

Readers With Impact

Age

| | |
|------------------|-------|
| Age 25-34 | 13.0% |
| Age 35-44 | 22.0% |
| Age 45-54 | 25.1% |
| Age 55 and above | 18.1% |

Gender

| | |
|--------|-----|
| Female | 61% |
| Male | 39% |

Marital Status

| | |
|---------|-----|
| Married | 76% |
| Single | 24% |

Education/Occupation

| | |
|-----------------------------|-------|
| College Educated | 93.5% |
| Graduated College | 72% |
| Post-graduate study | 36.9% |
| Owens or manages a business | 39.6% |
| Board of Directors | 20.1% |

Household Income

| | |
|--------------------------|-----------|
| Average household income | \$247,000 |
| Greater than \$100,000 | 77.0% |
| Greater than \$150,000 | 75.0% |
| Greater than \$200,000 | 20.1% |

Net Worth

| | |
|--------------------------|-------------|
| Average Net Worth | \$1,575,000 |
| Greater than \$500,000 | 80.6% |
| Greater than \$1,000,000 | 60.2% |
| Greater than \$2,000,000 | 30.4% |

Home Ownership

| | |
|--------------------------------|-----------|
| Own Home | 89.2% |
| Average value of home | \$986,000 |
| Own vacation/weekend home | 24.7% |
| Average value of vacation home | \$665,100 |

Value of Primary Home

| | |
|--------------------------|-------|
| Greater than \$500,000 | 85.4% |
| Greater than \$750,000 | 58.8% |
| Greater than \$1,000,000 | 31.8% |

Investment Portfolio

| | |
|------------------------------|-------------|
| Average value of investments | \$1,540,000 |
| Greater than \$250,000 | 75.8% |
| Greater than \$500,000 | 88% |

Home

| | |
|---|---------|
| Average amount spent on home remodeling in last year | \$6,715 |
| Decorated in past year | 39% |
| Remodeled in past year | 41% |
| Plan on decorating/redecorating in the next 12 months | 64% |
| Plan on remodeling in the next 12 months | 62% |

Dining

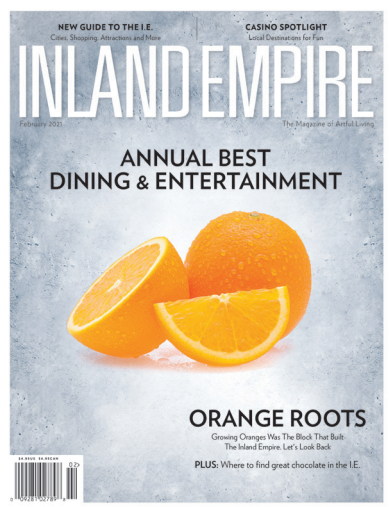
| | |
|--|-------|
| Eat an average of 9.9 meals out per month | |
| Dined at a fine restaurant in the past year | 94.8% |
| Dined out at a restaurant 10 or more times in past month | 76% |

Our readers are **brand ambassadors** for our magazine and our advertisers

INLAND EMPIRE

MAGAZINE

Readers in Every Zip Code, Every Month



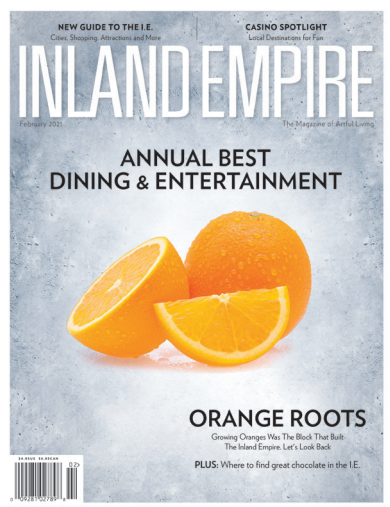
**Reach 100,000+
Readers Within
27 Minutes of
Your Front Door.**



Our readers are **brand ambassadors**
for our magazine and our advertisers

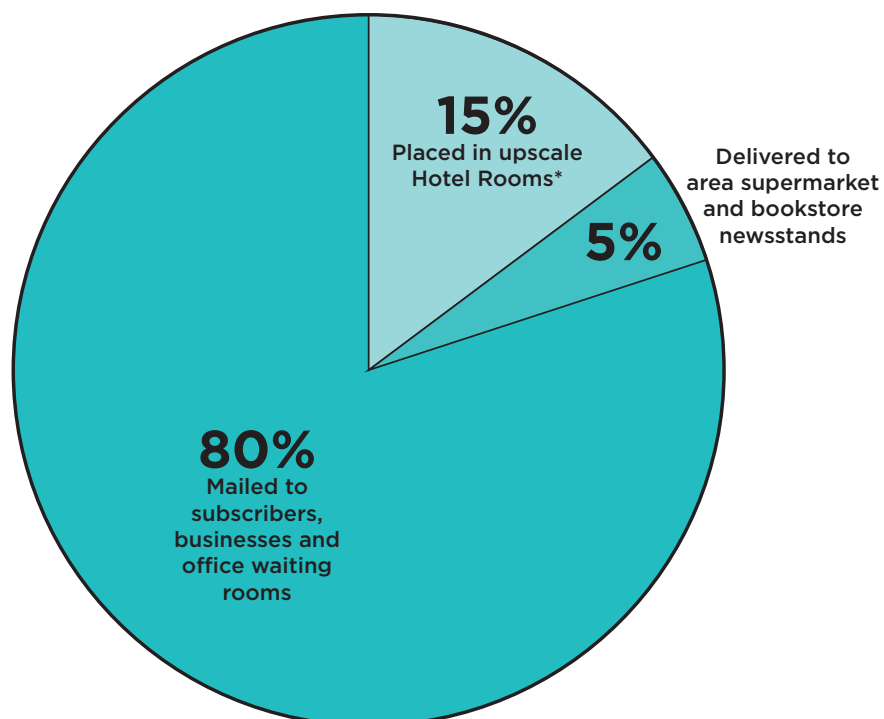
INLAND EMPIRE
MAGAZINE
Readers in Every Zip Code, Every Month

Call (951) 682-3026 for more information
or email: ad-info@inlandempiremagazine.com



STRATEGIC CIRCULATION

80% are mailed to subscribers. 5% go to regional supermarket and bookstore newsstands. 15% are placed in upscale hotel rooms across the region.



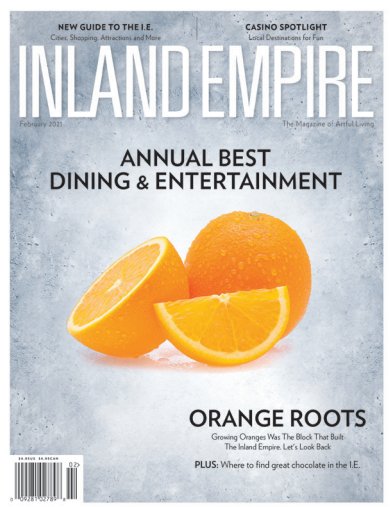
Cities we target include: Ontario, Rancho Cucamonga, Temecula, Murrieta, Chino Hills, Corona, Riverside, Upland, Redlands, Highland and more.

INLAND EMPIRE MAGAZINE

Readers in Every Zip Code, Every Month

Call (951) 682-3026 for more information
or email: ad-info@inlandempiremagazine.com

* Hotels Include: The Mission Inn, Marriott Riverside Convention Center, Pechanga Resort Casino, Morongo Casino Resort & Spa, Soboba Casino Resort, Cahuilla Casino Hotel, Carter Estates Winery & Resort, and South Coast Winery & Resort



Style with Substance

Award winning graphics, celebrity covers and thoughtful features add up to an editorial package people pay to receive every month by subscribing. Local news, celebrities too! More people will see your ad.

Luxury Audience

Reach an audience of affluent doctors, dentists, attorneys, business and corporate leaders and their families who live in the most affluent neighborhoods.

Regional Reach

If you want to grow your business in 2023, you will need to reach out beyond your own backyard.

78% of our audience is within 27 minutes of your business or office.

INLAND EMPIRE
MAGAZINE
Readers in Every Zip Code, Every Month

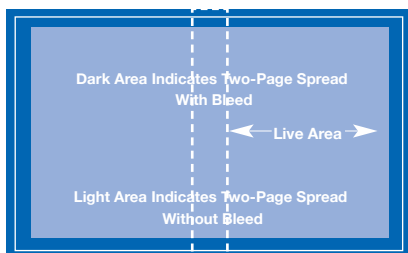
INLAND EMPIRE

MAGAZINE

2023 MECHANICAL REQUIREMENTS

All ads must be created to the exact dimensions of the ad space purchased (see chart below). Inland Empire Magazine may alter ads not created to fit our templates. **Trim size is 8.375" x 10.875".**

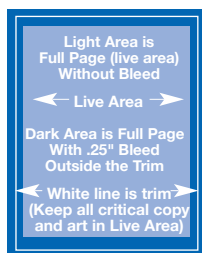
| SPACE | Width x Height (inches) | | |
|--|-------------------------|---|---------|
| Two-page Spread (Trim Size) | 16.75" | x | 10.875" |
| <i>Add .25" on all four sides for bleed</i> | | | |
| <i>Keep all critical art/copy .375" inside trim size</i> | | | |
| Full Page Bleed (Trim Size) | 8.375" | x | 10.875" |
| <i>Add .25" on all four sides for bleed</i> | | | |
| <i>Keep all critical art/copy .375" inside trim size</i> | | | |
| Full Page Non-Bleed | 7.25" | x | 10" |
| 2/3 Page (Vertical) | 4.75" | x | 10" |
| 1/2 Page (Horizontal) | 7.25" | x | 4.625" |
| 1/2 Page (Vert. Section) | 3.5" | x | 9.5" |
| 1/2 Page (Vert. Premium) | 3.5" | x | 10" |
| 1/3 Page Square | 4.75" | x | 4.75" |
| 1/3 Page Horizontal | 4.75" | x | 3.1675" |
| 1/3 Page Vertical | 2.25" | x | 10" |
| 1/4 Page | 3.5" | x | 4.625" |
| 1/6 Page | 3.5" | x | 3" |
| 1/8 Page | 3.5" | x | 2.1875" |
| 1/16 Page | 1.625" | x | 2.1875" |



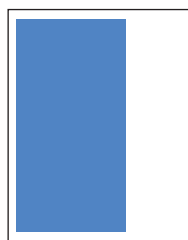
Spread

For ads that bleed, add .25" bleed outside trim on all four sides.

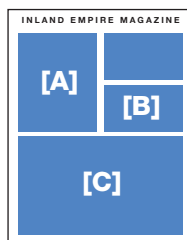
Keep all critical copy and art in live area. On Two-page spread do not place copy in gutter.



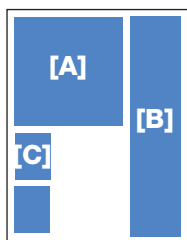
Full Page



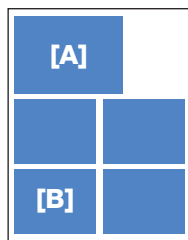
2/3 Page



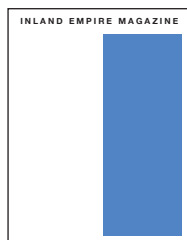
[A] 1/4 Page
[B] 1/8 Page
[C] 1/2 Horizontal



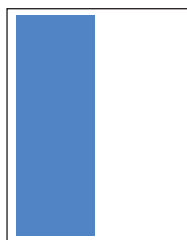
[A] 1/3 Square
[B] 1/3 Page Vertical
[C] 1/16 Page



[A] 1/3 Horz. Page
[B] 1/6 Page



1/2 Page
Vert. Section



1/2 Page
Vert.
Premium

Digital Media

Always remember that submitted artwork is printed "as is." When professionals submit digital art, we assume the work is color corrected, the images are adjusted to your satisfaction, all text is correctly spelled, and that the original submitted artwork is correct. Always provide a print or a PDF file of the artwork along with the digital files whenever possible. All artwork submitted will be subject to a preflight inspection by our art department before your order can be processed. Inland Empire Magazine is produced on Macintosh equipment. The preferred page layout programs are InDesign or QuarkXPress.

Software

We accept files created with or convertible to the following Mac/PC software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator. Microsoft Office programs such as PowerPoint, Word or Publisher are not considered true graphic programs and cannot be processed for printing. Corel Draw files must be exported as EPS or Adobe Illustrator files.

Software Guidelines

- **InDesign / Pagemaker:** Be sure to include all linked elements (images, logos, etc.) and fonts that you have used in the document. Make sure colors are defined as CMYK, and process color, not spot.
- **Photoshop:** We use Photoshop to edit and correct all photographic images and complex illustrations. As with all submitted work, images should be sized and cropped to final size. Images should be in CMYK format with a resolution of 300 dpi or greater at 100% of size. Avoid using low resolution images. Graphic files originally created for internet use cannot be used effectively for printing.
- **Illustrator:** Make sure colors are defined as CMYK. Convert all text to curves/outlines whenever possible to avoid font problems. If images are "embedded" in the illustration, make sure they are properly sized and cropped in the originating program prior to importation. If images are "linked" in the illustration, be sure to supply each linked file separately.

Fonts

We recommend that all text be converted to curves/outlines by the originating program. This avoids the many problems associated with various font styles, formats and originators. While this will render text uneditable, it can be sized and manipulated like any other graphic element. If the text must remain editable, or if the text cannot be converted to outlines, the screen and printer fonts must both be submitted with the job (Mac Format ONLY).

Color

All images must be CMYK or grayscale. **No RGB.** Screens less than 10% should not be used. When creating or choosing new colors, make sure they are converted to CMYK. No spot colors, RGB, etc. (this includes art created in Illustrator or Freehand). All PMS colors developed within any program will automatically be converted to four color process for printing. Also be sure to name your new colors. **Do not leave new colors labeled as default "New Color".**

Bleed

Bleed size is 8.875" x 11.375" and is trimmed at 8.375" x 10.875". Critical art, logos and text should stay at least .375 inside the trim to avoid trimming off. For best results on a bleed ad, use our margin setup. For a full page the margins are: Top .375", Bottom .5", Inside (bind side) .75", Outside .375". These margins result in a **Live Area** of 7.25" x 10". For a two-page spread ad, apply margins to both the right and left pages. No copy in gutter! (**critical copy and art should stay within these margins**).

Proofs

A high-quality color match print must accompany all print-ready digital files.

Contact

For more information you can contact us at: 19069 Van Buren Blvd., Suite 114, #340, Riverside, CA 92508
Phone (951) 682-3026
WWW.INLANDEMPIREMAGAZINE.COM