

The ROSE

MAGAZINE



PASADENA NEWS AND LIFESTYLE

2009 MEDIA KIT
RATES AND INFORMATION

The ROSE

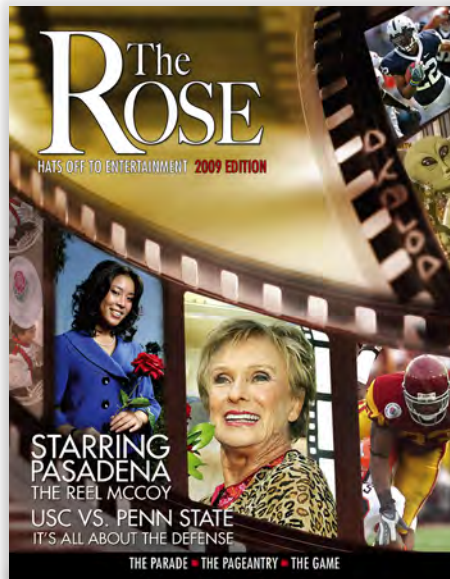
MAGAZINE

PASADENA NEWS AND LIFESTYLE

The Rose Magazine is a high-end, lifestyle focused extension of the well respected Pasadena Star-News. For more than a century, Pasadena residents have embraced the Star-News for local news and information. Now they will be entertained and inspired by **The Rose Magazine**, will be a unique reflection of the

beloved city of Pasadena and its surrounding communities.

The Star-News and **The Rose Magazine** audience is the most influential and affluent group in the Pasadena market, with expendable income and a deep connection to the city.



Place your ad in **The Rose Magazine** and experience the power of quality publishing and distribution. Call your sales representative **626-962-8811 ext. 4466**. Visit us at **TheRoseMag.com**.



In Every Issue

Insider – News and notes from around the greater Pasadena area. Major happenings, upcoming events, people and places.

Seen – Galas and events that do good. Portrait of a local personality.

Eat – Not your everyday restaurant guide. Dining trends, restaurants with a legacy, do-it-yourself meals, reviews and more.

Play – Arts and culture, outdoor excursions, hot spots and cool places. Savor the breadth of Pasadena's claim.

Go – Calendar and listings of events, shows, concerts.

Think – Pasadena educational institutions shaping the future. Profiles of the programs leading research and innovation.

Yesterday – Pasadena's living legacies revisited.

Scheduled Themes

| | |
|--------|------------------------------|
| Spring | Revitalization Issue |
| Summer | Education Review |
| Fall | Local Arts and Entertainment |
| Winter | Rose Parade and Rose Bowl |

Home Delivery Readership & Demographics

| | |
|-----------------------------|---------|
| Total Circulation | 25,000 |
| Estimated Readership | 100,800 |

| | |
|----------------------------|-----|
| Household Income \$75k + | 54% |
| Household Income \$100k + | 45% |
| Homeowners | 88% |
| In current home 10+ yrs | 71% |
| Age 40+ | 92% |
| Age 50+ | 65% |
| Married | 77% |
| Children in Home | 27% |
| College Graduate/Post Grad | 41% |

Retail Sales Potential (in millions)

| | |
|--------------------------|---------|
| Apparel and Jewelry | \$158.5 |
| Automotive | 457.0 |
| Building Materials | 73.4 |
| Department and Gen Merch | 682.3 |
| Electronics | 61.9 |
| Food and Beverage | 308.9 |
| Furniture | 64.1 |
| Health and Personal Care | 154.6 |
| Sports and Hobbies | 43.7 |

The Rose Magazine will go to 23,000 paid subscriber households of the Pasadena Star-News and will also be available in more than 100 high-traffic locations around the city and surrounding communities. Single copy locations include medical centers, spa and salon boutiques, coffee houses, city government offices and non-profit organizations. Combined home and single copy readership is estimated at more than 100,800 readers.

On January 1, 2010, millions of people around the world will be viewing the Tournament of Roses Parade and Rose Bowl Game. **The Rose Magazine** Parade Edition is the annual guide to this event from the people, floats, schools, teams, communities and events. An expanded distribution of more than 93,000 copies of **The Rose Magazine** Parade Edition will be distributed to residents, hotels and will be on sale in select locations.

About us

Inland Custom Publishing Group is a division of the Inland Newspaper Group, which includes six daily newspapers and Web sites. Inland Living Magazine, Riverside Magazine, The Rose Magazine and HealthBeat Magazine are among our flagship publications. Other creative media products include custom magazines, brochures and Web sites.

We provide a full-service media solution with research, editorial, design, advertising sales, printing and distribution. Our range of capabilities, in-house resources and volume allow us to complete projects with unique cost savings to you.

Call us today to see how ICPG products can engage your target audience like never before.

Contact

For more information about **The Rose Magazine** and other Inland Custom Publishing Group products and services Call 909-386-3006
E-mail sales@inlandcustompub.com



P.O. Box 9400
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The Rose Magazine
Total Readership: 100,800



More custom publishing opportunities

