

DLM CELEBRATES ARTS & CULTURE

The **DLM** built its name on **quality, creativity** and our ability to create buzz through our **cultural influence**.

The DLM is defined by the people whose stories they share and it's powerful voice on the **arts and culture** of California's newest **university community**.



MEDIA KIT
2013





EDITORIAL FOR THE INDEPENDENT THINKER

The DLM surveys the landscape to unearth the smart edge of culture: the people, places, things, and trends that intelligent, sophisticated people want, need, and ought to know.



EDITORIAL CALENDAR
2013

JANUARY

THE NEW YEAR'S ISSUE

Ad Space Close

Dec. 18

Hits stands

January 4

JULY

THE NIGHTLIFE ISSUE

Ad Space Close

June 14

Hits stands

July 5

FEBRUARY

THE BICYCLE ISSUE

Ad Space Close

January 18

Hits stands

February 1

AUGUST

THE SUMMER ISSUE

Ad Space Close

July 19

Hits stands

August 2

MARCH

STATE OF THE ARTS ISSUE

Ad Space Close

February 15

Hits stands

March 1

SEPTEMBER

THE FOOD ISSUE

Ad Space Close

August 16

Hits stands

September 6

APRIL

THE FILM ISSUE

Ad Space Close

March 15

Hits stands

April 5

OCTOBER

THE NEXT ISSUE

Ad Space Close

September 20

Hits stands

October 4

MAY

THE GRADUATION ISSUE

Ad Space Close

April 19

Hits stands

May 3

NOVEMBER

THE FASHION ISSUE

Ad Space Close

October 18

Hits stands

November 1

JUNE

THE HISTORY ISSUE

Ad Space Close

May 17

Hits stands

June 7

DECEMBER

THE YEAR ISSUE

Ad Space Close

November 15

Hits stands

December 6

SEPTEMBER 2012



DOWNTOWN LIFE MAGAZINE
www.thedlm.com
FREE

THE FOOD ISSUE

DLM DOWNTOWN
DINING GUIDE

Pinocchio's opens Taste of Merced

ADVERTISING PIONEERS OF A NEW CULTURE

The DLM and its advertisers represent a new breed of business and a new culture in Merced. We are the game-changers shaping the future of an entirely new generation that will make Merced the epicenter for culture and entertainment in California.



ADVERTISING RATES
2013

RATES AND VOLUME DISCOUNTS

	1x	4x	6x	12x
DISCOUNTED		•	•	•
4 COLOR				
Full	\$550	\$525	\$500	\$475
2/3	\$500	\$475	\$450	\$425
1/2	\$275	\$250	\$225	\$200
1/3	\$200	\$175	\$150	\$125
1/4	\$175	\$150	\$125	\$100

PREMIUM & COVER POSITIONS

Back	\$800	\$750	\$700	\$650
inside front	\$650	\$600	\$575	\$550
Inside back	\$650	\$600	\$575	\$550
2pg spread	\$900	\$875	\$850	\$825

CLOSING & RELEASE DATES

Issue	Ad Close	Hits Stands
January	December 18	January 4
February	January 18	February 1
March	February 15	March 1
April	March 15	April 5
May	April 19	May 3
June	May 17	June 7
July	June 14	July 5
August	July 19	August 2
September	August 16	September 5
October	September 20	October 4
November	October 18	November 1
December	November 15	December 6

PRODUCTION REQUIREMENTS

Size	Non-Bleed	Bleed	Trim Size
Full	5 x 8"	5.75 x 8.75"	5.5x8.5"
2/3 (vertical)	3.3 x 7.8"	3.7 x 8.75"	3.5x7.8"
1/2 (horizontal)	5 x 3.8"	5.7 x 4.25"	5.5 x 4.7"
1/2 (vertical)	2.5 x 7.8"	2.8 x 8.75"	2.7 x 8.5"
1/3 (vertical)	1.6 x 7.8"	2 x 8.75"	1.85x8.5
1/4 (vertical)	2.5 x 3.9"	-----	2.5 x 3.9"

1/4 Inch from trim on all sides, 3/8 from bleed on all sides

CIRCULATION

Printed circulation is 5,000 with more than 100 distribution points



CIRCULATION

A PROVEN TRACK RECORD

The DLM has a rate base of 5,000 but it's readership and reach stretches well beyond those numbers. The DLM's audience is engaged, educated and intellectually curious. We believe in organic growth of our readership by relying on a strong editorial product, not gimmicks and coupons.



DISTRIBUTION LIST
2013

Starbucks
(All Merced & Atwater)
Castle Air Museum
Fiesta Insurance
Atwater Treasure Trove
UC Merced (bookstore)
UC Merced (dining hall)
Merced College (admin)
Merced College
(bookstore)
The Armory
Helen & Louise
Wired Café
Cigar Monkey
Scissorhands
Allison & Nicole
KC Collectables
Kelli's
Leighton's Jewelers
Toni's Courtyard
Sub Stop
J&R Tacos
Little Pink Boxes
Cold Stone
Gottchalk Music
Forté
Coffee Bandits
Main Street Tattoo
King's Donuts
Gabe's Tavern
Strawberry Alarm Clock
Merced Antique Mall
Catholic Charities
Bella Luna
Trevino's
The Partisan
Cue Spot
Chloe's
Second Time Around
Binary Systems
United Way
Cinema Café
Arbor Gallery
MCAC Art Council

Art Council
Red Sky Comics
Diva Accessories
Pacifica Tanning
Toby's Taxes
Fitz Direct
Joey O's
Smokin Jay's
BBQ Pitt
Sam's Café
F&B Insurance
Tioga Florist
Welcome Center
Slater's
Branding Iron
Fiesta Auto
Raley's Shopping Center
Used Textbooks
Millenium Sports Club
MOCI
Bloodsource
Five Star Tanning
UC Merced Planning
Bagel Tyme
King's Signs
Starbucks - Olive Ave.
Jamba Juice
Applebees
Brenda Athletics
Carrow's
Comfort Inn
Ramada Inn
Holiday Inn Express
Hampton Inn

The DLM is also
distributed at
special events
and located
everywhere people
congregate in
Merced



THEDLM.COM

THE TRUSTED SOURCE

Thedlm.com — Merced's leading entertainment and culture website — is The DLM in real time. All of the features, blogs and videos is original content created by DLM staff. Few websites in the Valley contain the powerful voice and creative power that's seen on Thedlm.com. The number of unique visitors and page views has grown steadily over the years and are now producing impressive and reliable numbers every month.

For more information on website advertising, please contact publisher Tom Price at tom@thedlm.com