

MARIN

CELEBRATING 20 YEARS



Digital Media Kit 2025



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

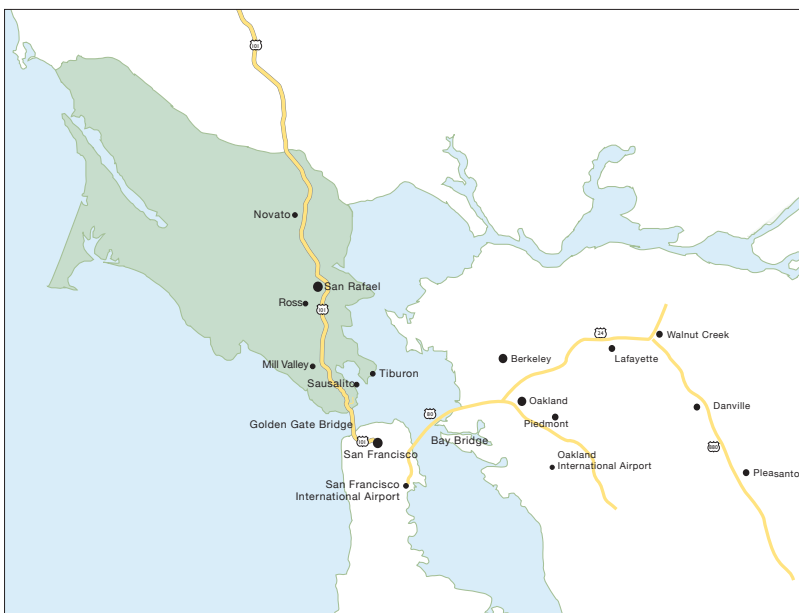
Newsletter Subscribers: 31,000

Social Reach: 32,300

📷 15.3K followers

📘 9.1K followers

🐦 7.5K followers



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

Dedicated Email



Email your promotion, message, or event invitation to our opt-in email subscriber base. **Dedicated Emails** are one of the fastest, most effective tools a company can use. They allow your company to send a direct marketing message to your target market, our audience. Provide us with content and we'll deliver the email blast on your behalf.

Digital Audience

Eblast Opt-ins **36,000**
Open Rate **52%**
CTR **2.4%**

Details

- **EXCLUSIVE** messaging
- **CREATE** content and craft your message
- **GROW** your internal database
- **DRIVE** traffic to your website
- **PROMOTE** events, new products or services
- **MARKET** your brand to our audience

Specs

Image 1000px w x 1150px h, 72 dpi
File Type. JPG or HTML file with unsubscribe link
URL URL links (one)
Subject Line 3-5 words

Creative Deadline

One week prior to delivery date.



Partner Article (Native)

The screenshot shows a digital article on the Marin Magazine website. The article title is "What Can I Do With My Property if I Have No Heirs?" by Tom Frank. The page includes a navigation bar, a sidebar with advertisements for "NiceGALS" and "CARTELLIGENT", and a "Highlights" section. The main content area contains several paragraphs of text, images of a coastal property and the Golden Gate Bridge, and a "Find us on Instagram" section. The footer of the article contains a "VIEW ON INSTAGRAM" button.

Marin Magazine offers partner content options for those interested in digital native advertising. Partner content articles live on our website and are promoted in our e-newsletter. Submit copy, add all your valuable links for maximum SEO, and include your logo, images and even video.

When you invest in a **Partner Article (Native)**, we can assign a writer from our editorial staff to write a thoughtfully crafted article about your business or they can enhance what you have already written to maximize your visibility.

Digital Audience

Website Users 43,987
 E-newsletter Opt-ins 31,000

Details

Showcased on *marinmagazine.com* and promoted once in our Marin e-newsletter, a Partner Article lives on our website homepage for 30 days then available on our website forever.

Specs

Logo 72 dpi
 Image Size 3 - 5 images, 1540px wide
 Copy 250-500 words*
 Title Suggested headline and subhead*
 Keywords 5 Search Keywords for SEO
 URL URL links (up to five)
 Video (optional) YouTube or Vimeo URL
**May be edited for style and clarity*

Creative Deadline

Two weeks prior to delivery date for client-submitted copy.
 Four weeks prior for in-house editorial.

Marin E-Newsletter

1



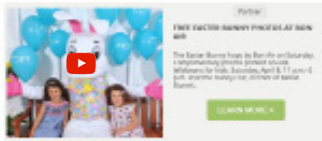
2



3



4



5



Be part of the “what’s happening” buzz with our popular weekly e-newsletter delivered Wednesdays. The Marin e-newsletter contains vibrant community resources, with tips, trends, articles and more. The e-newsletter is emailed to our opt-in subscribers once a week with content relevant to our local audience.

Digital Audience

E-newsletter Opt-ins 31,000

1 E-Newsletter Leaderboard (top position)

Image 728 w x 90 h, 72 dpi
File Type JPG or PNG
URL URL links (one)

2 Partner Spotlight

Image 300 w x 250 h, 72 dpi
File Type JPG or PNG
Headline & Copy 3-5 words Headline / Up to 30 words
URL URL links (one)

3 E-Newsletter Banner Ad (3 positions available)

Image 600 w x 250 h, 72 dpi
File Type JPG or PNG
URL URL links (one)

4 Video

URL Video URL Link
URL Source YouTube or Vimeo
Headline 3-8 words

5 Partner Promotion

Image 300 w x 250 h, 72 dpi
File Type JPG or PNG
Headline & Copy 3-5 words Headline / Up to 30 words
URL URL links (one)

6 Sponsored Feature Image

Image 300 w x 300 h, 72 dpi

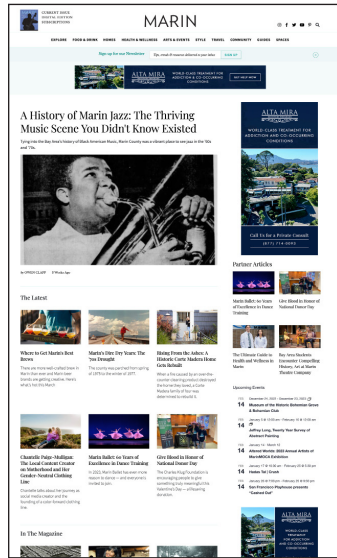
Creative Deadline

One week prior to delivery date.

Note: No Flash or animation is available on e-newsletters, please send static images only. Provide third party tags in a text file. Editorial staff reserves the right to edit for style, clarity and consistency.

6

High Impact Units



Homepage Takeover

Deliver a high-impact experience by showcasing your brand message on the front of our homepage for the week. Takeover includes all ad units on the page, is clickable to your website or designated page.

IMAGE - need to build one with all units

Specs

- Banner/Leaderboard 2000px x 250px, JPG, 72 dpi
- Island 300px x 250px, JPG, 72 dpi
- Half Page 300px x 600px, JPG, 72 dpi

Toast City Diner

Saturdays & Sundays
11am - 4pm
www.toast.com

Ask about our seasonal short stack specials!

Billboard

A large, powerful banner at the top of our website. May rotate with other billboards.

Specs

- Billboard. 2000px x 500px, JPG, 72 dpi
- Info. URL, White Background Color

Affordable Wine Country River Getaways

Looking for a sun-filled getaway? A road trip to the river communities of Sonoma County might be just what you're dreaming of. If you've already been to Sonoma County wine country you probably went wine tasting or drove along the coast, but when's the last time you set out to explore the three rivers that flow through the famous wine region? If you do, I can promise you that many of your sentences will start with, "Wow, I never knew!"

ST. FRANCIS
Authentic Sonoma Amenity!

I'm always amazed at how few Northern Californians have even seen the emerald-hued Guadalupe River, or explored the local shops and galleries of charming Russian River towns such as Forestville, Cazadero, and Monte Rio. Even the placid Petaluma River has something to offer visitors, such as renting a stand-up paddle board and taking a self-guided wildlife tour.

A weekend river getaway to Sonoma County will be filled with fantastic dining, eclectic shopping, world-class wineries, old town, and outdoor adventures ranging from redwood forest hikes to riverside.

More Activities in the South Bay
Best Things To Do in the Bay Area This February
Best Things To Do in the Bay Area This January

Strategic Placement Leaderboard

Maximize your ROI with a banner set to appear within relevant editorial.

Specs

- Banner. 728px x 90px, JPG, 72 dpi

High Impact Units



ROTAING THRU IMAGES



This displays 6 images and captions of your choosing in a very slick rotating cube. Great for capturing attention!

Specs

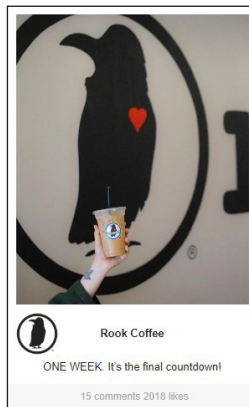
Cube. 300px x 250px, JPG, 72 dpi
 Minimum width . . . 300px (6 images, each with caption)
 Info. Logo, URL, Call to Action

Instant Instagram (ROS)

Create an ad from an Instagram account user name. This pulls in the latest from a *public* Instagram feed once per hour. It displays the photo and caption.

Specs

Image 300px, JPG, 72 dpi
 Maximum width. 300px
 Info. Instagram Handle/User name, 100 words



Real Estate Showcase (two options)

Real Estate Showcase was developed to give real estate agents a way to create eye-catching ads that promote their most important properties. Real Estate Showcase ads are easy to create, with a stylish design that puts pertinent property information front and center. Easily update ads with new images and property information on the fly, with large photos used to generate interest and encourage user engagement.

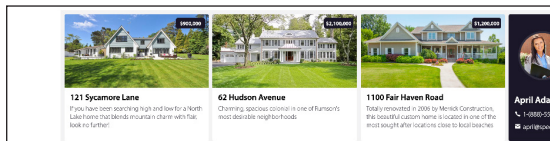
1x1 (Flexible) Specs

Image 300px x 250px, JPG, 72 dpi
 Info. Home Photo, Address, Description, Price, URL
 Agent Photo, Name, Phone, Email

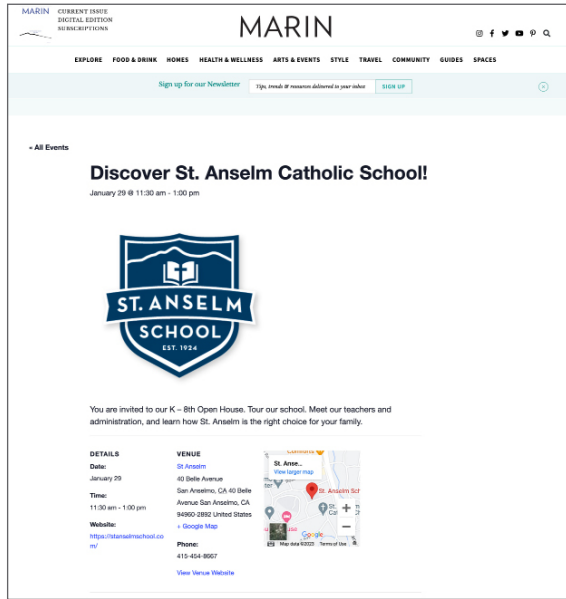


4x1 (Flexible) Specs

Images 4x1 (flexible), 300px x 250px, JPG, 72 dpi
 Info. Home Photo, Address, Description, Price, URL
 Agent Photo, Name, Phone, Email



Premium Calendar Listings



Stand out with a Premium Calendar Listing. Feature your business or event on our website for added exposure and engagement.

Digital Audience

Website Users 42,000/monthly
E-newsletter Opt-ins 31,000

Premium Calendar Listing

Image 1200 px w x 800 h, 72 dpi
File Type JPG or PNG
Copy 20-25 Words
Details Event Title, Time, Date, Cost, Location, URL



Custom Marin E-Newsletter

MARIN MAGAZINE

Newsletter presented by:

**MARIN LIVING
BEYOND THE
FOUR WALLS®**

CAREY
HAGGLUND
CONDY
— REAL ESTATE —
LUXURY MARIN HOMES

HIGH TOUCH. FULL SERVICE. ALL PRICE POINTS.™

OUR TEAM



We are the #1 Compass Team in Marin County. We are high touch, full service at all price points.

[Learn More](#)

ABOUT US



Our office is located in the 100+ year old historic Ross Garage. Click to see historic pics and a video.

[Click Here](#)

ACTIVE LISTINGS



Although inventory is tight, we do have a number of listings coming onto the market this spring.

[See More](#)

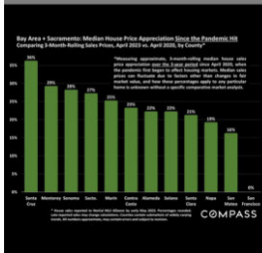
ACTIVE BUYERS



In a market with limited inventory, working with the right agent is more critical than ever.

[Learn More](#)

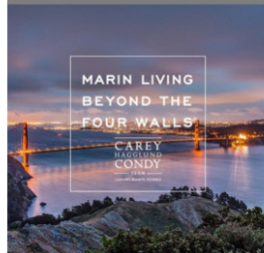
MARKET NEWS



No one produces better reports on the local housing market impacted by micro and macro-economic trends than does Patrick Carlisle, Compass' Market Analysts for the San Francisco Bay Area.

[Learn More](#)

MAY NEWSLETTER



Sign up for our monthly newsletter. We provide our own assessment of the market along with our listings, properties recently sold, real estate lifestyle articles and Compass market analysis.

[Sign Up Here](#)

Marin Custom E-Newsletter allows you to send an e-newsletter similar to our weekly Marin e-newsletter, but with your content only. A Custom Marin e-newsletter has four links back to your website. We deliver and track your campaign, start to finish. Simply provide us with content and we will deliver the email on your behalf to our opt-in subscribers.

Digital Audience

E-newsletter Opt-ins 31,000

Header Logo

Logo 72 dpi

URL URL link

Promotional Module Specs

Image 4 images, 400 w x 400 h, 72 dpi

File Type. JPG or PNG

Headline 3-7 words

Copy. Up to 50 Words (per module)

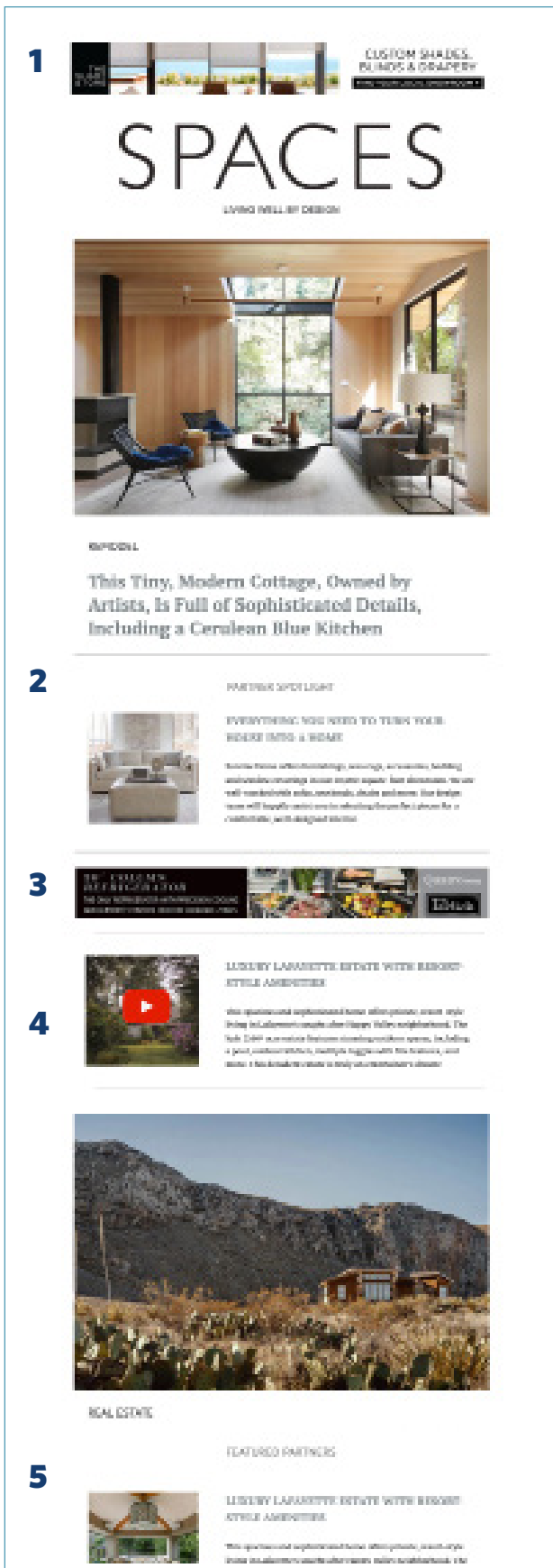
URL URL links (one)

Creative Deadline

One week prior to delivery date.

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SPACES E-Newsletter



This popular twice-a-month e-newsletter includes content about interior design, architectural features and the latest in home trends. It deploys the first and third Sunday of every month, perfect timing for home-centric businesses and Bay Area real estate agents to market their latest listings and weekend open houses.

SPACES Audience

E-newsletter Subscribers 20,000+
 Open Rate 49%
 CTR 3%

1 Leaderboard (top position)

Image 728 w x 90 h, 72dpi
 File Type JPG or PNG
 URL URL links (one)

2 Partner Spotlight

Image 300 w x 250 h, 72dpi
 File Type JPG or PNG
 Headline & Copy . . 3-5 words Headline / Up to 30 words
 URL URL links (one)

3 Banner Ad (3 positions available)

Image 600 w x 250 h, 72dpi
 File Type JPG or PNG
 URL URL links (one)

4 Video

URL Video URL Link
 URL Source Youtube or Vimeo
 Headline 3-8 words

5 Partner Promotion

Image 300 w x 250 h, 72dpi
 File Type JPG or PNG
 Headline & Copy . . 3-5 words Headline / Up to 30 words
 URL URL links (one)

Creative Deadline

One week prior to delivery date.

Note: No Flash or animation is available on e-newsletters, please send static images only. Provide third party tags in a text file. Editorial staff reserves the right to edit for style, clarity and consistency.

Display Ads

The screenshot shows the Marin Magazine website interface. At the top, there's a navigation bar with 'MARIN' in large letters and social media icons. Below that, a 'NiceGALS' banner advertises 'THE HIGHEST QUALITY CRD AND RELIEF SOLUTIONS, DIRECTLY TO YOUR DOOR'. The main content area is divided into several sections:

- Join Us for the Best Party of the Year: Best of the County**: A large featured article with a photo of a social gathering.
- The Latest**: A grid of small article thumbnails with titles like 'Understanding the Growing Presence of Black Bears in Marin County', 'Expert Tips on How to Care for an Elderly Dog', and 'Life in Sausalito After 7 Years Soiling Around the World'.
- Partner Articles**: A section with articles such as 'Best of the County 2023 Winners Spotlight' and 'What Can I Do With My Property if I Have No Heirs?'.
- In The Magazine**: A grid of article thumbnails including 'Best Comedy Venue in Marin', 'The Best Food Insecurity Nonprofits in Marin', and 'The Best Spas in Marin'.
- Upcoming Events**: A calendar listing events like 'On Land! at Marin MOCA' and 'Forrest Gander and Lehua Taitano: Road in Rounds - MarinMOCA'.
- Find Us on Instagram**: A grid of Instagram-style photos.
- Explore Marin**: A grid of article thumbnails including 'The Best Music to See in Marin This August', 'Best New Places to Eat in Marin', and 'August: Outside Lands and More'.

 At the bottom right, there's a 'MARIN Best of the County' graphic with buttons for 'CURRENT ISSUE', 'DIGITAL EDITION', 'ARCHIVE', and 'SUBSCRIPTIONS'.

Run of Site Display Ads rotate on most pages to give advertisers maximum exposure. Provide four different sizes of your ad — leaderboard, anchor, half page and mobile leaderboard, and all four rotate on our site for one month.

Digital Audience

Website Users 43,987

Display Leaderboard

Image Size 2000px w x 250px h, 72 dpi
 File Type. JPG / GIF / HTML5
 URL URL links (one)

Display Half Page

Image Size 300px w x 600px h, 72 dpi
 File Type. JPG / GIF / HTML5
 URL URL links (one)

Display Island

Image Size 300px w x 250px h, 72 dpi
 File Type. JPG / GIF / HTML5
 URL URL links (one)

Display Mobile Leaderboard

Image Size 320px w x 50px h, 72 dpi
 File Type. JPG / GIF / HTML5
 URL URL links (one)

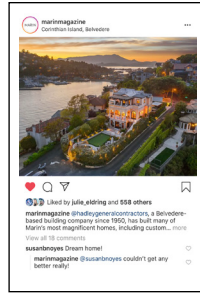
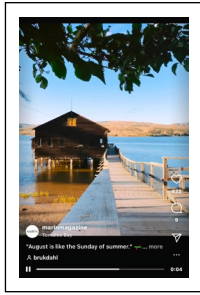
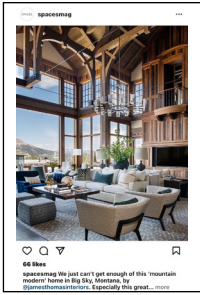
High impact units available upon request.

Creative Deadline

One week prior to delivery date.

Note: For times when the user's browser does not support creative functionality (HTML5) provide a JPG image.

Social Media Boost: Instagram



Marin Magazine wants to push out your message as a paid partnership on our **Instagram** pages to our growing number of followers.

Boost your audience with our followers.

Social Media Audience

Marin 15,300+

Instagram Live Q&A

Content Live for 5-7 minutes broadcast from our account
 Collaboration Your account will be invited to join the live for both
 of our audiences to see the conversation

Must Provide Information

Verification Page / account approval
 Contact Info URL, handle (i.e. @marinmagazine)

Instagram Giveaway

Image 1080px x 1080px (square), 72 dpi
 1080px x 1350px (portrait), 72 dpi
 Content . Provide a product or experience you want to give away
 Collaboration. We will post it on our feed, and you will be
 required to post it on your feed
 Guidelines n order to enter the giveaway users must: follow both
 of our pages, comment on the post, and tag a friend

Instagram Post

Image 1080px x 1080px (square), 72 dpi
 1080px x 1350px (portrait), 72 dpi
 Video 3-60 secs *photo required for the cover*
 Content 1-5 photos, limited text
 More information can be added to the caption

Instagram Story

Image 1080px x 1920px, 72 dpi
 Video 15 secs or less

Instagram Story Set

Image 3-4 vertical posts- 1080px x 1920px, 72 dpi
 Video 15 secs or less
 Files Number the files as they should appear
 Appearance Do not place text at the top edge
 Content Focus on one campaign (ea: new product line)

Instagram Reel

Video 15-30 secs vertical video: 1080px x 1920px
 Appearance Limited text- majority will be in the caption
 Content Do not add music- can be added upon request
 Files provide the 15-30 sec clip ready to go
 Or Multiple video clips for us to merge together

Creative Deadline

One week prior to delivery date.

Social Media Boost: LinkedIn

Marin Magazine wants to push out your message as a paid partnership on our **LinkedIn** pages to our growing number of followers.

Boost your audience with our followers.

Social Media Audience

Social Followers875

LinkedIn

- Image1200px x 630px, 72 dpi or 1080 x 1080px, 72 dpi
- Video1080 x 1080px or 1920px x 1080px: 15-120 secs
- Copy250 words
- Contact InfoURL, handle (i.e. @marinmagazine)

Creative Deadline

One week prior to delivery date.

MARIN

Marin Magazine

772 followers

8mo · 🌐


⋮

Add. More. Wow.

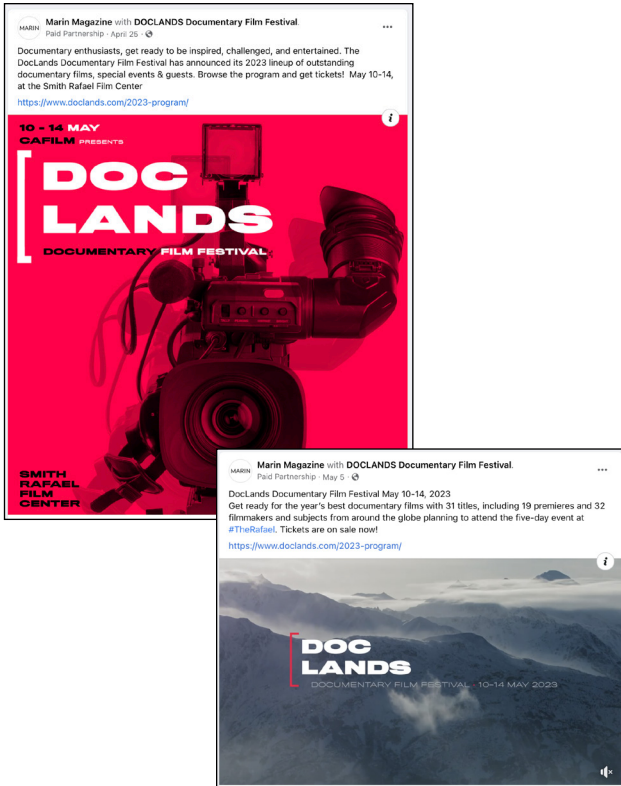
Imagine this. **Integrated Resources Group (IRG)**'s Calacatta Viola wrapped around your cooktop hood and cascading down a waterfall island. WOW. Learn more: <https://bit.ly/3gTbCIS>

Photo by: kuohphotography.com

#ad



Social Media Boost: Facebook



Marin Magazine wants to push out your message as a paid partnership on our **Facebook** pages to our growing number of followers.

Boost your audience with our followers.

Social Media Audience

Social Followers 9,500+

Specs

FB Story 1080px x 1920px, 72 dpi

FB Ad 1080px x 1080px, 72 dpi

Feed post 1200px x 630px, 72 dpi

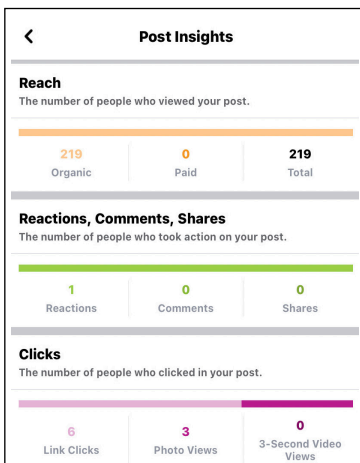
Video 1280 x 720 pixels for horiz and portrait, 15-120 secs

Verification Page / account approval

Contact Info URL, handle (i.e. @marinmagazine)

Creative Deadline

One week prior to delivery date.



Featured Property of the Week

SPACES

Featured Home: 60 Loma Vista Road, Sonoma, CA



Marin Magazine offers an exclusive sponsored position, Featured Property of the Week, on spacesmag.com. The Featured Property is dedicated to showcasing the leading home for sale to interested and prospective buyers. This sponsorship is available on a weekly basis.

With the **Featured Property of the Week** integrated campaign, our audience will be directed to your property through prominent module placement on the Real Estate landing page, display ads, a social media post and promotion in our Marin e-newsletter. Generate new leads and create buzz around your listing.

Featured Property Listing

Image Size 1540px w, 72 dpi
Copy Listing Description, 50 words
Details. Address, Start Date, End Date
URL Open House URL, Virtual Tour URL

Digital Ads

File Type. JPG / GIF / HTML5
Action click-through to URL
Leaderboard Image Size: 2000 w x 250 h, 72 dpi
Island Image Size 300 w x 250 h, 72 dpi
Half-Page Image Size 300 w x 600 h, 72 dpi
Mobile Leaderboard Image Size. 320 w x 50 h, 72 dpi

Social Specs

Facebook 1200 x 630, 72 dpi
Instagram. 1080 x 1080 (square),
1080 x 1350 (portrait), 72 dpi

Marin E-Newsletter Partner Promotion

Image 300 w x 250 h, 72 dpi
File Type. JPG or PNG
Headline 3 - 8 words
Copy Up to 50 words
URL URL links (one)

Creative Deadline

One week prior to delivery date.


Open House Listing & Virtual Tour

SPACES SUBSCRIBE

• All Events
This event has passed.


San Rafael: 142 Greenfield Avenue

July 31 @ 1:00 pm - 3:00 pm



Resort-Style Living in the West End

Open Sunday from 1-3 pm. Enjoy resort-style living in this spacious, modern 4 bed, 3 bath remodeled home with numerous upgrades and designer details. This home is perfect for entertaining with a fabulous indoor-outdoor flow and sparkling swimming pool. All this and an easy-breezy commute location.



Sign up for our SPACES eNewsletter
The latest design and home trends delivered to your inbox.

DETAILS
Date: July 31
Time: 1:00 pm - 3:00 pm
<http://www.142greenfield.vt.com/>

Elevate the visibility of your listing on our SPACES luxury home-centric website: the **Open House Listing & Virtual Tour Calendar**. With your open house listing and virtual tour, you will increase exposure and engagement for your property. All tours are promoted through our Real Estate calendar and weekly Marin e-newsletters. Your listing will be featured for one week and then will remain on the calendar indefinitely.

Digital Audience

E-newsletter Opt-ins31,000


Open House Listing & Virtual Tour Calendar

Image Size. 1540px w, 300px, 72 dpi
 Copy Listing Description, 50 words
 Details Address, Start Date, End Date
 URL Open House URL, Virtual Tour URL

Creative Deadline


One week prior to delivery date.

Virtual Home Tours




San Rafael: 142 Greenfield Avenue

[Read more](#)



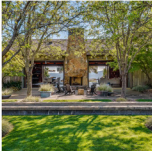
Tiburon: 4881 Paradise Drive

[Read more](#)




Tiburon: 40 Geldert Drive

[Read more](#)




St Helena: 275 Long Ranch Road

[Read more](#)



Sausalito: 17 South 40 Dock

[Read more](#)



Sausalito: 10 West Pier

[Read more](#)


SPACES

HOMES GARDENS DESIGN REAL ESTATE SUBSCRIBE

f q

How Co-Buying Helped a San Francisco Interior Designer Create a Colorful Dream Home for Her Family


By LOTUS ABRAMS | PHOTOGRAPHY BY JOHN MERKL 2 weeks ago



In the living room, an oversized coach — a custom creation by Design Quest — offers plenty of seating for guests, as well as storage drawers hidden behind the fringe at the base; the Lumens ceiling pendant and Kristina Dam Studio side tables add flair.


Stylish Items to Spruce Up Your Outdoor Space

by ANDY SAND

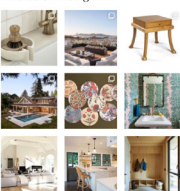


Backyard Building: Why ADUs Are a Popular Choice for Marin Homeowners

by LILLI WEIGERT




Find us on Instagram



VIEW ON INSTAGRAM

For many first-time buyers, sky-high prices and fierce competition make the prospect of purchasing a home in the Bay Area daunting, and some are priced out. For one San Francisco couple seeking a home for their young family, however, the challenge provided the opportunity to take a fresh approach to home ownership: co-buying.



A chandelier and canopy bed from CB2, Jim Thompson Fabrics roman shade, Anthropologie nightstands, Entire table lamps and rug from Jaipur Rugs add texture and personality in the primary bedroom.

Marin Magazine

When Alicia Cheung Lichtenstein, cofounder and principal of interior design firm Studio Heimat, and her husband, Niles Lichtenstein, CEO and cofounder of Nestment, a tech startup that helps people co-buy homes, found a triplex on a quiet street in Nob Hill, they decided to purchase the building with Cheung Lichtenstein's partner at Studio Heimat and her husband. With the intention to rent out two of the three units in the building and share profits with their co-buyers, suddenly the unattainable idea of

Marin Magazine is offering an exclusive sponsored content placement on spacesmag.com dedicated to showcasing leading homes to interested and prospective buyers. Hot Property will offer an inside look into unique homes currently on the market and showcase 'behind the For Sale sign' information. This sponsorship is available on a monthly basis. Generate new leads and create buzz around your listing.

With the **Hot Property** integrated campaign, our audience will be directed to your property through a partner article hosted on the Real Estate landing page, a social media post, a promotion in our Marin e-newsletter and will remain in spacesmag.com archives after first month.

Article Specs

- Main Photo Image Size1540px w
- Gallery Images (3-5)1540px w
- File Type.JPG / PNG
- Actionclick-through to URL
- Virtual Tour.click-through to URL
- Home Description.200-500 words
- Contact Info Listing Agent, preferred website URL
- Additional Info Stats, Extras

Social Specs

- Facebook 1200px x 630px, 72 dpi or
- Instagram. 1080px x 1080px (square),
- 1080px x 1350px (portrait), 72 dpi

Marin E-Newsletter Partner Promotion

- Image 300px w x 250px h, 72 dpi
- File Type. JPG or PNG
- Headline 3 - 8 words
- Copy. Up to 50 words
- URL URL links (one)

Creative Deadline

One week prior to delivery date.

MARIN

@marinmagazine • @marinmagazine • marinmagazine
marin-magazine • marinmagazine