

MARIN

CELEBRATING 20 YEARS



Media Kit 2025



WELCOME

MARIN COUNTY IS THE BEST OF THE BAY AREA

WE COVER IT ALL

Marin is situated between San Francisco and California's wine country and shares a border with San Francisco via the iconic Golden Gate Bridge.

The county has 13 vibrant towns and cities surrounded by verdant rolling hills, lush redwood forests including those in the famous Muir Woods, beaches for surfing and strolling, Point Reyes National Seashore and Mount Tamalpais – the perfect mountain for hiking and mountain biking as well as the county symbol. 🍷 Marin is home to one of the most affluent, active and civically minded populations in the United States. According to a recent Mendelsohn Affluent Survey, the average annual household income for the *Marin Magazine* reader is \$349,000 and the average net worth is more than \$3 million. Forty-four percent are owners/partners in their own business and thirty-eight percent commute daily to San Francisco for work. The average home value is more than \$1.7 million and ninety percent own their home.

WHO WE ARE, DEMOGRAPHICS & PRINT DISTRIBUTION

Since its inception in 2005, *Marin Magazine* has been celebrating Marin County's people, places and events in this very unique region that borders San Francisco north of the Golden Gate Bridge. As an active community resource, the award-winning monthly print magazine and website have enhanced the businesses who choose to partner with the *Marin* brand. While *Marin Magazine* is known as a true reflection of the active and affluent community it serves every month, it also actively supports the local non-profit community.

Demographics - Print

Frequency: 12x per year
Readership: 94,000
Average HHI: \$349,203
Gender: 31% M / 69% F
Age: 35-54

Readers: 80% Read cover to cover, every issue
Ratebase: 30,000
Requested Subscriber: 70%
Action-Oriented: Regularly purchase products or services from ads

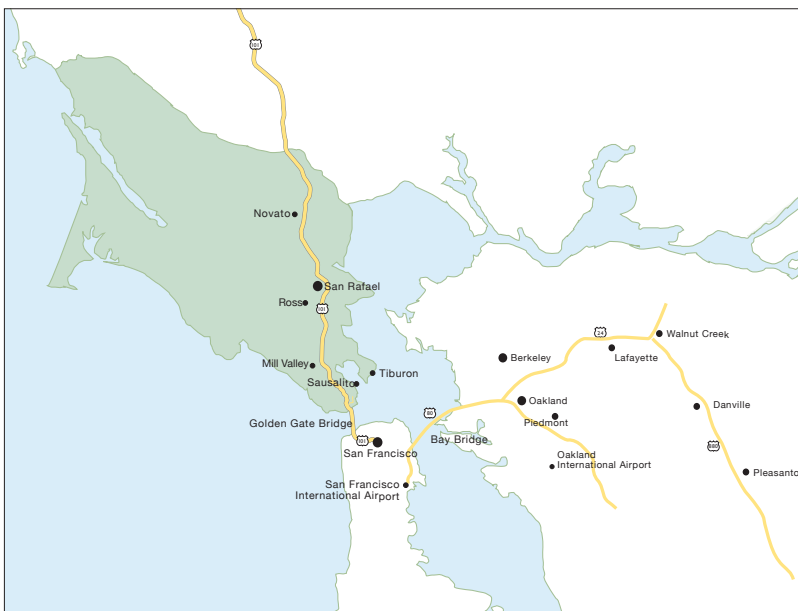
Take action after reading the magazine: 95%
Average Net Worth | Assets: \$3,079,000

Demographics - Digital

Unique Users:
43,987 Marin
7,696 SPACES

Monthly Pageviews: 79,326
Newsletter Subscribers: 34,000

Social Reach: 32,300
📍 16.5K followers
📘 9.6K followers
📺 7.5K followers



A rate base of 30,000 copies of *Marin Magazine* are distributed to homes in Marin County.



2025 Print Closing Dates



Issue	Space Close	Materials Close
January	November 27, 2024	December 4, 2024
February	December 24, 2024	January 2, 2025
March	January 22, 2025	January 29, 2025
April	February 19, 2025	February 26, 2025
May	March 26, 2025	April 2, 2025
June	April 23, 2025	April 30, 2025
July	May 28, 2025	June 4, 2025
August	June 25, 2025	July 2, 2025
September	July 23, 2025	July 30, 2025
October	August 27, 2025	September 3, 2025
November	September 24, 2025	October 1, 2025
December	October 22, 2025	October 29, 2025

CONTENT CALENDAR



JANUARY **Destination Weddings**

Small Business Profiles
PLUS Wedding Planner



FEBRUARY **Pets, Health and More**

Health and Wellness Profiles
PLUS Pet Pals and Products,



MARCH **Family Time**

Reunions and Celebrations
PLUS Summer Camps



APRIL **Sustainable Living**

SPACES
PLUS Home Resources



MAY **The Women's Issue**

Art Appreciation
PLUS Celebrating Women



JUNE **Get Outdoors**

SPACES
PLUS Summer Local Getaways Flip Book



JULY **Living Well**

Healthy Aging
PLUS Faces of Success



AUGUST **Best of 2025**

BEST OF THE COUNTY



SEPTEMBER **Education**

Explore Hawaii
PLUS Private School Guide



OCTOBER **Wine Country Escapes**

SPACES
Wine Tasting
PLUS Mill Valley Film Festival



NOVEMBER **Food and Entertaining**

Holiday Cheer
PLUS Restaurant Profiles



DECEMBER **Giving Back**

SPACES
Bay Area Philanthropy
PLUS Gift Guide | Nonprofits

In every issue: Editor's Letter, Currents, Calendar, Dine, Microclimates, Looking Back and more.

Elevate Your Brand in the Digital World

Newsletters

MARIN E-NEWSLETTER **Be a Part of the Buzz**

The Currents/Weekend 101 e-newsletter is emailed to our opt-in subscribers once a week with content relevant to our local audience.

Leaderboard

Partner Spotlight

Banner Ad

Partner Promotion

Video

Sponsored Feature Image

SPACES E-NEWSLETTER **Luxury Home**

A niche-market e-newsletter going out to subscribers featuring content from our SPACES special section.

Leaderboard

Partner Spotlight

Banner Ad

Partner Promotion

Video

CUSTOM E-NEWSLETTER **Tailored to You**

Create an entire e-newsletter with your exclusive content and send out to our opt-in subscribers. Your custom e-newsletter links back to your articles on our website.

DEDICATED **EMAIL CAMPAIGN** **A Uniquely Engaged Audience**

Provide us with content and we'll deliver an email with only YOUR promotion to our unique opt-in subscribers.

ENHANCED EMAIL **Your Curated Audience**

Combine your custom messaging with advanced audience/demographic targeting to reach the most desirable consumers.

Website

PARTNER ARTICLE **(Native)** **Your Content on our Website**

Submit copy of approximately 500 words and include your logo, 3-5 images (video) and a link to your website. The article will live on our website and also be promoted in our Marin e-newsletter.

DISPLAY: RUN OF SITE **A Wider Reach**

Run-of-site display ads rotate on most pages to give advertisers maximum exposure. Ads can also be viewed on tablets and mobile devices. All display ads rotate on our site for one month: Leaderboard, Island, Half Page and Mobile.

PREMIUM EVENT **CALENDAR LISTING** **Feature Your Event**

Feature your upcoming event on our website that can link back to your website.

HIGH IMPACT UNITS **Showcase Your Brand**

Deliver a high-impact experience by showcasing your brand message on our website with a Home Page Takeover, Rotating Billboard or Strategic Placement that links back to your website.

Social

PAID PARTNERSHIP **SOCIAL MEDIA POST** **Amplify Your Message**

Push out your message as a paid partnership on Instagram, Facebook, Twitter, and LinkedIn pages.

Submission Guidelines

Applications Accepted

InDesign, Photoshop and Illustrator.
A one-point border will be added to fractional ads.

Document Setup

Full page and spread ads require a minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

Resolution

All image files, including any images used within ads, need to be at least 300 dpi at 100% print size.

Proofs

For best results, supply a hard copy of a high quality, color proof for colormatching. Proofs sent are low-resolution PDFs to be used as review for placement and copy changes only.

Digital File Criteria

Animated web ads may be submitted as animated GIFs or HTML 5 zip files; static ads may be submitted as JPGs. Flash ads will not be accepted.

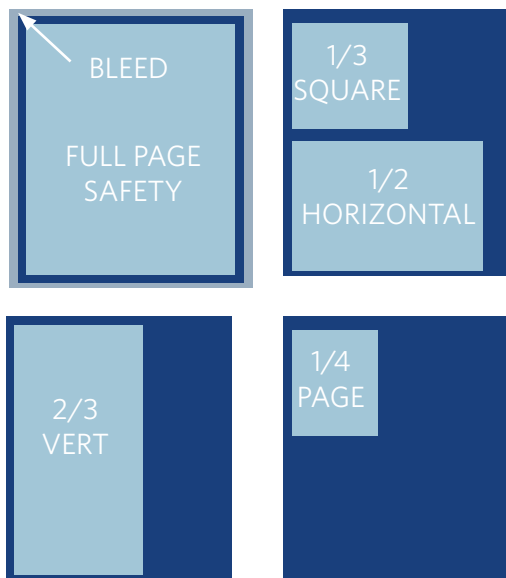
File Transfer

We accept WeTransfer, Dropbox, YouSendIt and Microsoft OneDrive

Production Contact

Please submit all files to:
production@marinmagazine.com

Print Ad Specs



Specialty Units Available:

Belly Band, Insert, Blow-in Card and Poly-bag and specialty rates upon request.

Magazine Size

Trim Size: 9" x 10.75"

Safety from Trim: .25" all sides

Bleed: .125" on all sides

Binding Method: Perfect

Full Page (inside and covers)

Trim: 9" x 10.75"

Live Area: 8.5" x 10.25"

Bleed Area: 9.25 x 11"

Spread

Create as a two-page document using full page sizes.

Fractionals

2/3 Page Vertical:

4.875" x 9.125"

1/2 Page Horizontal:

7.5" x 4.5"

1/3 Page Square:

4.875" x 4.5"

1/4 Page:

3.6875" x 4.5"

Digital Ad Specs

Newsletters

•Partner Spotlight and Partner Promotion:

Include a eight-word headline, 30 word copy, 300w x 250h image and URL link.

•Banner ads: 600w x 250h, 72dpi

Dedicated Email Campaign

Static image, one URL link; 6-8 word subject line.

Image Size: 1000w x 1150h

HTML Campaign: include unsubscribe link

Partner Article

Image Size: Up to 5, 1540w, logo, 72dpi

Copy: Headline, subhead, 250-500 words and URL links

Premium Calendar Listing

Image Size: 1540w

Copy: Title, Event Description

Event Details: Time, Date, Cost, Location, URL

ROS Units

Leaderboard: 2000w x 250h, 72dpi

Island: 300w x 250h, 72dpi

Half page: 300w x 600h, 72dpi

Mobile leaderboard: 320w x 50h, 72dpi