

REACHING TAHOE-CENTRICS THROUGHOUT THE WEST AND WORLD

# TAHOE

QUARTERLY

## MEDIA INFORMATION 2015



photo by Justin Majeczky

### LASTING COFFEE-TABLE VALUE AND NEW MEDIA SOLUTIONS

For over 13 years, Tahoe Quarterly has been cherished by second-home-owners, visitors and full-time residents alike. There is simply no more effective media for reaching high-income, active, "Tahoe-centrics" of all ages:

#### AFFLUENT READERS

- Average annual household income: \$250,000
- Average age: 53
- 63% are management, business owners, medical or legal professionals
- 80% have a college degree
- 88% own real estate in the Tahoe region with average property value of \$1.6 million

#### LOYAL READERS

- 85% of readers keep past TQ issues
- 86% of readers say they frequent businesses advertising in TQ

#### WHAT THEY ARE SAYING

Tahoe Quarterly is a sophisticated and classy publication, relevant to locals and visitors alike. It showcases our company well and targets our ad dollars directly to our client demographic.

—Bill Dietz, Tahoe Luxury Properties, Inc.

I always know when a new issue of Tahoe Quarterly comes out because my phone and website.

—Fred Zabell, Alpine Mounting Systems

## 2015 DEADLINES



### MOUNTAIN HOME 12th Annual Awards

AD CLOSING: Jan. 23  
ART DUE: Jan. 30  
ON SALE: March 2  
Year-round select locations

### BEST OF TAHOE

Our Annual Celebration

AD CLOSING: March 27  
ART DUE: April 3  
ON SALE: May 4  
Added North CA locations



### SUMMER

Peak Season

AD CLOSING: May 22  
ART DUE: May 29  
ON SALE: June 29  
Additional in-room locations



### SKI & RIDE

Get Psyched for Snow

AD CLOSING: Aug. 28  
ART DUE: Sept. 4  
ON SALE: Oct. 5  
Additional feeder mkt. locations



### WINTER

Magic Season

AD CLOSING: Oct. 30  
ART DUE: Nov. 6  
ON SALE: Dec. 7  
Additional in-room locations

# REACH TQ'S LARGE DIGITAL AUDIENCE

We can help build your digital brand through our Facebook, email and website reach and our new Xplorit Tahoe App.

## FACEBOOK AND EMAIL

We have built a Facebook audience of over 100,000 (including our affiliate FB partners) and an opt-in email list of 25,000. We post on Facebook multiple times every week and send out attractive, informative emails 2 to 4 times a month, often carrying client messages in both. Ask us how we can drive customers to your business and websites.

Want to increase your FB likes, while gathering valuable demographic information and email addresses? Our custom, region-specific, Facebook Sweepstakes App connects your business to our large FB and email audience and entices them to join your FB community.

The \$500 dollar annual fee includes:

- Complete FB campaign utilizing our Tahoe marketing partners
- Training on the app and Facebook marketing
- A license to the app, unlimited use for 1 year Facebook App Features include:
  - Mandatory liking of your page
  - Multi-brand liking
  - Customizable entry form
  - Access to the Facebook Open Graph
  - Posting to an entrants' wall
  - Additional entries and incentives for friends to participate

## TAHOEQUARTERLY.COM

Our newly re-launched website contains a full portfolio of the popular TQ Mountain Home Awards, celebrating it's 11th year in 2014. Architects, builders, designers and subcontractors can link to their winning entries and create a custom portfolio.

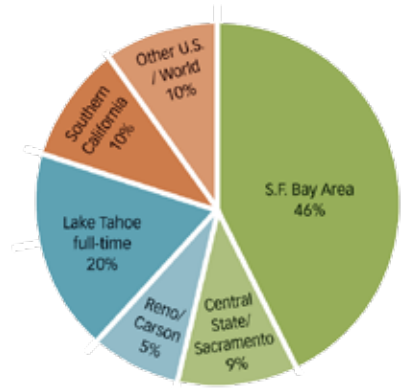
## XPLORIT TAHOE APP

Tahoe Quarterly has developed a Tahoe's most complete web- and mobile-app, integrating the award-winning virtual tour technology, VTour. In addition to cutting edge imagery, entertaining and informative videos, the Xplorit Tahoe App includes a complete directory of lodging, restaurants, shops and activities. Go to [www.VisitTahoeQuarterly.com](http://www.VisitTahoeQuarterly.com) or download the free app at the iTunes store; search for Xplorit Tahoe.

# ADVERTISING INFORMATION

## DISTRIBUTION

Readership of 65,000+  
Based on 15,000 copies per issue



**NEWSSTAND 32%** – Distributed nationwide in bookstores, airport shops, grocery stores and pharmacies, as well as retail locations throughout Tahoe, Truckee and Reno. Average readers per copy 3.7

**IN-ROOM 32%\*** – Major regional hotels and rental properties proudly display *Tahoe Quarterly* in their guest rooms, including MontBleu Resort Spa Casino, Resort at Squaw Creek and T-Lux Properties. Average readers per copy 5.5

**SUBSCRIPTIONS 22%** – Over 98% of *TQ*'s loyal subscribers would recommend *TQ* to a friend. Over 69% own property in Tahoe/Truckee. Average readers per copy 5.5

**EVENTS AND PROMOTIONS 8%** – *TQ* partners with high-profile events—from the wooden boat Concours d'Elegance to the S.F. Ski & Wine Festival—and supports many regional nonprofits and foundations. Average readers per copy 2.8

**PROFESSIONAL OFFICES 6%** – Current and past issues are distributed to regional medical offices, law offices, salons and other businesses. Average readers per copy 7

*\*Winter and Summer issues receive 1/2 year in-room distribution with an additional 3,000 copies printed.*

## 2014 ADVERTISING RATES

(Net to Publisher)

GENERAL RATES	4-5 ISSUES	2-3 ISSUES	1 ISSUE
Double page	\$5250	\$5450	\$5660
Full page	\$2990	\$3130	\$3270
2/3 page	\$2160	\$2260	\$2360
1/2 page	\$1690	\$1780	\$1860
1/3 page	\$1180	\$1240	\$1290
1/4 page	\$895	\$925	\$955
1/6 page	\$615	\$640	\$690
PREMIUM POSITIONING RATES	4-5 ISSUES	2-3 ISSUES	1 ISSUE
Inside Front Spread	\$7310	\$7670	\$8130
Inside Back Cover	\$3290	\$3450	\$3610
Back Cover	\$4430	\$4650	\$4860

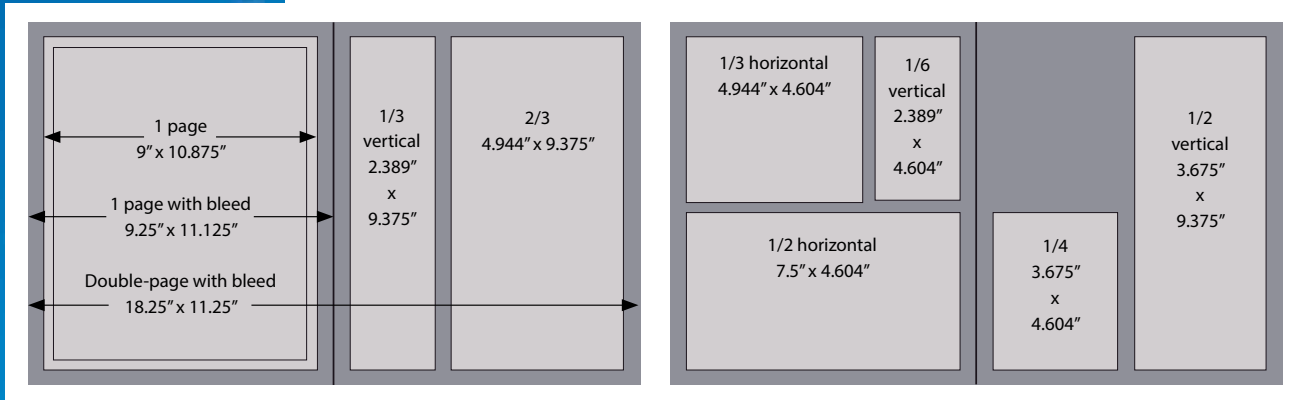
*All rates Net to Publisher. First-time advertisers may be required to pay in advance. All rates include color and Web presence on [www.tahoequarterly.com](http://www.tahoequarterly.com).*

**ADVERTISING DESIGN AND PRODUCTION** Full page \$195; 1/2 page or under \$125  
**WEBSITE BANNER DESIGN PRODUCTION** All banner sizes \$95

**Print and Web Combined – The Ideal Advertising Strategy**



# ADVERTISING SPECS



## DIMENSIONS

AD SIZE	WIDTH	HEIGHT
Full page bleed size	9.25"	11.125"
Full page trim size	9"	10.875"
Double-page bleed size	18.25"	11.25"
Double-page trim size	18"	10.875"
2/3 page	4.944"	9.375"
1/2 page vertical	3.675"	9.375"
1/2 page horizontal	7.5"	4.604"
1/3 page vertical	2.389"	9.375"
1/3 page horizontal	4.944"	4.604"
1/4 page	3.675"	4.604"
1/6 page vertical	2.389"	4.604"

## WEBSITE BANNER SPECS

**Format:** gif, jpg

**Vertical Banner:** 72 d.p.i., 120 pixels wide x 240 pixels high

**Button:** 72 d.p.i., 120 pixels wide x 90 pixels high

## AD SUBMISSION

- Submissions accepted on CD, via e-mail or FTP site (see information below).
- Please do not include any crop marks, registration marks or color bars.
- Press-ready ads should be submitted as a high resolution PDF (PDF/x-1a:2001) or as a TIF or assure print accuracy.
- If submitting a double-page spread that crosses over from the front or back cover, all live material must be at least .5" from the right and left margins.
- The accuracy of all supplied ads are the responsibility of the advertiser or advertising agency.
- If you have other questions about ad submission, please call (775) 298-1930.

**E-MAIL YOUR AD (under 15 MB):** [adpro@tahoequarterly.com](mailto:adpro@tahoequarterly.com)

**MAIL YOUR AD:** 924 Incline Way, Suite B, Incline Village, NV 89451

### FTP INSTRUCTIONS:

HOST: [ftp.tahoequarterly.com](ftp://ftp.tahoequarterly.com)

USER NAME: [ftp@tahoequarterly.com](ftp://ftp@tahoequarterly.com)

PASSWORD: tahoequarterly

**TAHOE QUARTERLY** [www.tahoequarterly.com](http://www.tahoequarterly.com)

924 Incline Way, Suite B :: Incline Village, NV 89451 :: (775) 298-1930 phone

photo by Justin Majeczky