



2010 Marketing Rate Sheet

	12x	9x	6x	3x	1x
Full Page	\$1,250/month	\$1,350/month	\$1,550/month	\$1,750/month	\$2,000/month
Half Page	\$650/month	\$750/month	\$850/month	\$950/month	\$1,100/month
Quarter Page	\$350/month	\$425/month	\$500/month	\$550/month	\$600/month
THE Directory*	\$125/month	Not Available	Not Available	Not Available	Not Available

*THE Directory is available only for the following categories: Fashion, Restaurants, Antiques, Realtors & Home Décor.

2010 Editorial Calendar

Month	Theme	Deadline for Artwork	Distribution Date
January	Issues & Trends	December 10, 2009	First week of January
February	Pasadena Showcase House	January 10, 2010	First week of February
March	Culinary + Golf Explorations	February 10, 2010	First week of March
April	Fashion – Men & Women	March 10, 2010	First week of April
May	50 Fabulous Women	April 10, 2010	First week of May
June	Summer Guide	May 10, 2010	First week of June
July	Health & Rejuvenation	June 10, 2010	First week of July
August	Architecture	July 10, 2010	First week of August
September	Local Innovators	August 10, 2010	First week of September
October	Culture/Creativity	September 10, 2010	First week of October
November	Human Services	October 10, 2010	First week of November
December	Holiday Issue	November 10, 2010	First week of December

Ad Sizes

Full Page:

Ad/Trim Size - 8.375" x 10.875" / Bleed - 8.625" x 11.125"
Safe Zone - 7.75" x 10.25" (0.3125" inside pg margins)

Half Page, Vertical:

3.7917 in" (wide) x 10.25" (tall)

Half Page, Horizontal:

7.375" (wide) x 4.85" (tall)

Quarter Page:

3.6042" (wide) x 4.85" (tall)