



Tahoe Quarterly is the Tahoe/Reno area's premier publication, conveying in words and images the history, spirit, environment, big picture issues, people, art and architecture of the Northern Sierra Nevada. Now in its ninth year of publication, the magazine has twice been a finalist for best regional magazine in the West, as judged by the Western Publications Association.

TahoeQuarterly.com takes the magazine's popular format to the next, media-rich level with the addition of video content, slide shows, interactive features and weekly blogs.

87%
of our readers
keep past issues
of TQ*

our readers*

AFFLUENT

- Average annual household income of over \$280,000

TAHOE-CENTRIC

- 42% second home owners, 34% frequent Tahoe visitors, 24% full-time residents
- 69% own real estate in the Tahoe region, with an average property value of \$1.5 million

FORWARD-LOOKING

- 32% plan on purchasing property in the region in 2008
- 54% plan on remodeling and/or purchasing major home furnishings in 2008

ACTIVE

- Hiking, boating, skiing and golfing are each listed as major interests by over 50% of readers
- Readers dine out an average of 3.75 evenings a week when in Tahoe/Reno
- 46% list wine tasting and/or gourmet food as major interests; 52% list theater, music performances and/or art collecting as major interests

rates

(includes both print and web)

GENERAL RATES

	6 issues	3-5 issues	1-2 issues
Double page	\$5250	\$5450	\$5660
Full page	\$2990	\$3130	\$3270
2/3 page	\$2160	\$2260	\$2360
1/2 page	\$1690	\$1780	\$1860
1/3 page	\$1180	\$1240	\$1290
Marketplace (1/6)	\$650		

PREMIUM POSITIONING RATES

	6 issues	3-5 issues	1-2 issues
Inside front spread	\$7310	\$7670	\$8130
Inside back cover	\$3290	\$3450	\$3610
Back cover	\$4430	\$4650	\$4860
Front spread	\$5950	\$6150	\$6360
Front full	\$3490	\$3630	\$3770

- All rates are net
- Recognized agencies, add commissions
- All rates include color

WEB INCLUSION

All print advertisers are represented on tahoeq.com and festivalsoftahoe.com for the duration of their print contract.

- Premium Position print advertisers receive Vertical Premium banner/link in rotation on index page or specific department pages.
- Full-page print advertisers receive Button 1 banner/link in position A in rotation on index page or specific department page.
- 2/3rds & 6-issue contract print advertisers receive Button 1 banner/link in position B in rotation on Index page or specific department pages.
- All other print advertisers receive a text link in position C or in Marketplace department.

what our advertisers say

Tahoe Quarterly is a sophisticated and classy publication, yet relevant to locals and visitors alike. It showcases our company well, and targets our ad dollars directly to our client demographic.

—Bill Dietz, *Tahoe Luxury Properties, Inc*

I always know when a new issue of *Tahoe Quarterly* comes out because my phone and website orders spike significantly.

—Fred Zabell, *Alpine Mounting Systems*

Tahoe Quarterly is the magazine Lake Tahoe has always needed. It reflects the quality of life many of our clients are looking for. We consistently advertise in *TQ* to present the image of our company to the clientele that make a difference to our business.

—Shari Chase, *Chase International*

I have used a variety of advertising techniques over the past seven years to assist in the marketing of my company. I can say without hesitation that my experience with *Tahoe Quarterly* was

by far the best I have ever had in this regard. Because of your staff's help creating the right ad and your magazine's excellent circulation, our ad has attracted dozens of outstanding leads and unexpected opportunities.

The fact that you were able to do so within our budget constraints was especially impressive.

—Jay Tinker, *JT Smarthomes*

distribution

Readership of 75,000+ per issue

Based on maximum of 30,000 copies per issue

REGIONAL

Tahoe/Reno Region	32%
San Francisco Bay Area	46%
Other Regions	22%

LOCAL

Reno, Carson City, Minden	25%
South Lake Tahoe	32%
Truckee, Tahoe City, West Shore	21%
Incline Village, North Shore	22%

LOCATIONS

Subscriptions	12%
Newsstand	46%
Lodging Distribution Program	19%
Bookstores	15%
Airports	8%

contact us

NORTH TAHOE—Brit Crezee
775-832-3700 x17 • 530-412-1477
brit@tahoequarterly.com

SOUTH SHORE/CARSON VALLEY
Rachel Taylor
775-832-3700 x14 • 530-545-0009
rachel@tahoequarterly.com

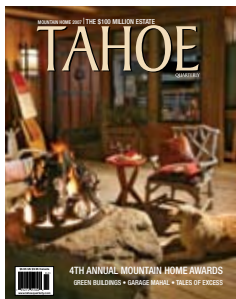
RENO—Dave Mulligan
775-722-1672
dave@tahoequarterly.com

GENERAL—Chaco Mohler, Publisher
775-832-3700 x12
chaco@tahoequarterly.com

www.tahoequarterly.com

*Source: Tahoe Quarterly Reader Survey 2007

86%
of our readers state
that they frequent
businesses advertising
in TQ*



MOUNTAIN HOME
 5th Annual Mountain Home Awards!
 • Backyard living
 • State of real estate
 • Green energy
SPACE DEADLINE: 12/10/07
ART DUE: 12/17/07
IN DISTRIBUTION: 2/1/08
 and year-round at select locations



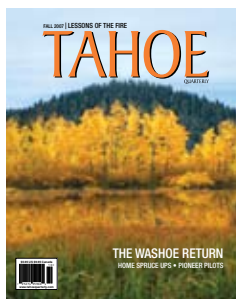
SPRING
 Home Improvement Issue
 • Home furnishings
 • Tahoe's changing face
 • Wedding section
 • Festivals of Tahoe insert
SPACE DEADLINE: 2/15
ART DUE: 2/25
IN DISTRIBUTION: 4/1



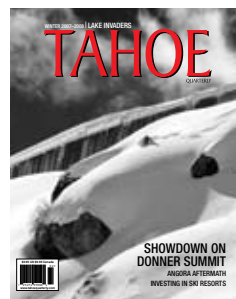
SUMMER
 Peak Season Begins
 • Tahoe's environment
 • Outdoor dining favorites
 • Carson Valley growth
 • Golf old and new
SPACE DEADLINE: 4/21
ART DUE: 4/28
IN DISTRIBUTION: 6/1



THE BEST OF TAHOE
 A Midsummer Celebration
 • Insider advice
 • Shopping
 • Top doctor section
SPACE DEADLINE: 6/23
ART DUE: 6/30
IN DISTRIBUTION: 8/1 and year-round at select locations



FALL
 Food & Wine Issue
 • Top restaurants
 • Wine travel
 • Art of cooking
 • Special events section
SPACE DEADLINE: 8/22
ART DUE: 8/31
IN DISTRIBUTION: 10/1



WINTER
 What's New in the Sierra
 • Ski stories
 • Slope heroes
 • Dressing the part
 • Anti-Aging section
SPACE DEADLINE: 10/20
ART DUE: 10/27
IN DISTRIBUTION: 12/1

IN EVERY ISSUE

Home Design • Outdoors • Food & Wine • Health • History • Environment • Mountain Garden • Photo Essay • Reno Focus

the web



tahoequarterly.com
 Area's Most Content-Rich Site

- 350 articles, 3 hours of video, local bloggers
- Spectacular photography
- Club e-mails and giveaways
- Banners and links

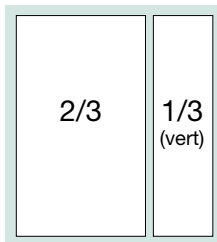
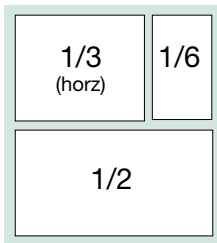


festivalsoftahoe.com
 Region's Most Complete Event Calendar

- Continually updated
- Fully searchable
- Client-specific calendars
- Featured event status

ad specs (all ads must be supplied according to the specifications below)

	Width	Height
1/3 vertical	2.389"	9.375"
1/3 horizontal	4.944"	4.604"
1/2	7.5"	4.604"
2/3	4.944"	9.375"
Full page TRIM SIZE	9"	10.875"
Full page BLEED SIZE	9.25"	11.125"



98%
 of our readers would recommend TQ to a friend*

MARKETPLACE SPECS

Submit one photo or logo measuring 3" x 2" at 300 dpi, 20-25 words of text describing your product or shop, and contact info.

- Submissions accepted on CD, via e-mail or FTP site (see information on right)
- We only accept press-ready PDFs or source docs from the Adobe CS2 InDesign, Photoshop or Illustrator.
- If submitting Illustrator ads or logos, please outline fonts.
- If submitting an InDesign ad, package your file to include all images and fonts.
- All ads and images must be CMYK and at least 300 dpi to endure print accuracy.
- The accuracy of all supplied ads are the responsibility of the advertiser or ad agency.

WEB BANNER SPECS

	Width	Height
Vertical Banner	120 pixels	240 pixels
Button 1	120 pixels	90 pixels

• Resolution 72 dpi. Format: gif, .jpg, .jpeg, .png, .swf, .dct, .mov, .rpm. All files under 50KB.

art submission

E-MAIL YOUR AD (under 5 MB):
 ads@tahoequarterly.com

MAIL YOUR AD:
 288 Village Blvd. Suite 7
 Incline Village, NV 89451

FTP INSTRUCTIONS:
 ftp.tahoequarterly.com
 User name: tqftp
 Password: tqftp

If you have further questions about ad submission, call (775) 832-3700.