We publish a premium magazine 7 times a year, filled with meaningful content that talks to the people you want to reach by discussing:

- The exceptional beauty, history, quality of life and ethnic diversity of East Bay communities through its people, places and events.

- The joy of East Bay communities where families choose to work, shop, dine and entertain, including Oakland, Alameda, Piedmont, Montclair, Rockridge and more.

Our diverse and affluent readers receive:

- Targeted information to make educated decisions about purchasing a wide range of high-quality products and services.

- Current articles on vital issues such as health, home, recreation, events, food and dining and celebrations that complement their lifestyles and life stages.

magazine coverage

IN THE MIX Our front-of-the-book section highlights quick hits, fun facts and information about Oakland and environs while spotlighting Oakland-made products, trivia and newsmaking personalities.

OUT ON THE TOWN Learn what to do and when to do it in this comprehensive listing of East Bay activities, from the arts, classes and lectures to the latest sporting events.

SNAPSHOTS Meet the East Bay’s movers and shakers and society denizens in our society pages.

DEPARTMENTS Check out articles on East Bay culture, events, entertainment, people, places and things.

TASTE OF THE TOWN Our dining section delivers critical restaurant reviews and a dining guide boasting capsules of more than 50 must-visit area restaurants.

FEATURES Our articles inform, entertain and inspire with coverage of general lifestyle issues—the arts, education, health, fitness, homes, architecture, families, recreation, dining and entertainment.

SPECIAL PUBLICATIONS Both stand-alone and ride-a-long special publications offer easy-to-use resource guides.
why advertise in our Magazine? for RESULTS!

• Our magazine provides information. While magazines are entertaining, the main product is most often in-depth information. They function as tangible, enduring friends and counselors. This very personal one-to-one relationship between the magazine and the reader enhances the receptivity to the advertiser’s message.

• Our magazine is a credible advertising medium. Magazines are the most personal and relevant of mediums. Consumers are more likely to pay attention to an ad appearing in one of their favorite magazines than on their favorite TV shows or Web sites. More consumers report that they purchase products as a direct result of magazine advertising than any other medium measured.*

• Our magazine enables advertisers to select target markets. There are publications targeted at brides, executives and sportsmen. These special-interest magazines reach consumers with specific interests. Oakland Magazine and Alameda Magazine target a specific demographic in their markets. (See accompanying demographics page.)

• Our magazine reaches the active, the involved, the opinion makers. These people are frequent readers of magazines and light viewers of television and are far more likely to attend events outside the home. They entertain friends and relatives more often and give more parties. They are educated and tend to be more involved in the community. Oakland Magazine and Alameda Magazine readers are corporate decision makers, with 75 percent in professional or managerial positions.

• Magazines are tangible and provide vast exposure. Readers pick up a copy at their convenience and spend as long as they like with a story or an ad. Readers can turn back to reread something, clip a coupon or pass their copy along to a friend. Oakland Magazine and Alameda Magazine readers refer to the magazine an average of three times per month.

• Our magazine provides a very attractive showcase for quality products and services. Excellent writing, photography and illustrations provide an attractive package in which to present a message. High-quality paper and eye-catching colors provide unparalleled advertising reproduction.

• Our magazine ads are strong sales and merchandising tools. They can be used as dealer handouts, direct mail pieces or display cards at point of purchase. An ad can still be very useful long after it appears on the page of a magazine.

• Magazines have shelf life. Whether gracing the coffee table, providing entertainment in waiting rooms or stacked on the shelf, magazines enjoy extended shelf life—even after the next issue arrives.

* Media Choices 2000, Erdos & Morgan
our annual 7x Advertiser Program

• The greatest benefit of an annual advertising program is increasing your sales. Targeting more than 150,000 of your best prospects with frequency and consistency will do just that.

• Annual advertisers receive our lowest advertising rates.

• You are guaranteed a frozen rate for the duration of your program even if a general rate increase takes place.

• You receive free creative design assistance on ads.

• You will have an ad campaign that is working for you every day of the year. Our subscribers indicate that in addition to reading each issue thoroughly, they refer back to it frequently.

• You receive many value-added opportunities and/or discounted rates in special issues or sections of the Oakland Magazine and Alameda Magazine and our other special publications.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEME</th>
<th>SPECIAL AD SECTIONS</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Alternative Medicine</td>
<td>Options for Alternative Health Schools and Education Profiles</td>
<td>November 18</td>
</tr>
<tr>
<td>March/April</td>
<td>Restaurants and Dining</td>
<td>Senior Services Kids’ Summer Programs</td>
<td>January 20</td>
</tr>
<tr>
<td>May/June</td>
<td>Great Graduates Pets</td>
<td>Schools and Education Profiles Real Estate/Pet Services and Supplies</td>
<td>March 16</td>
</tr>
<tr>
<td>July/August</td>
<td>Best of Oakland</td>
<td>Urban Living Guide</td>
<td>May 18</td>
</tr>
<tr>
<td>September/October</td>
<td>Fabulous Kitchens</td>
<td>Home Resource Guide Schools and Education Profiles</td>
<td>July 20</td>
</tr>
<tr>
<td>November</td>
<td>Restaurants and Dining</td>
<td>Chef / Restaurant Profiles Holiday Shopping Guide</td>
<td>September 21</td>
</tr>
<tr>
<td>December</td>
<td>Top Doctors</td>
<td>East Bay Medical Guide Holiday Shopping Guide</td>
<td>October 19</td>
</tr>
</tbody>
</table>

**IN EVERY ISSUE**

**IN THE MIX** Quick hits and fun facts about Oakland.

**OUT ON THE TOWN** What to do and when to do it.

**SNAPSHOTS** The social scene.

**DEPARTMENTS** Medium-length profiles on people, places and things, including arts, history and culture.

**TASTE OF THE TOWN** A restaurant review plus the Dining Guide.
our Circulation

A Regional Buy to reach your market

Alameda and Oakland Magazines are the only magazines reaching a premium audience by mail.

CIRCULATION DETAIL

MAILED COPIES
Oakland Hills ......................5,550
Oakland Waterfront and Downtown ............2,290
Other .......................................... 500
Total Mailed ....................... 8,340

MAILED COPIES
94501 ........................................ 4,650
94502 ........................................ 3,450
Other ........................................ 500
Total Mailed ....................... 8,600

DROP OFF DISTRIBUTION
Oakland Hotels .................... 500
Real Estate Companies ........ 400
Retail Sales .................. 700
Other ........................................ 200
Charitable Events and Community Partnerships .... 300
Total Dropped .................... 2,100

DROP OFF DISTRIBUTION
Alameda Hotels .................... 300
Real Estate Companies ........ 300
Retail Sales .................. 400
Other ........................................ 200
Charitable Events and Community Partnerships .... 200
Total Dropped .................... 1,400

TOTAL OAKLAND MAGAZINE DISTRIBUTION .................. 10,440
TOTAL ALAMEDA MAGAZINE DISTRIBUTION .................. 10,000

"At The Waterfront Plaza Hotel we strive to provide excellence with each guest experience ... Oakland Magazine produces a firstclass publication that represents The Waterfront Plaza Hotel in the manner that we expect.”

– Sam W. Nassif
President, Creative Hospitality Corporation

Advertising That Hits Home

ALAMEDA PUBLISHING GROUP

1416 Park Avenue | Alameda, CA 94501 | (510) 747-1060 | Fax (510) 747-1067
www.oaklandmagazine.com | www.alamedamagazine.com
1. YES 100% indicated they received the Oakland Magazine

2. The Oakland Magazine is distributed every month in your area. Do you regularly read or look through Oakland Magazine?
   - YES 396 Survey Respondents
   - NO 0 Survey Respondents

3. Do you frequently purchase products or services from ads seen in the Oakland Magazine?
   - YES 179 61%
   - NO 117 40%

4. Do you have a paid daily newspaper delivered to your home five, or more days a week?
   - YES 35%
   - NO 65%

5. What category best describes your combined annual household income for last year?

<table>
<thead>
<tr>
<th>Reader Demographics</th>
<th>Market Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>04% 00% 31% 04%</td>
<td>Under $25,000</td>
</tr>
<tr>
<td>10% 08% 27% 10%</td>
<td>$25,001 - $49,999</td>
</tr>
<tr>
<td>15% 38% 15% 15%</td>
<td>$50,000 - $74,999</td>
</tr>
<tr>
<td>30% 28% 11% 30%</td>
<td>$75,000 - $99,999</td>
</tr>
<tr>
<td>15% 15% 07% 15%</td>
<td>Over $150,000</td>
</tr>
</tbody>
</table>

6. What is the highest level of education you have obtained?

<table>
<thead>
<tr>
<th>Reader Demographics</th>
<th>Market Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>00% 01% 16% 00%</td>
<td>Some High School or Less</td>
</tr>
<tr>
<td>08% 10% 25% 08%</td>
<td>Graduated High School</td>
</tr>
<tr>
<td>38% 15% 27% 38%</td>
<td>Some College</td>
</tr>
<tr>
<td>39% 32% 22% 39%</td>
<td>Graduated College</td>
</tr>
<tr>
<td>15% 28% 10% 15%</td>
<td>Completed Post Graduate</td>
</tr>
</tbody>
</table>

7. Please select the category that best describes your age.

<table>
<thead>
<tr>
<th>Reader Demographics</th>
<th>Market Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>01% 01% 11% 01%</td>
<td>18 - 24</td>
</tr>
<tr>
<td>10% 10% 19% 10%</td>
<td>25 - 34</td>
</tr>
<tr>
<td>32% 32% 24% 32%</td>
<td>35 - 44</td>
</tr>
<tr>
<td>28% 28% 18% 28%</td>
<td>45 - 54</td>
</tr>
<tr>
<td>29% 29% 28% 29%</td>
<td>55 years or older</td>
</tr>
</tbody>
</table>

8. Which of the following purchases are you planning during the next twelve months? (% = positive respondents)

| 23% Automobiles      | 75% Furniture / Home Furnishings |
| 22% Major Home Appliance | 10% Home Computers |
| 63% Home Improvement / Supplies | 35% Television / Electronics |
| 21% Carpet / Flooring | 34% Automobile Accessories (tires, brakes & service) |
| 80% Dining & Entertainment | 39% Jewelry |
| 50% Lawn & Garden    | 57% Florist / Gift Shop |
| 80% Men’s Apparel    | 96% Women’s Apparel |
| 70% Tax Advisor / Services | 48% Athletic & Sports Equipment |
| 55% Vacations/Travel | 48% Athletic & Sports Equipment |

As of March 31, 2007
digital file submission

Camera Ready Art (CRA) Submissions
• PDF* file at 300 dpi (see “Accepted CRA File Format” under Prepress Guidelines)
• Color proofs must be provided. Only SWOP proofs will guarantee a color match.
  Laser or inkjet output is not acceptable for color-match guarantee.
• Upload CRA files to our FTP site (see “FTP Site Instructions” below)
*Native files accepted, but not preferred (see “Accepted Native File Formats” under Prepress Guidelines)

Photo & Logo Submissions
• Photos should be TIFF* format at 300 dpi in CMYK or grayscale
  (72-dpi is not acceptable for any artwork. Do not use a screen shot or
  low-resolution image downloaded from a web site.)
• Logos should be in Illustrator EPS format
• Microsoft Word format documents are not accepted
• E-mail artwork to art@oaklandmagazine.com

FTP Site Instructions
• Using FTP client software, log on to: ftp.siteground117.com
  Username: adservices@oaklandmagazine.com • Password: production
• Place files in a folder with “Advertiser Name” and upload
• Send e-mail to art@oaklandmagazine.com letting us know files
  have been uploaded to the FTP site

Email/Mail Submissions
• Files, not exceeding 5MB, may be sent via e-mail to: art@oaklandmagazine.com
• Color proofs and files on CD may be delivered or mailed to:
  Alameda Publishing Group, 7977 Capwell Drive, Suite 200 • Oakland, CA 94621

Prepress Guidelines

** Magazine Specifications **
Magazine trim size
9" x 10.875"
Printing
Web offset, perfect binding

** Ad Sizes **
FP bleed: 9.5” x 11.375”
(trim size: 9” x 10.875”)

For safety, keep live matter .25”
from trim edges.

FP: 8.125” x 9.8611”
2/3: 4.945” x 9.725”
HPV: 4.945” x 7.275”
HPH: 7.5” x 4.8”
1/3SQ: 4.945” x 4.8”
1/3V: 2.39” x 9.725”
1/6V: 2.39” x 4.8”
1/6H: 4.945” x 2.35”
RG/SG: 3.5” x 2.92”
(photo: 1.87” x 2.92”)

**Accepted Native File Formats**
Mac platform only
• Include ALL fonts & support files
• CMYK or grayscale

**Accepted CRA File Format**
• CMYK or grayscale (No spot or PMS colors)
• Embed all fonts
• 300 dpi resolution
• Accurate bleed for Full Page bleed ads
  (see Ad Sizes)

**InDesign (CS2) • PhotoShop (CS2) • Illustrator (CS2)**

Advertising That Hits Home