

## AD SUBMISSION

Please submit print ready ads as an editable 300 dpi pdf in CMYK color format.

Email files to [ads@reader.us](mailto:ads@reader.us)

## AD SIZES

Magazine trim size: 8.375" x 10.875"

<p><b>Full Page</b></p> <p>Non-Bleed: 7.75" x 10.125"</p> <p>Bleed: 8.625" x 11.125"</p> <p>Live Area: 7.75" x 10.125"</p>	<p><b>Back Cover</b></p> <p>Non-Bleed: 7.75" x 8.00"</p> <p>Bleed: 8.625" x 8.5"</p> <p>Live Area: 7.75" x 8.00"</p>	<p><b>1/2 Page Vertical</b></p> <p>3.75" x 9.75"</p>	<p><b>1/2 Page Horizontal</b></p> <p>7.75" x 4.75"</p>
<p><b>1/3 Page Horizontal</b></p> <p>7.75" x 3.125"</p>	<p><b>1/3 Page Island</b></p> <p>3.75" x 6.4375"</p>	<p><b>1/4 Page Horizontal</b></p> <p>3.75" x 4.75"</p>	<p><b>1/6 Page Horizontal</b></p> <p>3.75" x 3.125"</p>

**AN ANTIDOTE TO BORING MASS MARKET MEDIA**  
THROUGH BEING AN ALTERNATIVE TO THE MAINSTREAM NARRATIVE

### FOUNDED 2001

The Reader Magazine is a California benefit corporation, certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

The Reader is the lead organizer of The March For Journalism [www.marchforjournalism.com](http://www.marchforjournalism.com) a fiscally-sponsored project of Media Alliance, a registered 501(c)(3)

Check out our b corp profile at <http://bit.ly/ReaderB>

### RESPONSIBLE ADVERTISING

The Reader distribution model has won accolades for positive environmental impact. Every ad run in The Reader saves precious resources including water, energy and trees when it's chosen over weekly junk mail models. See [www.reader.us/impact](http://www.reader.us/impact) for the complete list of environmental benefits.

**AN ENVIRONMENTALLY RESPONSIBLE REVOLUTION**

THROUGH HELPING REDUCE U.S. GREENHOUSE GAS EMISSIONS TO NET ZERO

PEOPLE USING  
BUSINESS  
AS A  
FORCE FOR GOOD

Certified  
  
Corporation  
[bcorporation.net](http://bcorporation.net)

THE READER



# Grow Your Business the Easy Way

← THE READER →

## FREQUENCY & RESULTS

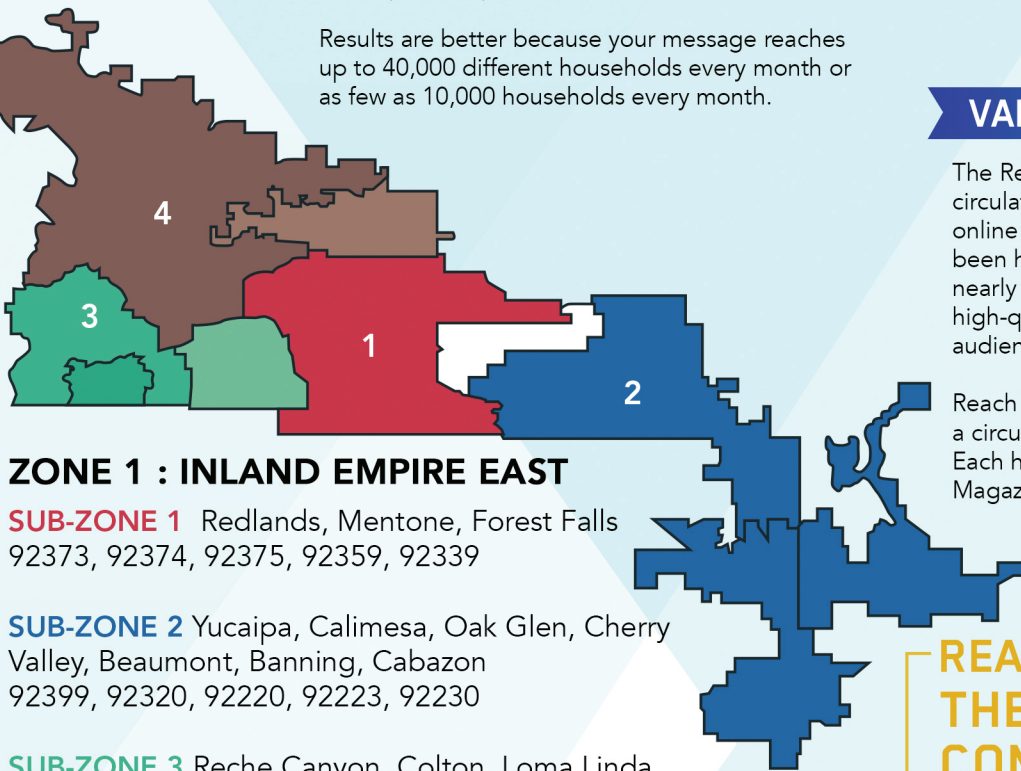
The Reader Magazine is published quarterly and mailed monthly. The Reader developed this original distribution model for businesses to pay less and get more from their advertising dollars. Prices are less because the printing is done in large quarterly print runs.

Results are better because your message reaches up to 40,000 different households every month or as few as 10,000 households every month.

## VALUE & REACH

The Reader Magazine has the largest circulation of any media entity in print or online in the East Inland Empire. We have been helping businesses like yours grow for nearly two decades by providing low-cost, high-quality advertising to a targeted audience in 17 East Inland Empire cities.

Reach up to 4 SubZones. Each SubZone has a circulation of 30,000 qualified households. Each household receives a Reader Magazine quarterly.



### ZONE 1 : INLAND EMPIRE EAST

**SUB-ZONE 1** Redlands, Mentone, Forest Falls  
92373, 92374, 92375, 92359, 92339

**SUB-ZONE 2** Yucaipa, Calimesa, Oak Glen, Cherry Valley, Beaumont, Banning, Cabazon  
92399, 92320, 92220, 92223, 92230

**SUB-ZONE 3** Reche Canyon, Colton, Loma Linda, Grand Terrace, Rialto  
92324, 92354, 92313, 92376, 92377

**SUB-ZONE 4** Highland, San Bernardino, Devore, Lytle Creek  
92404, 92407, 92408, 92346, 92358

**REACH THE BEST CONSUMERS**

Reach households with an average \$4000 per month in spending power!