

Advertise in The Coastal Traveler

The Coastal Traveler, which has stolidly served Bay Area roadtrippers for 20 years, has been redesigned into what you see below, the most visually and editorially sophisticated travel magazine on the West Coast. The Coastal Traveler follows the classic route, from Big Sur in the south to Mendocino in the north, covering all the best towns in between. National travel magazines are bourgeois and cover the West Coast sporadically. The hyper-local travel magazines are paeans to theme-park style vacations, geographically limited and only available in the towns they cover. They offer little help when you are approaching a town at dusk, trying to make a reservation on the cell phone.

The front of our book is a real magazine, with coastal products, restaurant and hotel reviews and literary travelogues, written in the spirit of Rebecca West and George Orwell. We also review cars, cameras, luggage, and all the accoutrements of a sophisticated traveler.

The back of the book features a town-by-town guide organized to follow the probable route of a traveler escaping the East Bay, San Francisco, the Peninsula, and Los Angeles. If they are staying at any of the top 27 hotels in San Francisco, they will find the Coastal Traveler, where we have cultivated a close relationship with the concierges. If they sip espresso in any number of Berkeley cafes, they will find the Coastal Traveler. We have a circulation of 200,000 a year, or 50,000 per quarter and are distributed in over 400 locations. The Coastal Traveler has advertising rates that offer twice the circulation for the same price as our nearest competitor.

This summer launched our an online magazine that will allow viewers to click on your full-size ad and be taken to your website.

Turn the page over and get a peek inside the redesigned Coastal Traveler, along with advertising rates and demographic information.

200,000
circulation

elegant

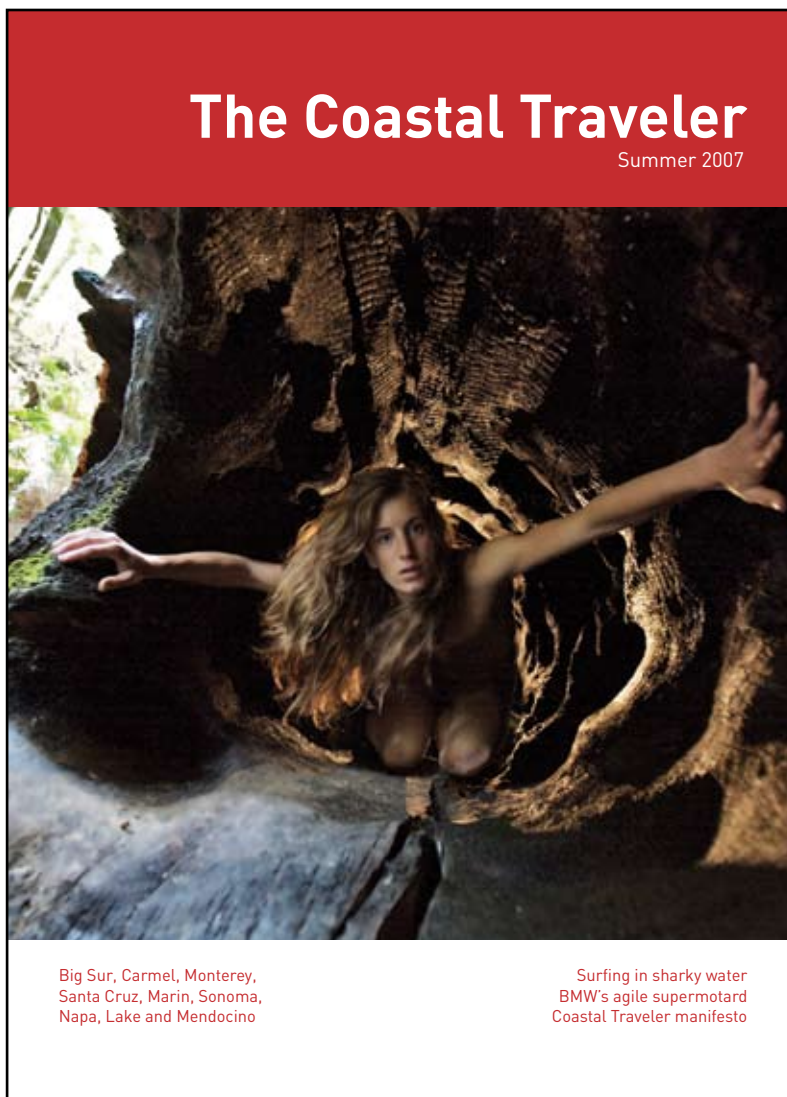
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literary

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magazine

reviews

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DEMOGRAPHIC DATA

Average Age of Visitor: 43.6
 Average Household Income: \$100,061
 Average Education Level: 41% Bachelors, 23% Masters
 Visitor Residences: Bay Area, Southern California, Canada, UK
 % of Leisure Travelers: 80.6%
 % of Business Travelers: 19.4%

BEHAVIOR DATA

Average Party Size: 2.67
 Average Daily Expenditures Per Person: \$164.98
 Average Length of Stay (Nights): 2.52
 Top Attractions: Food & wineries, sightseeing, nature & wilderness activities
 Most Traveler Spending for Accommodation: Hotel/Motel, Day Travel
 Most Traveler Commodity Purchased: Food & Beverage Services

Town Guide

04
06
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13
12

CAMERA WEST

coastal connoisseur

Believe the Hype

Seaweed Café serves salt with pine tree pollen

Sausalito

There's no better neighborhood in small-town America for window shopping

Stinson Beach

LIVE WATER IS UP ON THE BEACH

SURFERS CHILL

OCEANIC REALTY

Sonoma Coast

rugged beauty

Sublime

FIRST CLASS

MINI COOPER

the Coastal Traveler manifesto

Heretics and iconoclasts retreated and dug small pockets of accessibility

BMW X-moto

The 8-Mile was unforgive on the freeway but loved Panama Highway

Big Sur

WARRIOR INTERIORS

COASTAL TRAVELER ADVERTISING RATES

Full Page 8.5 x 11"	1/2 Page 8.5 x 5.5"	1/4 Page 4.25 x 5.125"	Product Page
4X \$2900 1X \$3700 1 yr for only \$966.67 a mo.	4X \$1650 1X \$2100 1 yr for only \$550.00 a mo.	4X \$950 1X \$1225 1 yr for only \$316.67 a mo.	4X \$975 1X \$1250 1 yr for only \$250.00 a mo.

I _____ would like an advertisement in the Coastal Traveler starting with the _____ issue. My advertisement will be _____ in size and last for _____ quarterly issues, understanding that if I prepay for a year I will receive a 15% discount. I will pay in advance for the year _____, quarterly _____, or bill me monthly at a 15% interest rate.

Signature _____ Date _____