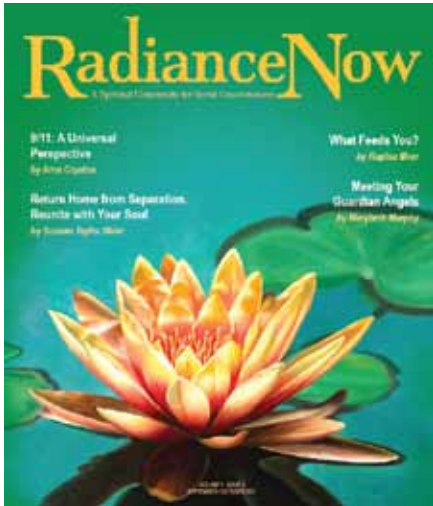


# Radiance

A Spiritual Community for Social Consciousness

23832 Rockfield Boulevard #195, Lake Forest, California 92630

TEL (949) 246-8425 FAX (949) 468-3455 EMAIL [mary@radiancemagazine.com](mailto:mary@radiancemagazine.com) WEB [www.RadianceMagazine.org](http://www.RadianceMagazine.org)



## WHY RADIANCE MAGAZINE IS YOUR BEST CHOICE FOR ADVERTISING

### OUR REPUTATION

Radiance Magazine is a grassroots publication with close ties to the Orange County community. Together through educational support, inspiration and service to the region we are respected and expected to facilitate venues toward attainment of both multiple and common goals.

### OUR TARGETED MARKET

We print and distribute thousands of magazines every other month in the Orange County area. Many of our readers are well-educated, driven individuals concerned with multiple issues such as global transformation, exploration of consciousness, green technology, sources of natural or alternative health products, practitioners and attainment of spiritual, emotional and physical well-being. The goals herein serve toward enhancing our community as a whole toward the common good therein.

### E-MAGAZINE

Radiance Magazine is online! Our E-magazine is now accessible anytime, anywhere and is reaching out to a larger community than ever before. All websites and email links are live in the E-magazine - perfect for online business owners! When clicked, viewers are sent directly to the respective website. Our statistics show that the January/February 2012 issue has over 2600 clicks during the course of just 2 months!

### OUR DISTRIBUTION

We deliver magazines free of charge to all prime locations in multiple areas of Orange County as: Laguna Beach, Aliso Viejo, Laguna Niguel, Dana Point, San Clemente, Irvine, Costa Mesa, Newport Beach and Huntington Beach. Radiance Magazine may be found in health food stores, restaurants, coffee shops, juice cafes, bookstores, gift shops, churches, centers of educational, spas and libraries.

### OUR DEMOGRAPHICS

Age of readers	20-88
Median age of readers	44
Female/Male readers	70% / 30%
Average household income	\$50,000
Homeowners	70%
Business owners	50%

# 2012 ADVERTISING RATE & INFORMATION



Discounted price in **RED** is available for new contracts through **APRIL 15, 2012**

## MECHANICAL REQUIREMENTS FOR DISPLAY ADS

Display ads may be submitted in JPG or PDF format via email to [Mary@RadianceMagazine.org](mailto:Mary@RadianceMagazine.org) (Ads created in Word or Publisher shall not be acceptable). 4-colors ads are CMYK format with all photos (color or black & white) at 300dpi. Please allow 1/8" around perimeter for all bleeds.

## AD DEADLINES

Magazines are published first of the month, 6 times per year.

### Publication Set

JAN/FEB	12/10/12
MARCH/APRIL	2/10/12
MAY/JUNE	4/10/12
JULY/AUGUST	6/10/12
SEPT/OCT	8/10/12
NOV/DEC	10/10/12

### Camera Ready

JAN/FEB	12/15/12
MARCH/APRIL	2/15/12
MAY/JUNE	4/15/12
JULY/AUGUST	6/15/12
SEPT/OCT	8/15/12
NOV/DEC	10/15/12

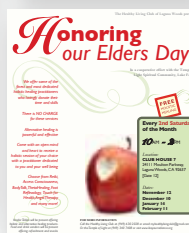
SIZE & DIMENSIONS	1X	ON SALE NOW!	3X	ON SALE NOW!
<b>COLOR ADS</b>				
price of each issue				
<b>PREMIUM GLOSSY FULL PAGE</b>				
- inside front, inside back, back cover	<del>\$425</del>	\$340	<del>\$360</del>	\$290
<b>NON-PREMIUM GLOSSY FULL PAGE</b>	<del>\$385</del>	\$305	<del>\$330</del>	\$265
<b>1/2 PAGE</b>	<del>\$210</del>	\$170	<del>\$185</del>	\$150
<b>1/4 PAGE</b>	<del>\$120</del>	\$100	<del>\$105</del>	\$85
<b>BUSINESS CARD</b>	<del>\$65</del>	\$55	<del>\$55</del>	\$45
<b>BLACK &amp; WHITE</b>				
<b>FULL PAGE</b> [ 7.75" x 10.25" ]	<del>\$335</del>	\$270	<del>\$285</del>	\$230
<b>1/2 PAGE</b> [ 7.75" x 5.00" ]	<del>\$190</del>	\$155	<del>\$160</del>	\$130
<b>1/4 PAGE</b> [ 3.75" x 5.00" ]	<del>\$105</del>	\$85	<del>\$90</del>	\$75
<b>BUSINESS CARD</b> [ 3.25" x 2.00" ]	<del>\$55</del>	\$45	<del>\$46</del>	\$40
<b>RESOURCE DIRECTORY LISTING</b>	<del>\$15</del>	\$12	<del>\$10</del>	\$8

## CUSTOM DESIGN SERVICES

### OUR CONCERN FOR YOU AND YOUR NEEDS

is to assist in maximizing the personalized response you desire from your advertising. Please feel free to contact our in-house graphic designer, Jessie Chiang at [Jessie.TempleOfLight@gmail.com](mailto:Jessie.TempleOfLight@gmail.com). Design fees include either 4 color or black and white. A quick change of Name/Location/Date is \$10.

SIZE	PRICES
FULL PAGE	\$150
1/2 PAGE	\$100
1/4 PAGE	\$ 75
BUSINESS CARD	\$ 50



## SUBMITTING AN ARTICLE

Articles must be content rich, informative and well written. Articles geared towards a product, service or a self-promoting piece will not be accepted. The quality, topic of interest and content greatly increases the chance of publication. Unfinished pieces will not be accepted. Please supply your article 30 days prior to publishing. Radiance Magazine reserves the right to reject any advertising and article which is not keeping with the publisher's standards. Advertisers assume all responsibility and liability for claims arising from their advertisements.

## ARTICLE SAMPLES



## PAYMENT

We do not compensate writers; however you will receive exposure from the thousands of magazines that are distributed exclusively in Orange County.

## TECHNICAL REQUIREMENTS FOR ARTICLE SUBMISSION

Articles must be submitted in Word document format, as an attachment to an email, double spaced, 12 point Times New Roman, without headers or footers.

Featured articles should be 1800-2400 words, including bio (maximum 100 words). Non-feature articles should be 600-1400 words including bio (maximum 50 words)/ Poetry of a spiritual/metaphysical nature is also acceptable for submission. Each submission must include a headline and a brief biography. Please include a 300 dpi color photo (JPG) for use with the article. Articles/editorial requests please submit to Jessie Chiang at [Jessie.TempleOfLight@gmail.com](mailto:Jessie.TempleOfLight@gmail.com)

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