

# AUDIENCE PROFILE

ACTIVE COMMUNITY MEMBERS WHO ARE INTERESTED IN YOUR MESSAGE

## AGE

**72%**  
AGE 25-54

**21%**  
55 AND OLDER

**43** IS THE  
MEDIAN AGE



COUNTY  
AVERAGE  
55% age 25-54  
30% over 55

## PLAN TO PURCHASE THIS YEAR

**75.2%** OF MONTEREY COUNTY WEEKLY READERS SAY THEY FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN THE PAPER AND ON THE WEBSITE.

**81%** DINING AND ENTERTAINMENT

**15%** NEW AUTO, TRUCK OR SUV

**19%** USED AUTO, TRUCK OR SUV

**53%** FURNITURE OR HOME FURNISHINGS

**39%** HOME IMPROVEMENTS

**10%** REAL ESTATE

**74%** WOMEN'S APPAREL

**65%** MEN'S APPAREL

**38%** CHILDREN'S APPAREL

**28%** PET SUPPLIES

**24%** VETERINARIAN

**25%** FINANCIAL SERVICES, INVESTMENTS

**19%** JEWELRY

**19%** ANTIQUES OR AUCTIONS

**18%** EDUCATION

## EDUCATION



**68%** COLLEGE  
EDUCATED

**10%** HAVE  
POST GRADUATE  
DEGREES

COUNTY AVERAGE  
49% college educated

## INCOME



**\$89,500**  
MEDIAN  
HOUSEHOLD  
INCOME

**38%** OVER  
\$100K

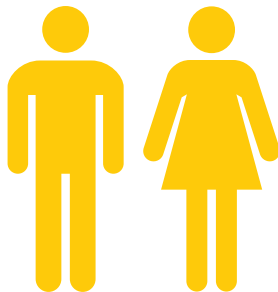
COUNTY  
AVERAGE  
\$66,500  
median  
household  
income

## GENDER

**45%**  
MEN

**55%**  
WOMEN

COUNTY  
AVERAGE  
51% men  
49% women



## LARGE AND INFLUENTIAL AUDIENCE

### PRINT

**33,583** CIRCULATION PER WEEK

**2.65** READERS PER COPY

**88,995** READERS PER WEEK

### DIGITAL

**204,265** MONTHLY WEBSITE VISITS

**496,981** MONTHLY WEBSITE PAGE VIEWS

**36,086** E-NEWSLETTER SUBSCRIBERS



# RATES

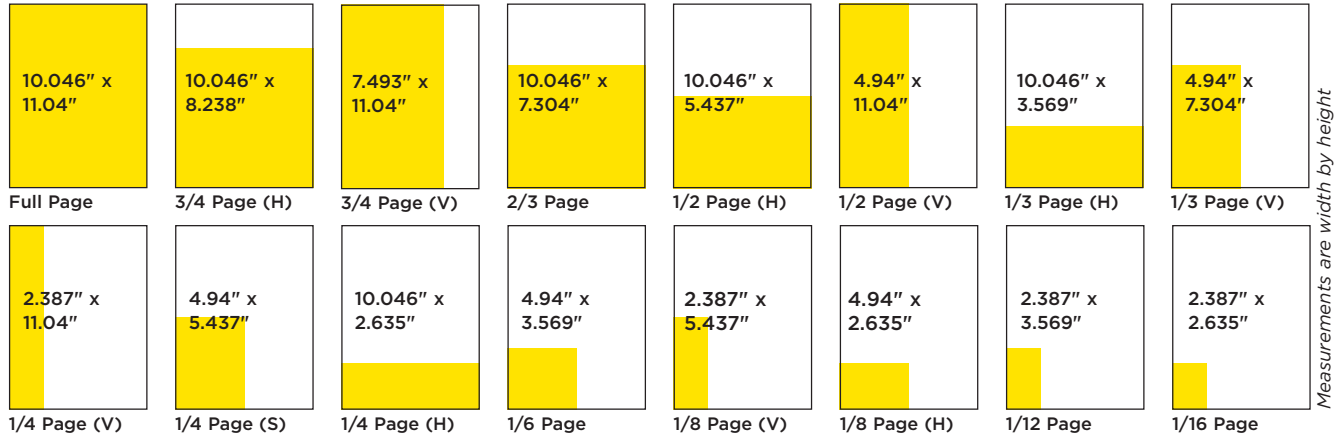
## NEWSPAPER DISPLAY

**Net Rates** Per ad. Non-commissionable

**Gross Rates** Per ad. Commissionable at 15% to accredited agencies providing camera-ready art

SIZE	52x	39x	26x	13x	6x	1x
Full Page	1179	1325	1471	1597	1763	1989
3/4 Page	926	1041	1156	1269	1372	1479
2/3 Page	852	934	1030	1126	1214	1316
1/2 Page	646	699	774	850	910	1068
1/3 Page	442	484	529	564	617	771
1/4 Page	358	388	418	454	488	632
1/6 Page	255	278	302	332	361	446
1/8 Page	204	219	234	252	269	334
1/12 Page	159	171	184	199	212	235
1/16 Page	126	139	147	167	183	208

Prices are per ad for black and white ads, for color add an additional \$299 per ad.



### Pre-printed Inserts

Free standing inserts are available in the full 36,000 copy print run for \$65/1,000. Frequency discounts, zoning and custom printing available.

### Color Charges

Color is available on ads 1/6th page or larger for \$299 per ad.

### Premium Placement

Monterey County Weekly works to accommodate advertiser position requests. Guaranteed placement is available is for a 10% premium.

### Digital Services

The Weekly offers a full suite of options on its digital platforms as well as providing ad agency services to clients.

### The Classifieds

Dedicated sections include: Real Estate, Mind-Body-Spirit, Legal Notices, Service Directory, the Back Page and print and digital Recruitment ads.

### The Magazine Division

The Weekly publishes four glossy Best of Monterey Bay® magazines each year: Wedding Guide, Senior Guide, Visitors' Guide and Food+ Drink.

### FOR MORE INFO:

(831) 394-5656

[mcweekly.com/marketing](http://mcweekly.com/marketing)

MONTEREY COUNTY  
**WEEKLY**  
PRINT | WEB | MOBILE

Advertiser warrants to MC Weekly that they have the full legal right to publish all artwork, type, copy, illustrations and images contained in the advertisement and will indemnify and defend MC Weekly against any claims which might arise out of publication of said advertisement.

# NEWSPRINT AD REQUIREMENTS

## IMAGES

- Photos and other artwork should be at least 300 dpi.

## COLOR

- All art (graphics and text) must be **CMYK** (SNAP 2007 color working space).  
**Do not use** RGB, Index, or Pantone colors.
- Black and white art should be grayscale (Dot gain 25%) color working space.

## TEXT

- Black text must be **100% black ink** only. Do not use rich black.
- Text size should be no smaller than **6pt.** for readability.
- **Reverse text** should be minimum **10pt** and should knockout fewer than 3 color plates.
- **Color text** should be minimum **10pt** and should use fewer than 3 color plates.

## ACCEPTABLE FILE FORMATS

- **High resolution PDF** preferred. (TIFF, EPS, JPG. also accepted)
- Native file formats (.indd, .ai, .psd, etc) will **NOT** be accepted.
- Word, Publisher, Powerpoint will **NOT** be accepted.

## DEADLINES

- Print-ready artwork due to *Monterey County Weekly* 5pm Monday prior to publication.

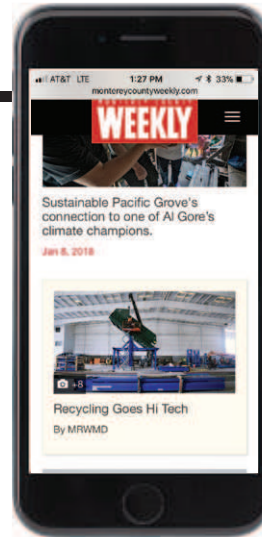
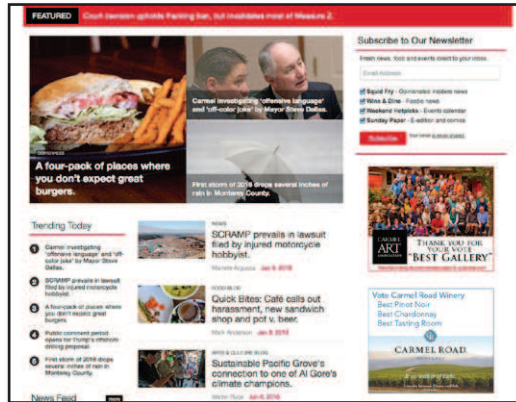
## QUESTIONS

- Please call your sales representative or the production department at **831.394.5656**.

The *Weekly* is **NOT** responsible for ads not meeting these requirements. Please visit [mcweekly.com/marketing](http://mcweekly.com/marketing) for more in-depth instructions and templates for download.



# DIGITAL MARKETING



## MontereyCountyWeekly.com

### Banner Ads

Place your message where content is king. Montereycountyweekly.com is the premium local website for news and culture in Monterey County. Over 500,000 page views per month.

**Medium rectangle:** \$120/week (\$12/CPM)  
300 x 250 pixels

**Mobile ad:** \$150/week (\$15/CPM)  
300 x 125 pixels

### Newsletter Sponsorship

Four topic-specific newsletters each week with 23,000 to 26,000 subscribers each.

**Monday:** Squid (political news)

**Wednesday:** Food + Drink

**Thursday:** Hotpicks (weekend calendar)

**Sunday:** Sunday Paper (replica edition)

**Medium Rectangle:** \$275/newsletter  
300 x 250 pixels

### Native Advertising

Custom generated sponsored content to run across the entire array of the *Weekly's* digital platforms for 10 days. Stories written by freelance journalists to client specs. Banner ad and social media blitz to accompany stories. Print add-ons also available.

**600 word story with art:** \$1,500/story

## Digital Services

*Monterey County Weekly* and its digital services team offer a full suite of marketing options for clients to take their message across the world wide web. Let us be your digital marketing specialists. Everyone's needs are different, and we can create a comprehensive package of services to maximize your company's online presence all geared to driving new business.

### SEO Package

Local Search Engine Optimization, Directory Listings, Marketplace Microsite, MontereyCountyWeekly.com Directory, Social Media Collateral

\$800 set up, \$199/month

### Customer Engagement Package

SEO Package

**PLUS** Blog, Reviews, Newsletter, Surveys and Polls, Email Database Management

\$1200 set up, \$399/month

### Digital Ad Agency Package

Customer Engagement Package

**PLUS** Website Development, Hosting, E-commerce

Custom quote

### Programmatic Advertising

**Extended Reach Marketing:** Leverage precision targeting abilities to affordably connect with your best potential prospects on the websites they already visit.

\$1,000/month

MONTEREY COUNTY  
**WEEKLY**  
PRINT | WEB | MOBILE

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# WEEKLY EDITORIAL and ADVERTISING CALENDAR

2018

✓	ISSUE	CALENDAR
<input type="checkbox"/>	01.04	Year in Preview
<input type="checkbox"/>	01.11	Martin Luther King day
<input type="checkbox"/>	01.18	
<input type="checkbox"/>	01.25	Health & Fitness • Meet the Health Care Professionals
<input type="checkbox"/>	02.01	Superbowl
<input type="checkbox"/>	02.08	Valentine's Day • AT&T PB Pro-Am • <b>REAL ESTATE GUIDE</b>
<input type="checkbox"/>	02.15	President's Day
<input type="checkbox"/>	02.22	
<input type="checkbox"/>	03.01	
<input type="checkbox"/>	03.08	<b>BEST OF MONTEREY BAY® WEDDING GUIDE</b>
<input type="checkbox"/>	03.15	St. Patrick's Day
<input type="checkbox"/>	03.22	<b>BEST OF MONTEREY COUNTY®</b>
<input type="checkbox"/>	03.29	Easter
<input type="checkbox"/>	04.05	
<input type="checkbox"/>	04.12	Good Old Days • <b>SUMMER ACTIVITIES GUIDE</b>
<input type="checkbox"/>	04.19	Sea Otter Classic • <b>CANNABIS CULTURE</b>
<input type="checkbox"/>	04.26	Home & Garden • Meet the Merchants
<input type="checkbox"/>	05.03	Cinco de Mayo
<input type="checkbox"/>	05.10	Mother's Day
<input type="checkbox"/>	05.17	<b>BEST OF MONTEREY BAY® SENIOR GUIDE</b>
<input type="checkbox"/>	05.24	Memorial Day • California Roots
<input type="checkbox"/>	05.31	
<input type="checkbox"/>	06.07	
<input type="checkbox"/>	06.14	Father's Day
<input type="checkbox"/>	06.21	<b>CANNERY ROW VISITOR GUIDE</b> • Superbike World Championship
<input type="checkbox"/>	06.28	<b>BEST OF MONTEREY BAY® VISITORS GUIDE</b>

✓	ISSUE	CALENDAR
<input type="checkbox"/>	07.05	
<input type="checkbox"/>	07.12	Carmel Bach Festival
<input type="checkbox"/>	07.19	California Rodeo
<input type="checkbox"/>	07.26	Meet the Women in Business
<input type="checkbox"/>	08.02	
<input type="checkbox"/>	08.09	
<input type="checkbox"/>	08.16	Classic Car Preview
<input type="checkbox"/>	08.23	Classic Car Week • <b>REAL ESTATE GUIDE</b>
<input type="checkbox"/>	08.30	<b>BEST OF MONTEREY BAY® STUDENT GUIDE</b>
<input type="checkbox"/>	09.06	
<input type="checkbox"/>	09.13	Fall Arts Preview
<input type="checkbox"/>	09.20	MC Weekly 30th Anniversary • Monterey Jazz Festival
<input type="checkbox"/>	09.27	
<input type="checkbox"/>	10.04	
<input type="checkbox"/>	10.11	
<input type="checkbox"/>	10.18	<b>BEST OF MONTEREY BAY® FOOD &amp; DRINK</b>
<input type="checkbox"/>	10.25	Halloween
<input type="checkbox"/>	11.01	
<input type="checkbox"/>	11.08	<b>MONTEREY COUNTY GIVES! NONPROFIT GUIDE</b>
<input type="checkbox"/>	11.15	
<input type="checkbox"/>	11.22	Thanksgiving • Shop Local Guide
<input type="checkbox"/>	11.29	Shop Local Guide
<input type="checkbox"/>	12.06	Shop Local Guide • <b>MONTEREY COUNTY BURGER WEEK</b>
<input type="checkbox"/>	12.13	Shop Local Guide
<input type="checkbox"/>	12.20	Christmas
<input type="checkbox"/>	12.27	New Year's Eve • <b>FIRST NIGHT MONTEREY</b>