

INLAND **EMPIRE** WEEKLY

NEWS • ARTS • ENTERTAINMENT

www.ieweekly.com

2014 media**kit**

about . audience . distribution . spec . editorial . advertising



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p. **951.284.0120** . f. **951.284.2596**

mission

The IE Weekly is a free alternative newsweekly that serves the intimate communities within the Inland Empire. Our goal is to provide a voice in regional and national news, local art and in guiding the wide-array of entertainment choices that happen within our region. Through excellence in both print and online journalism, the IE Weekly thrives on the concept that providing a sense of community to a vast area can be both a resource and an inspiration to our readers.

staff

Publisher Jeremy Zachary

Editor-in-Chief Evan Senn

editorial

Cover Story Feature story of the week

Letters Feedback from readers

News of the Weird Odd happenings from around the globe

The Rundown A feisty overview of news and events in the Inland Empire

¡Ask a Mexican! Gustavo Arellano gives educated answers to reader's quirky ethnic questions

Local News Timely local news and reporting

Music Reviews, profiles and interviews with local and national acts

Band of the Week A spotlight on the up-and-coming local artists

Art Preview or profile of Inland exhibits, museums, curators, artists and events

Books Reviews of non-mainstream literature, graphic novels and nonfiction

Theater Previews and reviews of Inland Empire stage productions

Film Reviews of upcoming films, from mainstream to art-house releases

Eats Reviews or restaurants throughout the greater IE

Dining Guide Concise information on restaurants throughout the Empire

7 Day Stretch Our limelight picks of events that week

Picks of the Week A preview of an upcoming event

Listings Show announcements, community events, the week's concerts and regional hotspots

Planet Waves Weekly horoscope by renowned psychic Eric Francis

Final Word Humor column by Southern California writer Jeff Girod

[**about our readers**]

Over 3.5 million people in Riverside, San Bernardino and Los Angeles counties

age

Median Age: 35

18-20 4%

21-24 7%

25-29 9%

30-34 12%

35-39 16%

40-44 15%

45-49 11%

50-54 11%

55-59 6%

60+ 8%

sex

50% Female

50% Male

income

Median HHI: \$50,756

marital status

73% Single

living

58% Own

42% Rent

education

42% college, no degree

31% college degree

buying

60% Buy new clothes monthly

26% Buy new car in next 12 months

17% Buy new home in next 12 months

Retail Sales: \$4.4B

(15th highest in the nation)

entertainment

68% Went to a bar or nightclub in the last 30 days

64% Went to a movie theater in the last 30 days

48% Went to a concert or play in the last 30 days

48% Went to a casino in the last 30 days

eats

6 Times ordered take-out / delivery in last 30 days

5 Times ate at a sit-down restaurant in the last 30 days

\$3.7B Food and Drink sales (15th highest in nation)

online

17% Watched film/videos/TV in the last 30 days

13% Downloaded music in the last 30 days

8 Hours spent online weekly

reading habits

43% Read IE Weekly 2-3 times per week

25% Read IE Weekly 4-5 times per week

14% Read IE Weekly 6-9 times per week

1.76 Hours spent with each issue

60% Pick up for Calendar section

52% Pick up for Eats section

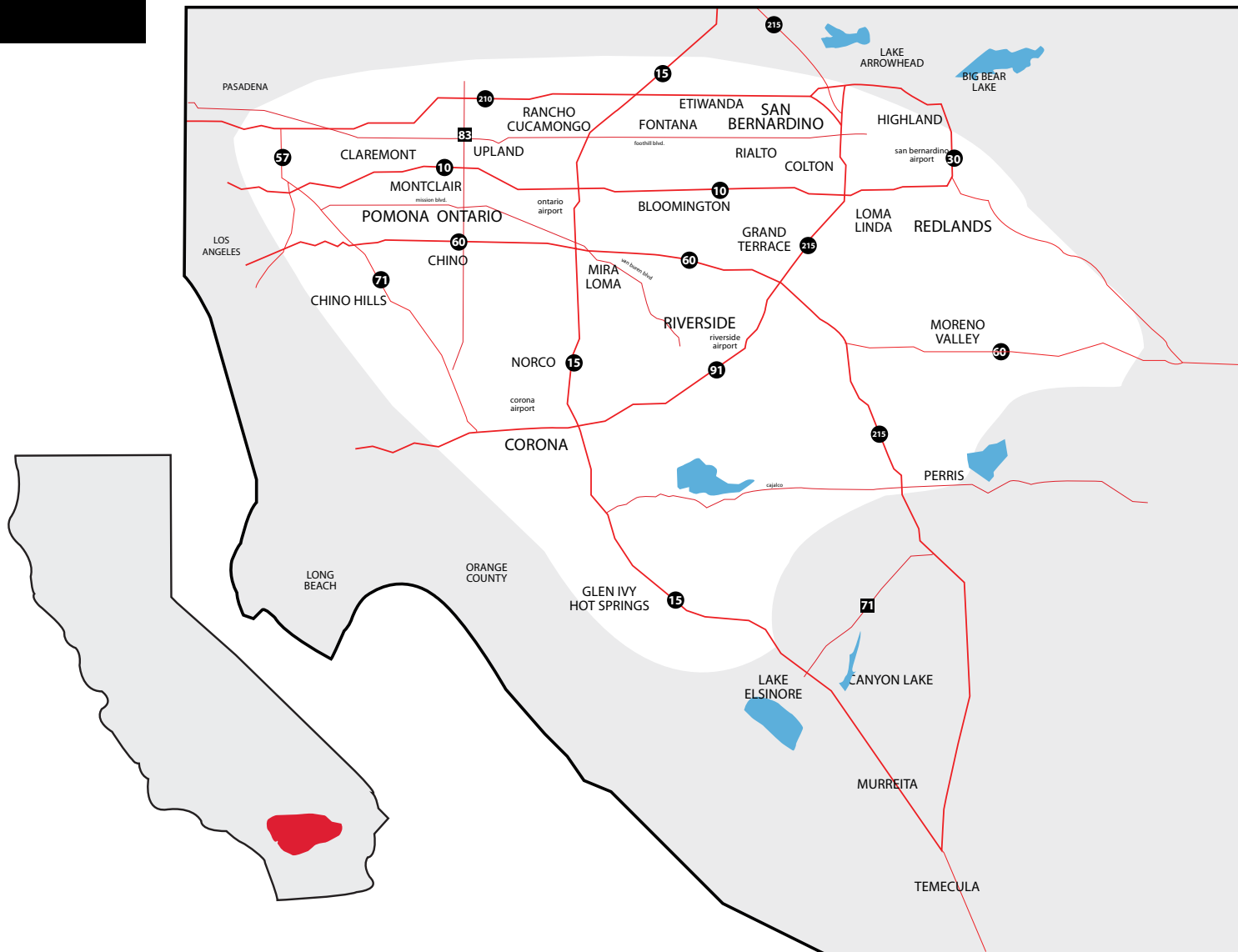
50% Pick up for Cover Story

50% Pick up for Advertising

30% Do not read any daily newspaper

2014

distribution]



30,000 papers
available at over 1,200 locations!
over 96,000 weekly readers

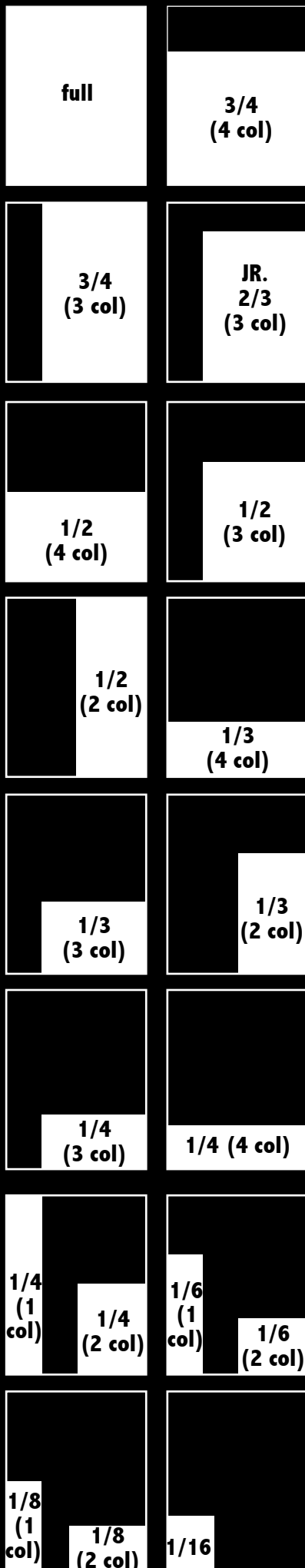
You can find Inland Empire Weekly in your favorite restaurants, markets, retail shops, nightclubs, coffee shops, bookstores and almost every type of high traffic location you can think of!

Here are some of our hot spots to find the paper each and every week:



Wahoo's Fish Taco, Improv, Best Buy, Guitar Center, It's a Grind, Mad Platter, Rhino Records, Simple Simon's Bistro, Barnes & Noble, Brunswick Bowling Zone, Chipotle, Glass House, Riverside Art Museum, The Press, Sevilla, Juice it Up, Coffee Depot and all MetroLink stations.

- Alta Loma
- Bloomington
- Calimesa
- Chino
- Chino Hills
- Claremont
- Colton
- Corona
- Etiwanda
- Fontana
- Grand Terrace
- Highland
- Loma Linda
- Mentone
- Mira Loma
- Montclair
- Norco
- Ontario
- Rancho Cucamonga
- Rialto
- Riverside
- San Bernardino
- Upland
- Yucaipa



INLAND **EMPIRE** WEEKLY

ad dimensions & submission guidelines

ad dimensions

	width	x	height
full	9.812		11.75
3/4 (4 column)	9.812		8.706
3/4 (3 column)	7.317		11.75
2/3 (3 column)	7.317		9.89
1/2 (4 column)	9.812		5.793
1/2 (3 column)	7.317		7.943
1/2 (2 column)	4.823		11.75
1/3 (4 column)	9.812		3.8
1/3 (3 column)	7.317		5.916
1/3 (2 column)	4.823		7.796
1/4 (4 column)	9.812		2.816
1/4 (3 column)	7.317		3.813
1/4 (2 column)	4.823		5.793
1/4 (1 column)	2.328		11.75
1/6 (2 column)	4.823		3.813
1/6 (1 column)	2.328		7.693
1/8 (2 column)	4.823		2.816
1/8 (1 column)	2.328		5.793
1/16	2.328		2.816

liability

The order or request for all advertisements shall be deemed to be a representation to the Publisher by the agency and advertiser that they are properly authorized to publish the entire contents and subject matter thereof. It is also understood that when advertisements containing the names, pictures, and/or testimonials of persons, whether living or dead are submitted for publication, the order or request for such publication shall be deemed to be a representation by the agency and advertiser that they have obtained all necessary written consent for such use. In consideration of publication of an advertisement, the agency and advertiser, jointly and severally, agrees that they shall indemnify and save the Publisher, its officers, agents, and employees harmless from and against all damages, losses, liabilities, and expenses whatsoever, including, but not limited to, (i) reasonable fees of counsel selected by the Publisher and (ii) losses a) resulting from the acceptance of any advertisement, b) resulting from any delays in publication, c) resulting from all claims, demands, suits, actions, or proceedings arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims or suits for libel, infringement of copyright or trademark, unfair competition, plagiarism, or violation of right of privacy), or d) based upon or arising out of any matter contained in any advertisement. The provisions of this paragraph will survive the termination of this Agreement.

deadlines

Space for reservation is due Monday no later than 5:00PM for that week's publication. (Early deadline exceptions occur during Holiday weeks, as the deadline will be moved up one day.) Copy and artwork must be received no later than 12:00PM on Tuesday. Late charges may apply

Approval of ad proofs must be received no later than 12:00PM Tuesday or ads will run AS IS, based on the last proof submitted to the advertiser to review

ad submission guidelines

- For best results the preferred file format for all material is PDF with photos and fonts embedded. For best results, all fonts should be converted to outline before running to Acrobat Distiller on operable files and converting to PDF formats.
- All camera ready ads may be submitted as PDF, JPEG, TIF, or PSD files. Where applicable, generate with embedded fonts and halftone resolution set at 300dpi.
- Color ads should be CMYK (NO RGB FILES).
- Spot-color ads should be submitted as both a composite PDF file and a separate file
- All ads smaller than the full-page must be bordered to their exact dimensions. When the border submitted is an incorrect size, we will resize to fit the correct dimension.
- All Camera Ready artwork must have an accompanying proof sheet.
- Artwork, pictures and other graphic materials supplied by the advertisers are saved until the end of each calendar year, at which time they may be destroyed unless specific instructions for their return have been received.

material produced by IE WEEKLY

Any advertising material produced by IE Weekly pursuant to this Agreement will remain the sole property of IE Weekly. Advertiser will accrue no rights thereto and will not use such advertising in any way without the express written consent of IE Weekly.

color

Color is available on a limited basis. Charges for the spot color and four color process are in addition to space charges. Four Color: \$200

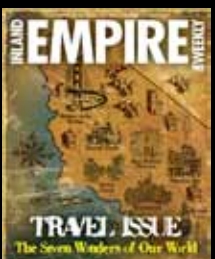
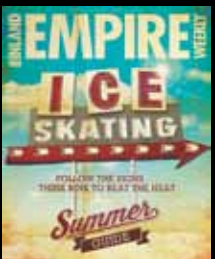
placement

Positioning in IE Weekly is not guaranteed and is subject to availability. Limited Premium Positioning is available for 15% premium. Back cover is subject to a 20% premium placement charge.

advertising design

There is no charge for basic advertising design and type setting for use in our newspaper. Professional artwork, illustrations and photographs are available upon request for an additional charge.

2013 Special Issue Covers



Week	Pub Date	Deadline	Issue	Special Issue	Holiday
1	2-Jan	1-Jan	40		
2	9-Jan	8-Jan	41		
3	16-Jan	15-Jan	42	Winter Guide	Martin Luther King Jr.
4	23-Jan	22-Jan	43		
5	30-Jan	29-Jan	44		Super Bowl
6	6-Feb	5-Feb	45	Sex Issue	
7	13-Feb	12-Feb	46		Valentine's Day
8	20-Feb	19-Feb	47		Presidents Day
9	27-Feb	26-Feb	48		
10	6-Mar	5-Mar	49		
11	13-Mar	12-Mar	50	Happy Hour Guide	St. Patrick's Day
12	20-Mar	19-Mar	51		
13	27-Mar	26-Mar	52		
14	3-Apr	2-Apr	1		
15	10-Apr	9-Apr	2	Guide to Coachella	
16	17-Apr	16-Apr	3		Easter
17	24-Apr	23-Apr	4		Earth Day
18	1-May	30-Apr	5		Cinco de Mayo
19	8-May	7-May	6		Mother's Day
20	15-May	14-May	7	Travel Issue	
21	22-May	21-May	8		Memorial Day
22	29-May	28-May	9		
23	5-Jun	4-Jun	10		
24	12-Jun	11-Jun	11	Local Music Issue	Father's Day
25	19-Jun	18-Jun	12		
26	26-Jun	25-Jun	13		
27	3-Jul	2-Jul	14	Summer Guide	4th of July
28	10-Jul	9-Jul	15		
29	17-Jul	16-Jul	16		
30	24-Jul	23-Jul	17		
31	31-Jul	30-Jul	18		
32	7-Aug	6-Aug	19		
33	14-Aug	13-Aug	20	Back to School Guide	
34	21-Aug	20-Aug	21		
35	28-Aug	27-Aug	22		Labor Day
36	4-Sep	3-Sep	23	Restaurant Guide	
37	11-Sep	10-Sep	24		
38	18-Sep	17-Sep	25		
39	25-Sep	24-Sep	26		
40	2-Oct	1-Oct	27	BEST OF IE	Rosh Hashana
41	9-Oct	8-Oct	28		Yom Kippur
42	16-Oct	15-Oct	29		Columbus Day
43	23-Oct	22-Oct	30		
44	30-Oct	29-Oct	31	Halloween Issue	Halloween
45	6-Nov	5-Nov	32		Veteran's Day
46	13-Nov	12-Nov	33		
47	20-Nov	19-Nov	34		
48	27-Nov	26-Nov	35		Thanksgiving
49	4-Dec	3-Dec	36	Holiday Gift Guide	
50	11-Dec	10-Dec	37		Hanukah
51	18-Dec	17-Dec	38		Christmas
52	25-Dec	24-Dec	39	Nightclub Issue	New Years Day

print advertising

print	1x	4x	8x	13x	26x	52x	Color
full page	1,257	1,092	1,030	968	906	845	+200
3/4 page	923	873	824	775	725	676	+150
jr. page	826	782	737	693	649	605	+135
1/2 page	634	600	567	533	499	465	+100
1/3 page	442	418	394	371	347	323	+70
1/4 page	346	328	309	290	272	253	+50
1/6 page	249	236	222	209	196	177	+40
1/8 page	202	192	180	170	159	148	+30
1/16 page	131	124	116	109	102	96	+15

online advertising

social media

Custom posting to thousands of fans

\$50
Per Posting

<http://www.facebook.com/ieweekly>

<http://twitter.com/ieweekly>

custom email blast

Send a customized email to our email database

\$100
Per Email

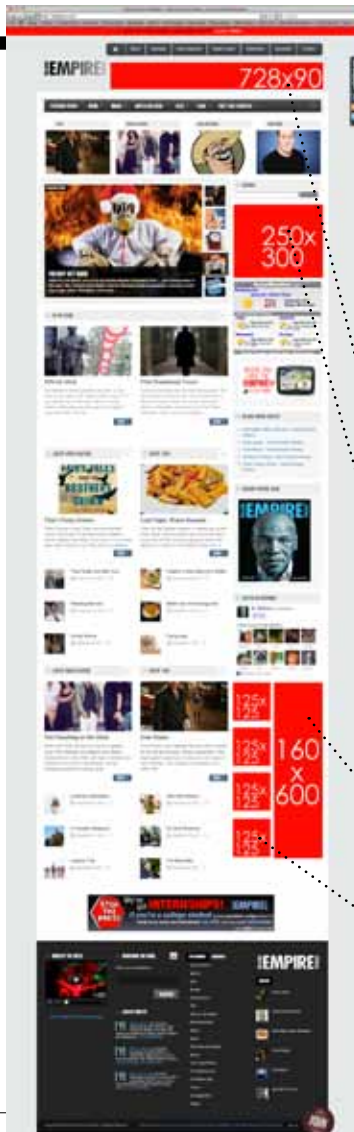
EBLAST

Suggested image file size is 350kB or less with a maximum of 800 PIXELS WIDE. Images over 350KB or 800 pixels wide will be automatically compressed and this may affect image quality. For best results optimize your images.

newsletter eblast

Custom square banner on our weekly newsletter

\$100
Per Newsletter



27,000+ unique visitors per month
86,000+ impressions per month
2:15 average time on site

weekly

All sizes are in pixels Impressions vary due to weekly traffic fluctuations

728 x 90 \$200

300 x 250 \$150

160 x 600 \$100

125 x 125 \$50

728 x 90 **Leaderboard**

300 x 250 **Square Banner**

160 x 600 **Skyscraper**

125 x 125 **Tile**