

Advertising Rates (effective January 2010)

TOTAL COVERAGE RATES

Size	Open	4x	6x
Full	\$2,875	\$2578	\$1895
Two-Third Page	\$2105	\$1873	\$1595
One-Half Page	\$1657	\$1474	\$995
One-Third Page	\$1159	\$1031	\$795
Quarter Page	\$913	\$812	\$695
Sixth Page	\$639	\$567	\$375

Cover Premiums

Inside Front	\$2,950
Inside Back	\$2,650
Back Cover	\$3,500
Premium Page Call	Add 10%

Frequency Magazine is published four times a year:

Terms 15 days net. **Special discounts for prepay.** (Credit card only)

Production Fee First hour is free. Additional work is charged at \$150 per hour in addition to rate.

All rates are net.

* Zoned pages are available on a limited basis.

FOOD & HOME

P.O. BOX 20025, SANTA BARBARA, CA. 93120
805-563-6780 WWW.FOOD-HOME.COM

Ad Deadlines 2010-11

Santa Barbara/South Coast

S U M M E R

5/8 Ads Requiring Production Due
5/15 Agency Ads Due

F A L L

8/8 Ads Requiring Production Due
8/15 Agency Ads Due

W I N T E R

11/7 Ads Requiring Production Due
11/14 Agency Ads Due

S P R I N G

2/7 Ads Requiring Production Due
2/14 Agency Ads Due

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Ad Specs & Guidelines

Ad Sizes

Width & Height

Magazine trim size	9" x 10.875"
Full Page (with 1/4" bleed)	9.5" x 11.375"
Full Page (bordered)	8.5" x 10.375"
2/3 Page (vertical)	4.875" x 10"
1/2 Page (horizontal)	8" x 4.875"
1/2 Page (vertical)	3.875" x 10"
1/3 Page (square)	4.875" x 4.875"
1/3 Page (vertical)	2.375" x 10"
1/4 Page (vertical)	3.875" x 4.875"
1/6 Page (horizontal)	4.875" x 2.325"
1/6 Page (vertical)	2.75" x 4.875"

file formats

Advertisements should be provided in SWOP (150 lpi) press-resolution PDF files. If you are more comfortable supplying native files, we require InDesign CS2 or lower (make sure you include all fonts and links). Photoshop or legacy Illustrator CMYK EPS files (with fonts converted to paths, 300 dpi/150 lpi, SWOP for all color scans) are fine also. Files can be provided on CD or DVD media, or you can [upload directly](#) to our server via FTP (using an FTP client program like [Fetch](#) or [SmartFTP](#)). Color critical ads must be accompanied by color proofs.

Please note: WE DO NOT accept QuarkXPress, Microsoft Word or Publisher files, nor laser prints or negative film for final artwork.

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Demographics

Food & Home Magazine...235,000 potential customers

Reader Demographics:

Average household income	\$228,000
Median Age	42
Male	24%
Female	76%
Dining out	3 times per week average
Purchase wine with dinner	71%
Readers per copy*	4 readers
Homeowners	97%
Planning a major remodel	51%
Planning to buy a major appliance or furniture	78%
Major art or jewelry purchase within the year	44%
Major art or jewelry purchase within the two years	62%
Major home or personal electronic purchase	85%
Home Office	61%

*Based on a pass along rate of 4/5 persons per magazine, and total circulation of both Santa Barbara and Ventura county zones.

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