



35,000 copies + 125,000 readers = Massive countywide exposure

PacificSD's strategic distribution methodology was created to accomplish one goal: **making our advertisers successful** by putting the magazine in the hands of San Diegans, wherever they live, work, shop, eat, play and exercise.

DIRECT MAIL: 15,000 COPIES

15,000 copies of *PacificSD* are direct-mailed to residences from Downtown to La Jolla. Delivery is guaranteed by the United States Post Service.

- 5,000 mailed to **Downtown, Little Italy**
- 5,000 mailed to **Pacific Beach**
- 2,000 mailed to **Mission Beach**
- 3,000 mailed to **La Jolla**

HAND DELIVERY: 5,000 COPIES

5,000 copies of *PacificSD* are hand-delivered to nearly every restaurant, bar and retail store from Downtown to Carlsbad. This is a hyper-effective way to reach shoppers, diners, business-owners and their employees.

Neighborhood	Businesses
Downtown	500
Little Italy	150
Hillcrest	500
North Park	300
Old Town	150
Point Loma	500
Mission Beach	150
Pacific Beach	800
La Jolla	800
Del Mar	250
Solana Beach	150
Encinitas	350
Carlsbad	400
Total	5,000



distribution

PICKUP LOCATIONS: 15,000 COPIES

PacificSD readers pick up their hometown magazine from more than 420 San Diego hotspots: restaurants, bars, boutiques, salons, hotels, spas, coffee shops, you name it. **The point:** *PacificSD* advertisers reach San Diegans at home and when they're out in the world spending money.

Neighborhood	Pickup Locations
Coronado	10
Downtown	80
Little Italy	20
Hillcrest	20
North Park	20
Old Town	15
Point Loma	30
Mission Valley	25
SDSU	10
Mission Beach	20
Pacific Beach	40
Clairemont/Kearny Mesa	20
La Jolla/UTC	50
Del Mar	20
Solana Beach	10
Encinitas	10
Carlsbad	20
Total	420



ADVERTISER TESTIMONIALS

"We continue to get a fantastic response to our ads in your magazine—such a strong response, in fact, that we're canceling some of our other advertising to invest more in your publication. I'm excited to be advertising with you through 2010, as I feel that *PacificSD* truly reflects San Diego."

-Matthew Spencer, owner, Firehouse American Eatery + Lounge, Vin de Syrah, Analog Burger Bar, DJhere Productions

"After just the first week of exposure in *PacificSD*, we were already getting a great response to our ad. Now, six months later, we keep getting new calls and closing deals with new patients. Thank you for designing such an effective ad for us. *PacificSD* is clearly a perfect fit for our upscale laser clinic."

-Brock Heckmann, marketing director, LaserAway



advertising

PacificSD: the best way to reach San Diego

Pacific San Diego Magazine celebrates the best of everyday life in San Diego. One hundred percent of PacificSD's editorial content is locally relevant and is created by the region's top writers and photographers.

By targeting 21-44 year-old San Diegans with stories that are interesting and relevant to their lives, PacificSD accomplishes our primary goal: **making our advertisers successful.**

READERSHIP DEMOGRAPHICS

Source: Verified Audit Circulation (independent third-party report)

Male 44%	Female 56%
Age Range	% of Readership
21-34	64%
35-44	22%
45+	13%
Annual Income	% of Readership
Less than \$50,000	23%
\$50,000-\$74,999	27%
\$75,000-\$99,999	16%
\$100,000	34%
Own Home 36%	Rent Home 64%

ADVERTISING RATES (monthly rates shown)

Ad Size	1x	3x	6x	12x
Back Cover				
Two-Page Spread				
Inside Cover				
Full Page				
1/2-Page				
1/3-Page				
1/4-Page				

Please call **619.296.6300** today for advertising rates and to discuss your custom-tailored multi-media campaign with a PacificSD marketing expert

Pacific San Diego Magazine **celebrates the best of everyday life in San Diego.** Whether you drive a Yugo or a Ferrari, at some point you're going to drink coffee, buy pants or head out for a night on the town. **The point:** whatever you do, if you're doing it in San Diego, PacificSD will be there with you. Pick up a copy, turn the pages and fall in love with this city all over again.



ADVERTISER TESTIMONIALS

"PacificSD generates new business for my Mission Valley med-spa and salon every month."

-Vishal Verma, M.D., owner, Re:vive Salon & Spa

"PacificSD is the perfect match for our modern furniture store. Hands down the best advertising we've run...ever!"

-Corey Pagano, owner, Underground Furniture

"PacificSD is one of our most effective forms of advertising for reaching prospective clients of \$600,000+ properties."

-Valerie Marrone, Ocean Pacific Properties

"Just like PacificSD, the Catamaran Spa appeals to an upscale clientele. I love this magazine!"

-Mike Staples, general manager, Catamaran Resort Hotel

"The PacificSD demographic is one that resonates with CorePower. Total win-win situation!"

-Kai Trinh, training director, Core Power Yoga

PacificSD: IN PRINT AND ONLINE

PacificSD advertisers benefit from hyper-effective multi-media campaigns. In addition to ads in San Diego's favorite magazine, our clients benefit from massive online exposure in three formats:

Links and offers to the active social media community at facebook.com/pacificsd

Advertising on www.pacificsandiego.com

Exclusive access to PacificSD's email database of 15,000 people

