

# 2011

## MEDIA KIT

PUBLICATIONS

WEB SITES

SOCIAL MEDIA

E-NEWSLETTERS

GRAPHIC DESIGN

# BIGMONKEYGROUP

PHONE 1.888.289.0521 | FAX 1.866.298.0408

E-MAIL [advertise@bigmonkeygroup.com](mailto:advertise@bigmonkeygroup.com)

ADDRESS 94 W. Castle St. Ste. #B  
Stockton, CA 95204

Weston Ranch <sup>monthly</sup>

*Brookside* <sup>monthly</sup>

Spanos Park <sup>monthly</sup>

Lodi  
MONTHLY

COMING SOON!  
on the  
MILE

**THE ONLY ONE** No other body of publications offers such a unique set of benefits and options for your business...making Big Monkey Group your best advertising solution in the San Joaquin Valley.

## PUBLICATIONS

### REAL READERSHIP

With a combined readership of over 91,000, Big Monkey Group is the valley's largest independently and locally owned publishing company. We are the only publishing company in the valley that specializes in providing our readers with in-depth stories and information about their community or neighborhood; therefore we attract a loyal readership and a customer base that looks forward to receiving their very own "specialty" magazine every month.

### TRUE CIRCULATION

Over 31,000 homes in Stockton, Woodbridge and Lodi receive one of our publications each month. Our three Stockton magazines boast a 100% saturation in the communities of Weston Ranch, Brookside and Spanos Park East and West. The Lodi edition is received by over 60% of Lodi and Woodbridge residents. We never inflate our circulation numbers by including "stack racked" copies. Each of our publications have an additional 1,000-1,500 copies for distribution. These copies are given to potential advertisers as marketing materials or delivered to our current advertisers' place of business.

### EDITORIAL INTEGRITY

While other publications sell advertising space and attempt to disguise it as editorial, we respect our advertisers' right to not have a competitor overshadow their advertisement with an "advertorial."

### SHELF LIFE

Being a high-profile, monthly publication ensures a longer "shelf-life" in the homes of your customers. This translates into more exposure for your business and its message.

### FLEXING YOUR DOLLARS

Big Monkey Group created the F.L.E.X.<sup>TM</sup> advertising program, which allows you to flex your precious advertising dollars unlike any other advertising program out there! F.L.E.X.<sup>TM</sup> gives you FREEDOM, LEVERAGE, EXCEPTIONAL VALUE and the X-FACTOR to stay in front of the competition. Benefits of being a F.L.E.X.<sup>TM</sup> advertiser include custom planning, a monthly marketing consultant, budget planning, effective custom advertising campaigns, the largest pricing selection anywhere, multiple target areas, one-of-a-kind rotation including increasing ad size, and the ability to change target areas at any time!

### DIRECT MAILED

We saturate the market without the hassle or additional costs of subscribing. Our magazines are delivered into the hands and homes of your current and future customers.

### THE LITTLE DETAILS

We take pride in hiring the best. Many of our marketing consultants, writers, graphic designers and photographers, have won awards in their respected fields of expertise. You can trust in knowing your company's brand will always be highlighted in a professional manner. While others charge for custom photography, spec ads and graphic design services to build your ad...we don't!

### SALES PEOPLE...WE DON'T HAVE THEM

Big Monkey Group employs highly trained marketing consultants who fully understand the importance of obtaining relevant solutions for our clients' advertising needs. They empower you as the business owner to create a beneficial advertising campaign by identifying your target market while providing the latest marketing strategies to convert prospects into buyers into lifetime customers.



**91,000+**  
combined readership  
every month!

**100%**  
saturation of  
our Stockton magazines

**60%**  
of homes that receive the Lodi  
edition in Woodbridge and Lodi

# Weston Ranch<sup>monthly</sup>

Reach San Joaquin County's largest master planned community with the **Weston Ranch Monthly** magazine. Weston Ranch was the first in the nation to feel the housing crisis and is now the first to recover with an influx of young, tech-savvy families buying their first home. With the largest concentration of children under the age of 18 in San Joaquin County, the commuter population and first-time home buyers, this community makes perfect sense for businesses with a focus on the automotive industry, home furnishings, continuing education and child services.

<b>Population:</b> ..... 30,000+	<b>Distribution:</b> ..... 7,000
<b>Median Age:</b> ..... 27.13	<b>Circulation:</b> ..... 8,000
<b>Median Income:</b> ..... 65k+	<b>Delivery:</b> ..... Direct Mail
<b>Readers:</b> ..... 21,280	<b>Ad/Editorial Ratio:</b> ..... 50/50

# Brookside<sup>monthly</sup>

Stockton's most affluent community spends up to 40% more than the average consumer nationally. The **Brookside Monthly** is a one-of-a-kind magazine designed exclusively for Brookside residents who want more news and event coverage specific to their community, including local politics, personalities, events, youth sports and education. With a median income of over \$90,000, this upscale community of nearly 25,000 has more than twice the median household income of other Stockton homes. Many Brookside residents are local business owners, which translates as a perfect choice for advertisers who offer business-to-business products and services.

<b>Population:</b> ..... 24,000	<b>Distribution:</b> ..... 5,500
<b>Median Age:</b> ..... 34.65	<b>Circulation:</b> ..... 6,500
<b>Median Income:</b> ..... 90k+	<b>Delivery:</b> ..... Direct Mail
<b>Readers:</b> ..... 17,29	<b>Ad/Editorial Ratio:</b> ..... 50/50

# Spanos Park<sup>monthly</sup>

Stockton's next big thing — Spanos Park East and West — is home to a new generation of executives on their way up the corporate ladder. These young guns are in their prime years of acquisition — outfitting their new homes, building their wardrobes and trading in their grocery getters for something more distinguished. With a median income of nearly \$80,000, this community is loaded with lots of disposable income, which they spread throughout Lodi and Stockton. Advertising in the **Spanos Park Monthly** will get your message to some of the nicest doorsteps in the valley!

<b>Population:</b> ..... 38,500	<b>Distribution:</b> ..... 5,500
<b>Median Age:</b> ..... 32.69	<b>Circulation:</b> ..... 6,500
<b>Median Income:</b> ..... 78k+	<b>Delivery:</b> ..... Direct Mail
<b>Readers:</b> ..... 17,290	<b>Ad/Editorial Ratio:</b> ..... 50/50

# Lodi<sup>MONTHLY</sup>

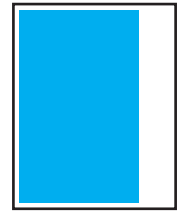
Residents of the "Zinfandel Capital of the World" has a disposable income of over \$41,000 annually, which gives them the advantage to enjoy more than the just the necessities of life. Lodi is fast becoming the next renowned and recognized wine region of the world, populated with people committed to supporting their local businesses. With the **Lodi Monthly** having the largest circulation of all our publications, here's your chance to take advantage of a tremendous advertising opportunity to reach over 60% of all homes in Lodi and Woodbridge.

<b>Population:</b> ..... 57,000	<b>Distribution:</b> ..... 13,500
<b>Median Age:</b> ..... 34.1	<b>Circulation:</b> ..... 15,000
<b>Median Income:</b> ..... 65k+	<b>Delivery:</b> ..... Direct Mail
<b>Readers:</b> ..... 39,900	<b>Ad/Editorial Ratio:</b> ..... 50/50

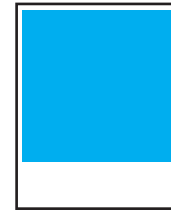
# ADVERTISING SPECS



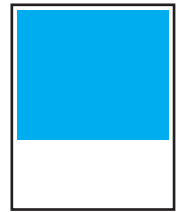
**Full Page**  
8.5" x 11"  
w/bleed  
8.75" x 11.25"



**3/4 V**  
5.9" x 10.5"



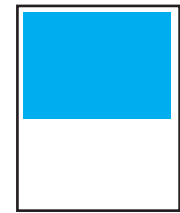
**3/4 H**  
8" x 7.76"



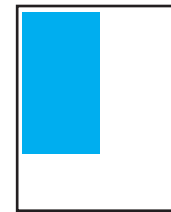
**2/3 H**  
8" x 6.80"



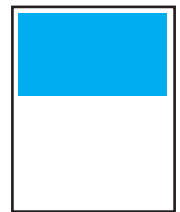
**1/2 V**  
3.9" x 10.5"



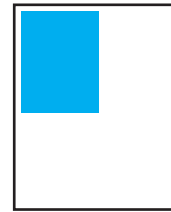
**1/2 H**  
8" x 5.185"



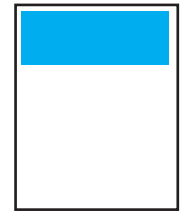
**3/8 V**  
3.9" x 7.76"



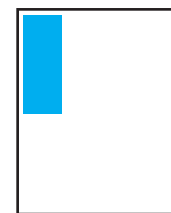
**1/3 H**  
8" x 3.40"



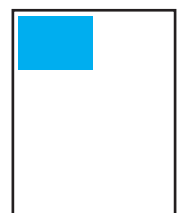
**1/4 V**  
3.9" x 5.185"



**1/4 H**  
8" x 2.531"



**1/8 V**  
1.875" x 5.185"



**1/8 H**  
3.9" x 2.531"

"

# CAMERA-READY ADS

Your file is ready to insert directly into the magazine as is. No proof will be given for camera-ready ads.

- All elements including images must be 300 dpi or more.
- CMYK mode.
- JPEG, Tiff, PSD or high-resolution PDF formats are acceptable.  
(We are unable to accept Publisher or Word documents.)
- All fonts are converted or paths or flattened into the ad.
- All layers are flattened into one layer.

The art department works with Photoshop, Adobe Illustrator and InDesign CS2. Camera-ready ads should be submitted to your marketing consultant and to the art department via e-mail: [artwork@bigmonkeygroup.com](mailto:artwork@bigmonkeygroup.com)

# DEADLINES

SPACE RESERVATION: 5th of the month prior to publishing.

MATERIALS/AD CHANGES: 5th of the month prior to publishing.

CAMERA-READY ADS: 10th of the month prior to publishing.

# ADDITIONAL SERVICES

## WEB SITES

Whether your business is looking to join the global marketplace or have a presence online for current and potential customers, we guide you through a 4-step-process resulting in an effective web site that will draw people to your business. A complete and effective web site is much more than placing some images and text. Domain registration, web hosting and meta tags are just a few of the back-end essentials that only a professional web designer can navigate. At Big Monkey Group, you can rest assured that even after the initial launch of your site, we're here to maintain it for you. Changing photos or adding new pages can be done seamlessly without any interruption to your site. Having a professional, affordable and effective web site that brands your company's message is as easy as giving us a call!

## SOCIAL MEDIA

The constant evolution of technology makes it nearly impossible for business owners to stay on top of the latest social networking trends. At Big Monkey Group, our staff of graphic designers, web engineers and marketing professionals are all part of your extended family, keeping you ahead of your competition with free Facebook posts. Contact your marketing consultant for details.

## E-NEWSLETTERS

A perfect complement to your print advertising campaign is the use of e-newsletters. We can design an affordable and effective newsletter highlighting your business and distribute it through your e-mail list.

## GRAPHIC DESIGN

From banners, newsletters, business cards, postcards and even vehicle wraps...if it's something to be printed, we can design it! Big Monkey Group works with several printers to offer you the best pricing available for your project.

**BIGMONKEY**  
**GROUP**

complete marketing solutions

[www.BigMonkeyGroup.com](http://www.BigMonkeyGroup.com)