

# MammothMonthly



**WILD...AND FREE**

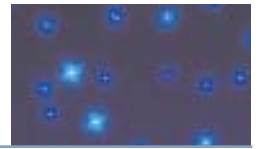
**MEDIA KIT**



**2006-2007**



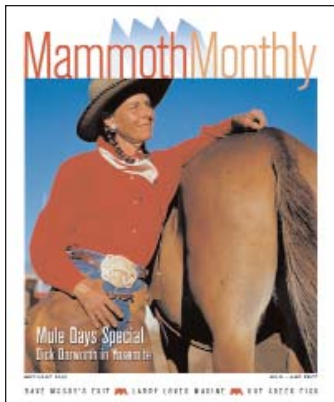
# OUR MISSION



**M**ammoth Monthly's mission is to be the premier source of information about the people, outdoor activities and mountain culture of Mammoth Lakes and the surrounding Eastern Sierra.

Mammoth Monthly's aim is to be cosmopolitan in viewpoint and of the highest quality journalism, and to reflect the intellectual and cultural vibrancy of the "new" Mammoth—a growing, world-class, four-season resort and ski area. Mammoth Monthly reflects the very special place that is Mammoth, the premier alpine destination for the Southern California market.

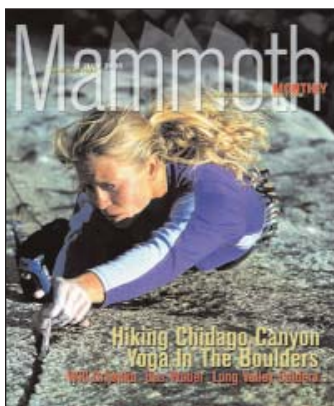
In 10 issues a year—we publish monthly, with combined issues in May/June and September/October—Mammoth Monthly offers in-depth, intelligent coverage of the people, places, trends, news, health and fitness, outdoor sports and activities, arts and events, culture, wilderness and wildlife issues, and natural history of the area. Mammoth Monthly attracts the best local writers and photographers, and strives for excellence in editorial, graphic and photographic quality.



Mammoth Monthly also produces MammothLocal.com, a complete guide to the Eastern Sierra featuring news and information, a complete calendar of events, free classifieds, ski and fishing conditions, weather, a blog, plus a lot of the great stories we publish in Mammoth Monthly. For more information or to advertise, please email [debby@mammothlocal.com](mailto:debby@mammothlocal.com) or visit [www.mammothlocal.com](http://www.mammothlocal.com).

Mammoth Monthly and founders Jean and George Shirk have been featured nationally in SKI magazine and in the daily San Diego Union Tribune. Mammoth Monthly also has been nominated for three MAGGIES, the prestigious Western Publications Assn. magazine award.

Mammoth Monthly is directed to and read by the most affluent, active, educated and sophisticated visitors, locals and second homeowners in Mammoth Lakes. Forty-seven percent of our readers report household income of more than \$80,000; 65 percent have completed college and 30 percent have finished graduate school, and 34 percent hold a professional or managerial position.



A key sector of Mammoth Monthly's audience is people who own second homes in Mammoth and live in Southern California. These second homeowners live primarily in the affluent communities of Brentwood, West LA (including Pacific Palisades and Malibu), Ventura, Camarillo, Thousand Oaks, Palos Verdes Estates, Manhattan Beach, Huntington Beach, Newport Beach, Laguna Beach and South Coast Beach Cities, and the San Diego County cities of Carlsbad, Encinitas, Cardiff, La Jolla and Del Mar.

The magazine is FREE and has a circulation of approximately 30,000 copies per issue, with about 33% of the circulation in outdoor and specialty retail outlets in Los Angeles, Orange, Ventura, Santa Barbara and San Diego counties and the Inland Empire, 62% in condo and hotel lobbies, grocery stores, cafes, restaurants and shops in the Mammoth and Bishop areas, and 5% in Reno and Las Vegas. Mammoth Monthly is also available by subscription.

MammothMonthly

# READER DEMOGRAPHICS



**Mammoth Monthly's readers are affluent, educated, and sophisticated locals, second homeowners and visitors. They rely on the magazine for in-depth, current information on events, outdoor activities, arts and culture, and insight into the people of the area.**

## **Mammoth Monthly reaches Southern California**

Mammoth Monthly circulation: 30,000 copies per issue (approximately 20,000 in Mammoth and the Eastern Sierra and 10,000 in Southern California)

Readers per copy of Mammoth Monthly: 2.1

Total Audience: 41,976

37% are full-time Mammoth/Eastern Sierra residents

62% are visitors/second homeowners

60% are female

40% are male

## **Mammoth Monthly has an exclusive, engaged and passionate audience**

42% say they read the magazine every month

63% say they spend between 30 and 60 minutes reading each issue

90% say they read the ads

58% say they patronized a local business because of an ad in Mammoth Monthly

70% do NOT read Mammoth Sierra Magazine

57% do NOT read The Sheet

40% do NOT read Mammoth Times

20% do NOT read any OTHER local publication

31% do NOT watch or listen to any regional radio or TV station

## **Mammoth Monthly readers are in the prime of their earning and spending years**

89% are 35-plus

47% have household income above \$80,000

26% are retired

## **Mammoth Monthly readers spend money in Mammoth**

### **In the last 12 months:**

59% bought ski clothing in Mammoth

59% bought other outdoor clothing

52% bought gifts

52% bought women's clothing

48% bought men's clothing

34% bought housewares

## **Mammoth Monthly readers own their homes**

78% own their own homes

25% are second homeowners in Mammoth Lakes

## **Mammoth Monthly readers are well-educated leaders in their professions**

34% are professionals or managers

34% completed college and some graduate school

30% completed graduate school

## **Mammoth Monthly readers are active**

### **In the last 12 months:**

80% hiked

65% skied

37% went fishing

36% went backpacking

36% went mountain biking

*These figures were compiled from a spring/summer 2005 Mammoth Monthly reader survey.*

**MammothMonthly**

# CIRCULATION & DISTRIBUTION



30,000 copies of Mammoth Monthly are distributed each issue.

Mammoth Monthly is FREE.

Mammoth Monthly is distributed in Mammoth Lakes/Bishop and the Eastern Sierra AND in Southern California.

Mammoth Monthly is published 10 times a year.

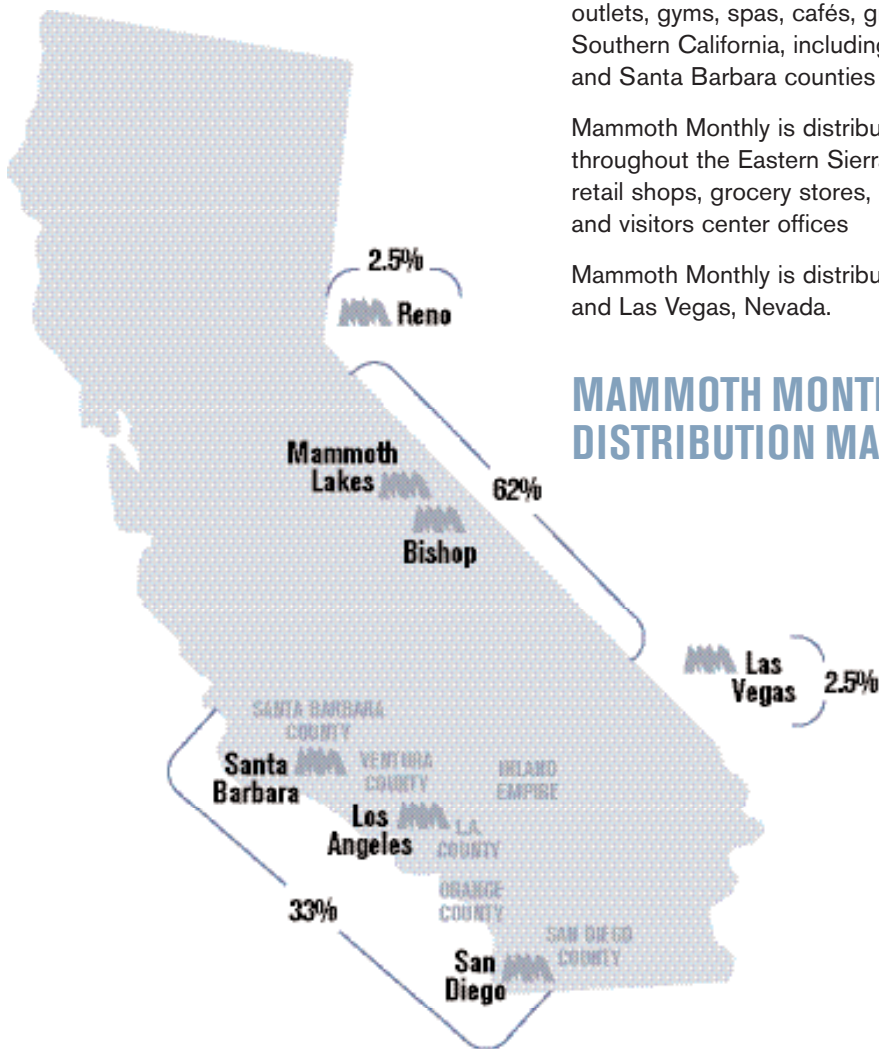
Mammoth Monthly focuses on the outdoor activities, cultural events, beautiful environment and lifestyle that attract people to this area.

Mammoth Monthly is placed **in-room** at the Village at Mammoth, Juniper Springs Lodge, Mammoth Mountain Inn, Mammoth Mountain Chalets, Mammoth Creek Inn and Holiday Inn and Suites.

Mammoth Monthly is distributed FREE in more than 300 outdoor retail outlets, gyms, spas, cafés, grocery stores and specialty shops throughout Southern California, including Los Angeles, Orange, San Diego, Ventura and Santa Barbara counties and the Inland Empire.

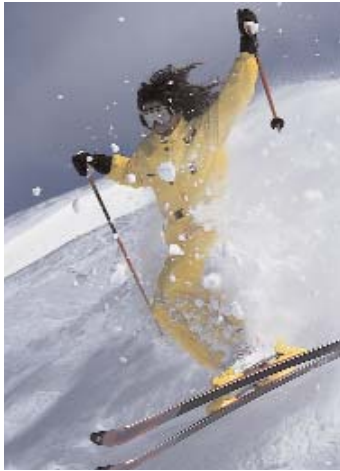
Mammoth Monthly is distributed FREE in more than 150 locations throughout the Eastern Sierra, in condo/hotel lobbies, outdoor and other retail shops, grocery stores, cafes and restaurants, reservation bureau and visitors center offices

Mammoth Monthly is distributed FREE in outdoor retail shops in Reno and Las Vegas, Nevada.



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# READER TESTIMONIALS



## READERS LOVE MAMMOTH MONTHLY!

"I love your magazine. It is, in my opinion, the best publication for Mammoth/Eastern Sierra news, interesting people and places. The quality is outstanding. One more year to go and I can call Mammoth my home for five months a year. Your magazine is a great way to learn much more about Mammoth than the local newspaper or the pretty, but minimal content (Mammoth) Sierra Magazine." - *R.K., Sierra Madre, CA*

"I am interested in getting 40 copies of your current issue of Mammoth Monthly. I am having a destination wedding and would like to provide each of my guests a copy in their 'welcome bag'." - *M.S., Chicago, IL*

"Wonderful publication – interesting articles and great photography, especially!"  
- *A.W., Los Osos, CA*

"Mammoth Monthly is terrific! Enjoy reading about locals." - *S.H., Mammoth Lakes, CA*

"Love your magazine! It has added a lot to the community!" - *U.W., Mammoth Lakes, CA*

"Love the articles - I feel connected even when I'm not there. Keep up the great work!"  
- *K.M., Santa Barbara, CA*

"It's all good!" - *K.C., Bishop, CA*

"You're the best publication in the region. Keep up the good work!" - *M.L., Bishop, CA*

"A scintillating publication!" - *F.P., Los Angeles, CA*

"Your articles on science, monthly events, and outdoor activities I read first! Thanks!"  
- *R.D., Beverly Hills, CA*

"Love the articles and photography. Vibrant colors make it attractive. Stories are inspiring!"  
- *S.B., San Diego, CA*

"You are doing great – don't lower your standards!" - *C.B., Swall Meadows, CA*

"I love reading it – especially about local personalities and historical info about the area."  
- *B.S., Long Beach, CA*

"I like the unique stories relevant to Mammoth, especially fiction." - *P.B., Bishop, CA*



MammothMonthly

# EDITORIAL CALENDAR



## 2006/2007 EDITORIAL THEMES AND PLANNING CALENDAR



### NOVEMBER 2006

#### **Ski and Snowboard Special**

Available Nov. 1

Our annual look at what's new on the hill. Special Distribution: Distributed at Ski Dazzle

### DECEMBER 2006

#### **Holiday/4th Anniversary Issue**

Available Nov. 15

Celebrating, Mammoth style.

### JANUARY 2007

#### **Nordic Winter Issue**

Available Dec. 15

Highlights cross-country skiing, snowshoeing, and other winter fun.

### FEBRUARY 2007

#### **Mountain Culture Issue**

Available Jan. 12

Our mountain way of life in sport, art, architecture and literature.

### MARCH 2007

#### **Fitness Issue**

Available Feb. 15

A look at Mammoth's athletes and what makes them go.

### APRIL 2007

#### **Spring Ski Issue**

Available March 15

Spring Eastside skiing.

### MAY/JUNE 2007

#### **Summer Preview**

Double Issue

Available April 13

We leave winter behind and look forward to fishing, hiking, camping, boating and the interesting people who do all this.



### JULY 2007

#### **Summer**

Available June 15

From mountain biking to mountaineering; our summer festivals, from jazz to classical, and the Fourth of July.

### AUGUST 2007

#### **High Summer**

Available July 13

Summer in Mammoth kicks into high gear.

### SEPTEMBER/OCTOBER 2007

#### **Autumn Preview**

Double Issue

Available Aug. 15

Lots of people say Mammoth's best season is its most hidden: autumn in the Eastern Sierra.

### NOVEMBER 2007

#### **Ski and Snowboard Special**

Available Nov. 1

Gearing up for winter fun. Special Distribution: Distributed at Ski Dazzle

### DECEMBER 2007

#### **Holiday Preview**

Available Nov. 15

*Note: All editorial is subject to change*

MammothMonthly

# AD DEADLINES/DISTRIBUTION DATES



ISSUE	SPACE RESERVATION	ADS ON DISK	STREET DATE
<b>NOVEMBER 2006</b> <b>Ski &amp; Snowboard Special</b>	Sept. 18	Oct. 4	Nov. 1
<b>DECEMBER 2006</b> <b>Holiday Preview</b>	Oct. 9	Oct. 20	Nov. 15
<b>JANUARY 2007</b> <b>Nordic/Winter Issue</b>	Nov. 10	Nov. 20	Dec. 15
<b>FEBRUARY 2007</b> <b>Mountain Culture</b>	Dec. 8	Dec. 15	Jan. 12
<b>MARCH 2007</b> <b>Fitness</b>	Jan. 9	Jan. 19	Feb. 15
<b>APRIL 2007</b> <b>Spring Skiing</b>	Feb. 9	Feb. 16	Mar. 15
<b>MAY / JUNE 2007</b> <b>Summer Preview</b>	Mar. 9	Mar. 19	April 13
<b>JULY 2007</b> <b>Summer</b>	May 9	May 21	June 15
<b>AUGUST 2007</b> <b>High Summer</b>	June 11	June 19	July 13
<b>SEPT. / OCT. 2007</b> <b>Autumn Preview</b>	July 9	July 20	Aug. 15
<b>NOVEMBER 2007</b> <b>Ski &amp; Snowboard Special</b>	Sept. 17	Oct. 5	Nov. 1
<b>DECEMBER 2007</b> <b>Holiday Preview</b>	Oct. 9	Oct. 22	Nov. 15

MammothMonthly

# ADVERTISING RATES



SIZE	10x	6x	3x	1x
<b>Back cover</b>	\$ 1848.	\$ 2033.	\$ 2297.	\$ 2704.
<b>Inside front or inside back cover</b>	1747.	1922.	2171.	2555.
<b>Full page (front)</b>	1659.	1825.	2063	2428.
<b>Full page (back)</b>	1624.	1787.	2019.	2376.
<b>Full page</b>	1444.	1588.	1794.	2113.
<b>1/2 page (front or back)</b>	1025.	1128.	1274.	1499.
<b>1/2 page</b>	891.	981.	1108.	1304.
<b>1/4 page</b>	530.	584.	659.	777.
<b>1/8 page</b>	305.	336.	379.	446.

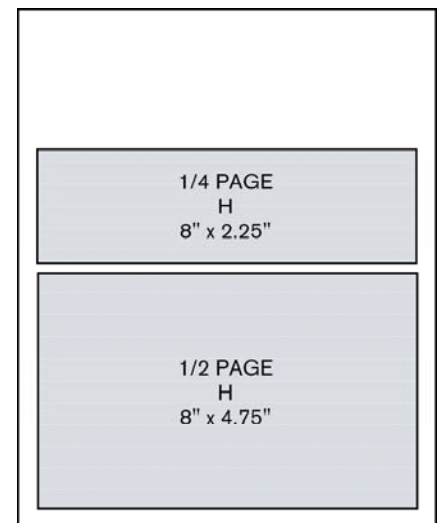
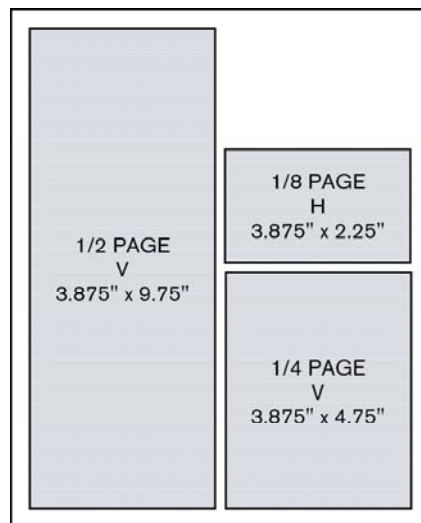
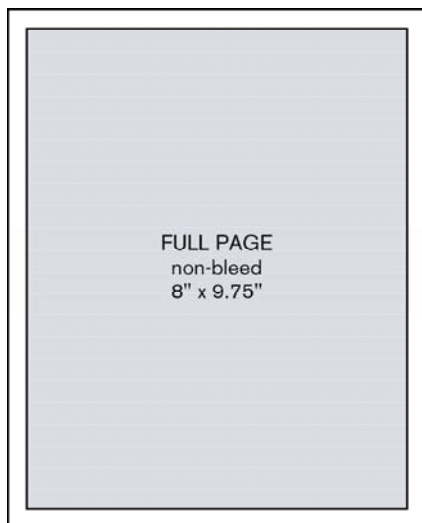
10X rate represents 31% discount

6X rate represents 25% discount

3X rate represents 15% discount

All rates are net.

Effective 9/1/06



# PRODUCTION REQUIREMENTS



## AD DIMENSIONS

Cover/Full page (full bleed) 9"w x 10.875"h  
Please add 1/8" bleed on all sides;  
document size is 9.25" x 11.125", including bleed

Cover/Full page (with no bleed) 8"w x 9.75"h

1/2 page horizontal 8"w x 4.75"h

1/2 page vertical 3.875"w x 9.75"h

1/4 page vertical 3.875"w x 4.75"h

1/4 page horizontal 8"w x 2.25"h

1/8 page 3.875"w x 2.25"h

## PRINTING

**Cover:** Heat set, four color, on 60 lb. gloss book

**Body:** Heat set, four color on 45 lb. gloss book

**Final trim size:** 9" X 10.875", saddle stitched

## PREPARING ADS

**Ads must be prepared as digital files.** Macintosh format application files preferred. Files should be prepared in Adobe Photoshop, Adobe Illustrator, QuarkXpress, or InDesign. QuarkXpress or InDesign ads MUST be saved as PDFs.

We do **not** accept Pagemaker, Microsoft Word or Freehand files, or ads prepared with True Type fonts.

**Photoshop:** Please supply TIFF files for all ads.

**Adobe Illustrator:** Please supply EPS files for all Adobe Illustrator ads. Convert all fonts to paths or outlines. Convert all colors to CMYK mode.

**QuarkXpress:** Please supply PDF as well as the native file along with all graphic components (eps, tiff, etc.) and fonts (with screen and printer versions) that are used in the document.

**Adobe Acrobat:** Please call for additional instructions if supplying a press-optimized PDF file.

**All ads should be built to the final trim size.** (Do not use the program default size of 8.5" x 11").

**All color ads** should be saved as CMYK files at a MINIMUM 300 pixels per inch resolution at size.

**Two- and three-color ads:** Convert all Pantone colors to CMYK. Maximum density for any shadow area: See Screens, below.

**Screens:** 150 line screen. Maximum coverage any one area: Density: 280%.

**Design and prepress charges:** With a minimum 3X insertion order, Mammoth Monthly will provide one hour of design and production time to advertiser (included in the basic ad price). Additional design or production fees will be charged at publisher's cost. Charges are not subject to agency commission or cash discount.

## SUBMITTING ADS

**All ad submissions must be accompanied by a proof.**

Proof must be representative of file supplied. Please provide the file on CD, and include a disk directory printout.

## UPS, FEDEX, UPS or AIRBORNE:

Janet Mumford  
i4 Design  
2302 A Bridgeway  
Sausalito, CA 94965  
415-331-5503

## E-MAIL:

[advertising@mammothmonthly.com](mailto:advertising@mammothmonthly.com)

## FTP:

Please contact [advertising@mammothmonthly.com](mailto:advertising@mammothmonthly.com) or call Jean Shirk 760-924-3961 for instructions.

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# INSERTION ORDER

**Advertiser****Contact/Title****Street Address****City****State****Zip****Mailing Address****City****State****Zip****Phone****Cell Phone****Fax****E-mail**

Advertiser hereby purchases from Mammoth Monthly ("Publisher") and Publisher hereby sells to Advertiser and agrees to publish in Mammoth Monthly/MammothLocal.com:

**MAMMOTH MONTHLY**

**Premium Position:**  Inside front cover  Inside back cover  Back cover

**Size of Ad:**  Full page  1/2 page vertical  1/2 page horizontal  1/4 page vertical  1/4 page horizontal  1/8 page

**Frequency/Rate:**  10X  6X  3X  1X

**Insertion Dates:**  Nov. 2006  Dec. 2006  Jan. 2007  Feb. 2007  March 2007  April 2007  May/June 2007  July 2007  
 Aug. 2007  Sept./Oct. 2007  November 2007  December 2007  Jan. 2008  Feb. 2008  March 2008  April 2008

IMPORTANT: Your rate of \_\_\_\_\_ per \_\_\_\_\_ page ad is based on fulfilling the number of insertions agreed to in this contract in a one year period. Your rate may be higher if you run fewer insertions or lower if you run more.

**MAMMOTHLOCAL.COM**

**Ad Type:**  Top Banner  Bottom Banner  Skyscraper  Leaderboard  Mixed Media  Dream Home  Real Estate Listing  
 MarketPlace  Sponsorship  Planning A Visit

**Placement:**  Home  Entertainment  Food & Drink  Calendar  Skiing  Outdoors  People  News  Blog  
 MarketPlace  Real Estate  Poll

**Insertion Dates:**  November 2006  December 2006  January 2007  February 2007  March 2007  April 2007  
 May/June 2007  July 2007  August 2007  Sept./Oct. 2007  November 2007  December 2007

**Please specify term:** \_\_\_\_\_

**Payment options:**  Check  Invoice (available after second insertion)  Credit Card (VISA or Mastercard)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**Advertiser Signature and Date**

**Mammoth Monthly Rep Signature and Date**

**Effective Date**

**Expiration Date**

**Artwork Contact**

**Phone**

Signing this form implies consent to Advertising Agreement Terms listed on the back.

**MammothMonthly**

# ADVERTISING AGREEMENT TERMS



All advertising is subject to Publisher's approval.

All new contract advertisers must pay for at least one advertisement in advance, after which time credit may be extended upon submission and approval of a Mammoth Monthly credit application form. After credit has been established, all invoices are due and payable upon presentation.

An interest charge of 1.5% per month will be added to accounts not paid within thirty (30) days of billing.

All open rate, political and event advertising must be paid in advance.

This agreement cannot be invalidated or canceled by Advertiser for wrong insertions or omissions by Publisher.

Publisher shall not be responsible for typographical errors. However, at its sole discretion, Publisher may reduce the charge for such portion of an advertisement as may have been rendered useless by such typographical error. Publisher assumes no responsibility for more than one insertion error in any advertisement. Advertiser agrees that in the event Publisher fails to publish any ad, or makes an error in the publication of any ad, Advertiser's sole remedy is the refund of the cost of the ad in question. Advertiser waives any right to collect other damages, including but not limited to incidental, consequential or lost profits damages.

Publisher shall not be subject to any liability whatsoever for any failure to print, publish, or circulate any issue or issues, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages or other circumstances beyond Publisher's control. Unintentional or inadvertent failure of Publisher to print, publish or circulate advertising shall not operate as a breach of the advertising contract.

The rates agreed to in this agreement shall apply only if Advertiser fully performs this agreement, according to terms. If Advertiser cancels the agreement for any reason other than a rate increase as provided for in paragraph 11 hereof, Advertiser shall pay for all advertising from the date of this agreement to date of cancellation at the earned Rate, according to the number of ads run.

Any bills rendered to Advertiser by Publisher shall be conclusively correct and shall constitute an account stated, unless a specific, written objection is made thereto by Advertiser within thirty (30) days from the date of billing.

Publisher reserves the right to cancel this agreement at any time without notice if Advertiser fails to pay any bill within forty-five (45) days of submission thereof or commits any other breach of this commitment. In the event of such cancellation, Advertiser agrees to pay (a) all advertising from the date of this agreement to the date of cancellation at the earned Rate, and (b) all costs of collection, including without limitation reasonable attorneys' fees for the collection of moneys due from Advertiser and in enforcing Publisher's rights under this agreement, whether or not a lawsuit is instituted.

All advertisements are accepted and published by Publisher entirely on the representation that the Agency or Advertiser is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. Advertiser represents to Publisher that none of the advertising copy submitted by it to Publisher shall give rise to a claim by a third party of fraud, misrepresentation, defamation, trade disparagement, invasion of privacy or infringement of any copyright, trademark, or trade name (hereinafter "Third Party Claims"). Advertiser also agrees to defend, reimburse, pay, indemnify and save and hold Publisher and its agents and assigns harmless from any liability, loss, damages, judgment, or claim or any and all costs and expenses (including without limitation attorneys' fees and costs) incurred by them in connection with any action, suit, claim or proceeding in whatever nature threaten or brought against them arising from any advertisement published by Publisher for Advertiser pursuant to this agreement.

Publisher reserves the right to change the rates agreed to herein at any time; provided, however, that if Publisher increases advertising rates during the term of this agreement to the Advertiser, Advertiser has the right to cancel this agreement, without short rate penalty charge, within five (5) days of the date on which higher rates applicable to Advertiser are made effective by Publisher.

If this agreement is signed by an advertising agent for Advertiser, said agency represents and warrants that it is authorized to sign the agreement for its client involved. It is further understood and agreed that the Advertiser/Client benefiting from any advertising ordered by the agency is liable for payment therefore jointly and severally with the agency.

Advertiser agrees that in the event new artwork is not supplied and approved by Advertiser before the deadline for the next insertion, Publisher has the right to insert the previous ad.

This agreement constitutes the entire agreement between the parties, and no verbal agreements or representations changing or supplementing in any manner the Terms and Conditions hereof shall be deemed effective.

This agreement shall be governed by the laws of California. Any dispute arising under this agreement may be resolved either in court, or by arbitration, at Publisher's discretion.

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