

The Original WESTLAKE MAGAZINE

A Southern California

Magazine

[Home](#) [Publisher](#) [Cover Story](#) [Travel](#) [Sandy Francis](#) [Articles](#) [Fashion](#) [Entire Magazine](#) [Media Kit](#) [Contact](#)

Distribution

Proper distribution is our priority. Copies of current issues are found throughout the Conejo Valley and surrounding cities, including Agoura Hills, Calabasas, Simi Valley, Thousand Oaks, and Westlake Village.

The magazine can now be read in its entirety online at www.westlakemagazine.net

On sale locations:

Bristol Farms, Gelson's Market, Barnes & Noble, Borders Bookstores and many other up-scale, high-traffic locations.

Hotel locations:

The Hyatt Westlake Village and Westlake Village Inn maintain current issues in their reception areas and lobbies.

Advertiser locations:

Advertisers (i.e. Decorators, Physicians, Realtors and Restaurants, etc.) are provided copies for distribution to their clients.

Our broad base of distribution continues to grow substantially due to increased popularity. Circulation has soared to 35,000 and paid subscribers has increased 5% annually.

Quality Design & Printing

Westlake Magazine has maintained its reputation for utilizing high quality vendors.

Our relationship with an award winning design firm enables consistent creative execution. Expert print production with a high gloss laminated coated cover is the finishing distinction and hallmark of Westlake Magazine. A quality our readers and advertisers expect and acknowledge.

Affordable Rates

We serve a community that responds to our commitment to quality. And even though our demands to achieve such quality are costly, our relationship with our advertisers carries more value. As such, we have not increased our ad rates for the past four years.

To advertise in the Conejo Valley's premier resource for information and entertainment, Please contact us:

WESTLAKE Magazine
920 G Hampshire Rd. Suite 22
Westlake Village, CA 91361
Telephone: 805-795-9354

www.westlakemagazine.net

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WESTLAKE MAGAZINE Editorial Schedule



2010 EDITORIAL CALENDER & AD / CLOSING MATERIALS DEADLINE

- Feb/ March Features Romance/ Heart Health
- Space Close Jan 1st Materials Jan 10th
- April/ May Women Achievers, Fashion Tributes to Moms
- Space Close Mar 1st Materials Mar 10th
- June/ July Home Interiors and Living
- Space Close May 1st Materials May 10th
- Aug/ Sept Equestrian, Local Profiles.
- Space Close Jul 1st Materials Jul 10th
- Oct/ Nov Anniversary Issue Special Features
- Space Close Sept 1st Materials Sept 10th
- Special/ Holiday , Fashion, Holiday Themes, Holiday Dining.
- Space Close Oct 1st Materials Oct 10th
- Please note Our Holiday Issue Comes out Before Thanksgiving to allow enough exposure for our retailers.
- Themes are subject to change. Issues Include, Travel, Lifestyles, Ask the Dr, Fashion, Food.

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Ad Specifications 2

Acceptable File Formats: All ad materials, both digital files and proofs, must conform to SWOP standards. (Information on SWOP standards can be found at www.swop.org)

The following two file formats are accepted: · HI-REZ PDF or PDF/XI-A: for both fractional page and full page ads. PDF or PDF/X-I Files must be CMYK composite, professionally created with Acrobat Distiller or InDesign (as a PDF v1.3 or higher), with all high resolution graphics and fonts embedded. Do not use RGB, JPEG, nested EPS files or calibrated color.

Unacceptable file Formats

Other file types, such as PDF created on desktop with PDF Writer, Postscript or native applications such as Quark, InDesign, Pagemaker, Illustrator, Freehand, Photoshop, etc., are unacceptable. Their unlocked format introduces countless opportunities for error.

File Preparation

All files should be set up as single pages, not spreads. · For bleed ads, file sizes must be .125" larger than final trim on all four sides. · Keep live elements NOT intended to bleed .375" in from trim on all four sides. · Crop marks should not encroach into the bleed area. Right reading, portrait mode, 100%, no rotations. · All images MUST be CMYK mode. Proofs: Contract Direct Digital Color Proofs with color bars, calibrated to SWOP specifications output from final digital file at 100% are required to verify content and integrity of supplied ad files. Acceptable contract proofs are: Kodak Approval, Digital Matchprint, Polaroid Polaproof, Fuji

Final Proof, or halftone equivalent.

Acceptable Media/Delivery: Email materials to westlakemagazineoffice@yahoo.com
Shipping Instructions: All materials (and production questions) should be addressed to:

Director of Production
Westlake Today
920 Hampshire Rd. Suite 4
Westlake Village, CA 91361
Telephone: 805-795-9354

Our Office Email is
wltoday@yahoo.com

Questions regarding insert pricing, specifications and due dates should also be directed to our Director of Production. Disposition of Materials Advertising materials will be retained for six months and then discarded. CD ROM's will not be returned.

Liability

Advertiser assumes all liability with respect to the integrity and compatibility of supplied digital files and publisher will not be held responsible for any ad materials submitted not meeting specifications. Charges will be billed to the advertiser/agency at prevailing commercial rates for any digital files that require prepress alterations in order to meet WESTLAKE'S digital ad materials guidelines and SWOP requirements. The minimal charge so incurred would be \$175 for a proof and an additional \$175 for any file manipulation.

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Ad Specifications

DISPLAY ADVERTISING FOUR COLOR SIZE REQUIREMENTS— WIDTH BY HEIGHT (INCHES)

UNIT Size	TRIM Size	BLEED Size	Live Area	NON-BLEED Size
Full Page	9 1/4" x 12"	9 1/2 x 12 1/4	8 7/8 x 11 5/8	8 1/2 x 11 1/4
2 Page Spread	18 1/2 x 12	8 3/4 x 12 1/4	18 1/8 x 11 5/8	17 3/4 x 11 1/4
2/3 pg Vertical	5 1/8 x 10 1/2	6 x 12 1/4	5 3/8 x 11 5/8	5 1/8 x 10 1/2
1/2 pg Horizontal	7 3/4 x 5 1/8	9 1/2 x 6	8 3/8 x 5 3/8	7 3/4 x 5 1/8
1/2 pg Vertical	5 1/8 x 7 7/8	6 x 8 3/4	5 3/8 x 8 1/8	5 1/8 x 7 7/8
1/3 pg Square	5 1/8 x 5 1/8	N/A	N/A	5 1/8 x 5 1/8
1/3 pg Vertical	2 1/2 x 10 1/2	3 3/8 x 12 1/4	3 1/8 x 11 5/8	2 1/2 x 10 1/2
1/4 pg Vertical	3 3/4 x 5 1/8	N/A	N/A	3 3/4 x 5 1/8

*Two - Page spread materials should be supplied as single pages. Due to the nature of perfect binding, 1/16" of the spreads image is lost on both sides of the gutter because the pages kiss each other. Therefore, please provide 1/16" duplicate image on both sides of the gutter.

Printing Method: CTP Sheet fed.

Binding Method: Perfect bound.

Line Screen: 150 lpi.

Image Resolution: 300 dpi.

Colors: 4/C Process: CMYK: 5th color availability on inside covers 2, 3, & 4 only.

Maximum Ink Density: 280% Recommended.

Not to exceed SWOP 300% TAC.

Dot Gain: Quartertone (25%) 14-16% average dot gain:

Midtone (50%) 20-22% average dot gain: Shadows (75%) 14-16% average dot gain.

Trim Safety: 1/8" in from trim on all four sides: top, bottom, face and gutter.

Bleed: 1/8" extra outside trim on all four sides.

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HI-REZ PDF or PDF/X1-A: for both fractional page and full page ads. PDF or PDF/X-1 Files must be CMYK composite, professionally created with Acrobat Distiller or Indesign (as a PDF V1.3 or higher), with all high resolution graphics and fonts embedded. Do not use RGB, JPEG, nested EPS files or calibrated color.

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PROOFS

Contract Direct Digital Color Proofs with color bars, calibrated to SWOP specifications output from final digital file at 100% are required to verify content and integrity of supplied ad files. Acceptable contract proofs are: Kodak Approval, Digital Matchprint, Polaroid Polaproof, Fuji Final Proof, or halftone equivalent. Color Laser Prints are accepted but publisher will not be held responsible for color shift due to unreliability of color laser proofs from desktop printers.

ACCEPTABLE MEDIA/DELIVERY

PDF files may be e-mailed if under 10MB in file size to Wlmtoday@aol.com or can be sent via CD-ROM or posted to WESTLAKE TODAY'S FTP site. Please call us for the FTP address. Compress your file, using either Stuff-it for a Mac or DropZip for a PC. We ask that you do not send us the working files for your ad materials, please just provide a PDF format.

SHIPPING INSTRUCTIONS

All materials (and production questions) should be addressed to: Director of Production, Westlake Magazine, 920 Hampshire Road,

Suite 22, Westlake, CA 91361. Phone: 805-496-7282 Fax: 805-496-7315 Email: Wlmtoday@aol.com.
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MEDIA KIT 2010



Ad Rates

Best Value

AD SIZE	1 X	3 X	6 X
FULL PAGE	\$2000.	\$1850.	\$1765.
HALF PAGE	\$1400.	\$1250.	\$1175.
ONE THIRD PAGE	\$1100.	\$800.	\$700.

Best Value

AD SIZE	1 X	3 X	6 X
INSIDE COVER 2	N/A	\$2500.	\$2100.
INSIDE COVER 3	N/A	\$2400.	\$2900.
BACK COVER 4	N/A	\$3200.	\$2900.

Rates Are For Four Color Ads
Insert Rates Available
Guaranteed Position - Additional 15%

Contact Us:
805-795-9354

Electronic Edition Online
At
www.westlakemagazine.net

- WESTLAKE Magazine strongly supports the City and the Chamber of Commerce
- WESTLAKE Magazine holds the prestigious position at the Civic Arts Plaza as 98th among the first 100 members
- WESTLAKE Magazine has a long standing reputation promoting local charities and their funding efforts
- WESTLAKE Magazine is a deep source of advertising knowledge for our advertisers, openingly sharing our expertise
- WESTLAKE Magazine will represent our advertisers in grand style with our positive community image and commitment to customer service