

25,000 Monthly Circulation
PENINSULA PEOPLE
 PALOS VERDES PENINSULA MONTHLY

INFORMATION INCLUDED

DISPLAY RATE CARD | CIRCULATION | PUBLICATION CALENDAR

Portraits
 of the *Peninsula*

Each month for the past decade, Peninsula People magazine has presented in depth profiles of prominent Peninsulans, including USC football coach Pete Carroll, Pulitzer Prize winning editorial cartoonist Paul Conrad, Peninsula golf course owner Donald Trump, tennis greats Pete Sampras and Lindsey Davenport, businessmen and auto racing legends Parnelli Jones and Vic Edelbrock and Congressional Representatives Jane Harman and Steve Kuykendall.

Each month the Peninsula People also documents in its photo pages the community events that are the fab-

ric of the Peninsula. These include the Education Foundation's Main Event, the Portuguese Bend Horse Show, the Palos Verdes Concours d' Elegance and the Neighborhood Church's Annual Yule Parlor Parade.

Peninsula People's community calendar is the definitive guide to upcoming events for the cities of Palos Verdes Estates, Rolling Hills, Rolling Hills Estates and Rancho Palos Verdes. Its 25,000 circulation is delivered to every home in the four Peninsula cities, where education levels and per capital incomes are among the highest in the United States.



25,000 Monthly Circulation
PENINSULA PEOPLE
 PALOS VERDES PENINSULA MONTHLY

P.O. Box 427, Hermosa Beach, CA 90254
Phone: 310-372-4611 • **Fax:** 424-212-6788

Email: penpeople@easyreader.info
Website: www.easyreadernews.com

RATE CARD

UPDATED: OCTOBER 2011

Peninsula People combo rate for Easy Reader contract advertisers:

► **One time contract**

Advertise one time in *Peninsula People* and *Easy Reader* in the same month and pay the *Easy Reader* one time rate for each ad.

► **Six time contract**

Advertise each month for six months in *Peninsula People* and *Easy Reader* and pay the *Easy Reader* eight time rate for each ad.

► **Twelve time contract**

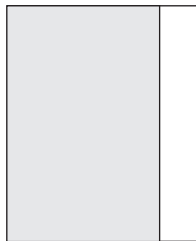
Advertise 12 times in *Peninsula People* and *Easy Reader* and pay the *Easy Reader* 13 time rate for each ad.

	1x	3x	6x	12x
BACK PAGE	2750	2550	2400	2300
PAGE 2	2200	2100	2000	1800
INSIDE BACK PAGE	2300	2100	1900	1725
FULL PAGE	2200	1900	1800	1650
3/4 PAGE	1575	1550	1425	1300
1/2 PAGE	1100	1060	1000	900
1/3 PAGE	775	725	700	625
1/4 PAGE	600	580	550	500
1/6 PAGE	400	375	350	325
1/8 PAGE	325	310	300	275

————— Cost per ad —————



Full Page
8.25" x 9.75"



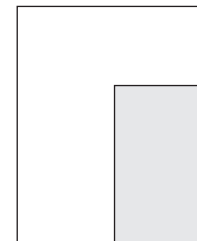
3/4 Vertical
6" x 9.75"



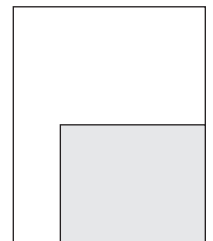
1/2 Horizontal
8.25" x 4.75"



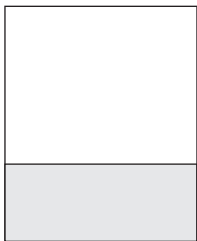
1/2 Vertical
4" x 9.75"



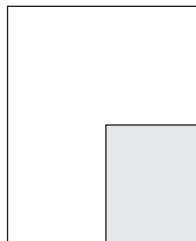
1/3 Vertical Vertical
4" x 6.5"



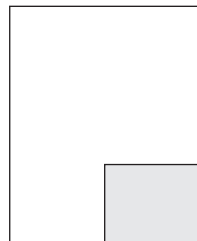
1/3 Vertical
6" x 4.75"



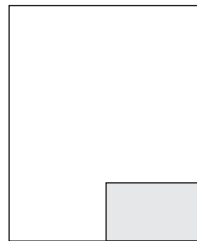
1/3 Horizontal
8.25" x 3"



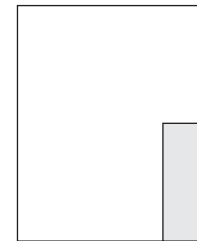
1/4 Vertical
4" x 4.75"



1/6 Horizontal
4" x 3"



1/8 Horizontal
4" x 2.25"



1/8 Vertical
1.875" x 4.75"

TRIM SIZE:
9.25" x 10.875"

BLEED SIZE:
9.75" x 11.375"

PUBLICATION DATE: The 4th Saturday of each month.
 November and December issues are published on the 3rd Saturday of the month.

DISPLAY ADVERTING DEADLINE: All ad space must be reserved by **5 p.m.**, three Fridays prior to publication.

25,000 Monthly Circulation

PENINSULA PEOPLE

PALOS VERDES PENINSULA MONTHLY

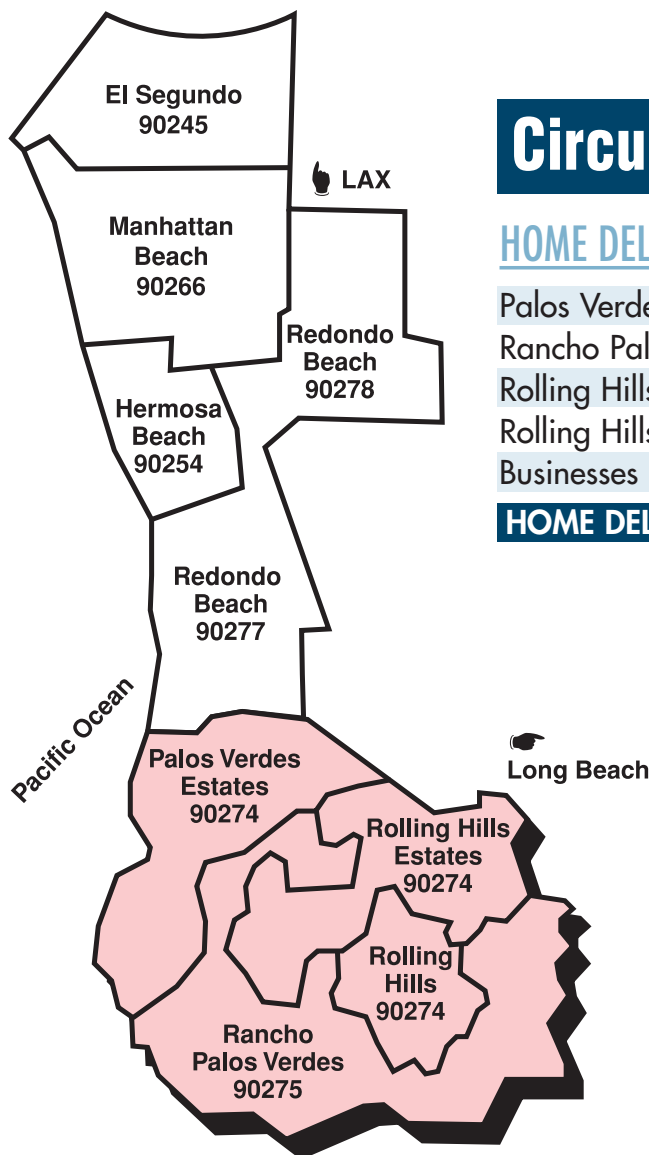
P.O. Box 427, Hermosa Beach, CA 90254
Phone: 310-372-4611 • **Fax:** 424-212-6788

Email: penpeople@easyreader.info
Website: www.easyreadernews.com

The Most Sought After Market in California

Peninsula People is a monthly magazine about the people who live, work and play in one of the most beautiful natural settings in Southern California.

The Palos Verdes Peninsula 90274 -90275 zip codes have one of the highest per capita incomes of any community in the United States. Median home prices exceed \$1 million and median household incomes exceed \$150,000. Profiles of people who make a difference in their community are a monthly feature. Also included are monthly upcoming events, dining, theater, art, book reviews, and photo essay pages.



Circulation and Distribution

HOME DELIVERY

Palos Verdes Estates	6,275
Rancho Palos Verdes	13,300
Rolling Hills	660
Rolling Hills Estates	3,265
Businesses	1,500

HOME DELIVERY TOTAL 25,000

 PENINSULA PEOPLE

25,000 Monthly Circulation

PENINSULA PEOPLE

PALOS VERDES PENINSULA MONTHLY

P.O. Box 427, Hermosa Beach, CA 90254
Phone: 310-372-4611 • **Fax:** 424-212-6788

Email: penpeople@easyreader.info
Website: www.easyreadernews.com

2012 Peninsula People Calendar

Issue Date	Ad Space Deadline	Special Ad Opportunities
Jan. 28	Jan. 13	Health & Fitness Valentine
Feb. 25	Feb. 10	South Bay Style Bridal
Mar. 24	Mar. 9	Home & Garden
April 28	April 13	Camps / Schools
May 26	May 11	Summer Travel Camps / Schools
June 23	June 8	Women in Business
July 28	July 13	Financial Leaders Family Business
Aug. 25	Aug. 10	Auto (PV Concours) Healthcare Providers
Sept. 22	Sept. 7	Home & Garden
Oct. 20	Oct. 5	Dining Out Attorney Profiles
Nov. 17	Nov. 2	Gift Guide Financial Planning
Dec. 15	Nov. 30	Gift Guide

25,000 Monthly Circulation

PENINSULA PEOPLE

PALOS VERDES PENINSULA MONTHLY

P.O. Box 427, Hermosa Beach, CA 90254
Phone: 310-372-4611 • **Fax:** 424-212-6788

Email: penpeople@easyreader.info
Website: www.easyreadernews.com



Active...Upscale

The Palos Verdes Peninsula 90274-90275 zip codes have one of the highest per capita incomes of any community in the United States. Situated on a peninsula overlooking the Pacific Ocean, this upscale rural environment prides itself on its family lifestyle, community involvement and superior educational institutions. The Palos Verdes Peninsula is divided into four cities – Palos Verdes Estates, Rolling Hills, Rolling Hills Estates and Rancho Palos Verdes – each with its own unique characteristics.

Average Family Income \$185,556

Average Family Price

Palos Verdes Estates	\$2,133,608
Rancho Palos Verdes	\$1,502,646
Rolling Hills	\$3,003,375
Rolling Hills Estates	\$1,525,462

Median Age 44.2 yrs.

Age 19 years or less	24.5%
Age 20-64 years	58.4%
Age 65 years plus	17.1%

Marital Status

Now Married	64.5%
Previously Married	15.8%
Separated	25.6%
Widowed	41.1%
Divorced	33.3%

Occupation

Professional	34.4%
Managerial	32.2%
Sales & Office	23.1%

Education

College Educated	86.6%
College Degree	65.2%
Post-Graduate Study	30.2%

Consumer Expenditure

Total Household Expenditure (2005)	\$1,292,515,859
Total Non-Retail	\$739,168,339
Total Retail	\$553,347,518

Sources: Stolz Demographic Profile 1, 2006 and 2006 Marker Data Report supplied by Multiple Listing Service to RE/MAX Palos Verdes Realty