. Cancellations or alterations in insertion orders must be made in writing, and only upon explicit approval of Publisher.

EDITORIAL SUPPORT: H.D. Living magazine supports its advertisers through editorial mentions and other inclusions in the magazine or associated materials. However, the Publisher cannot and will not guarantee inclusion of any advertiser's services or products or mention of these services or products.

ADVERTORIALS: In look, layout, or use of fonts or other identifiables, any advertisement that resembles current H.D. Living magazine editorial will not be accepted without prior agreement with Publisher. Any advertisement prepared with an editorial style will be required to place the words "advertorial" at the top.

RATES: Rates are subject to change without notice. However, rates will not affect current insertion orders, and advertisement reservations with future frequency reservations. If Publisher fails to receive payment from either advertiser or agency, both advertiser and agency will be held jointly and severally liable for such dues as Publisher is entitled to receive.

If advertiser or agency breaches any of the terms in this contract, the advertiser and/or its agency will remit payment equal to all of the Publisher's costs and expenses incurred while enforcing and or collecting these payments. All insertion orders are subject to the conditions set forth in this rate card. Signed insertion orders constitute binding contracts, subject to the conditions and provisions of this rate card. Insertion orders placed by advertising agencies constitute binding obligations of the agency whether the agency has received payment from the advertiser or not.

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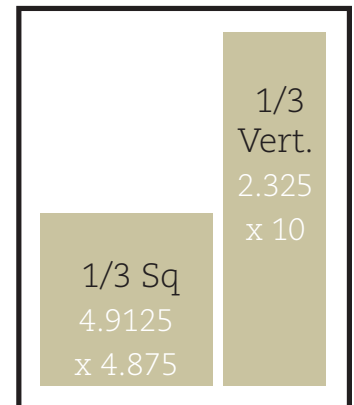
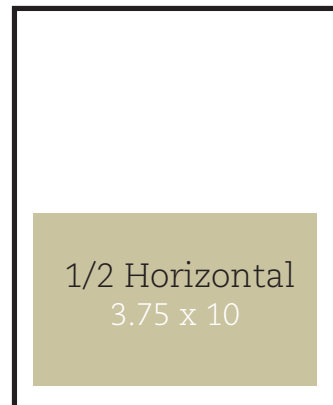
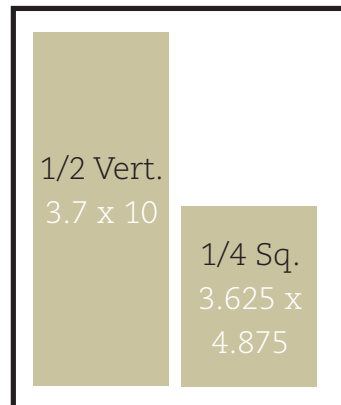
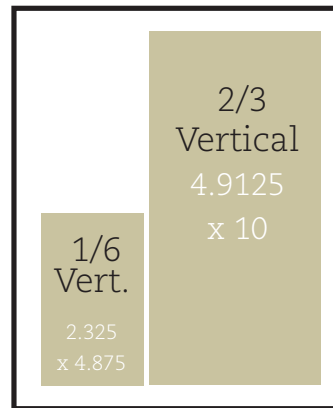
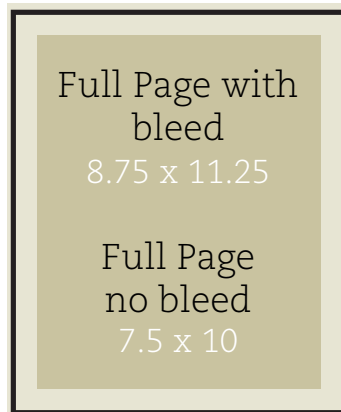
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MECHANICAL SPECIFICATIONS

Magazine trim size: 8.5 x 11



Acceptable Desktop File Formats

Ads by E-mail / Ads on Disk: HIGH RESOLUTION PDF'S ONLY. CMYK Press-Ready PDF files on CD-Rom or via FTP. Please email files to: frankc@hdlivingmagazine.com. Ad Format Supported: CMYK Press-Ready PDF files only. Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable. Call (760) 912-3794 with any questions.

Graphic Design Fees

A basic \$35 design charge will be incurred for 1x & 2x rates. Original art services, logos, drawings, etc. are not included. *H.D. Living magazine* provides basic ad assembly and layout to non-agency clients at no charge to contractual clients. Please ask sales associate for details. Any camera ready artwork submitted that does not exactly match published ad dimensions will be floated, enlarged, bordered, and/or reduced at the publisher's discretion. General creative services are provided to advertisers at no additional charge for any multiple ads purchased on contract rate.

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