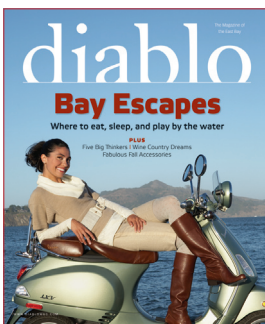
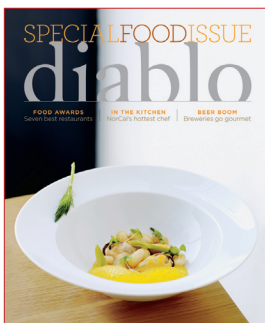


2012 Diablo North Lake Tahoe Special Sections

As a member of the **North Lake Tahoe Chamber of Commerce**, you have the opportunity to highlight your business and services to affluent East Bay/Bay Area travelers in *Diablo* magazine. With beautiful ski resorts, luxurious lodging, shopping, dining, and endless snow sports, North Lake Tahoe is an ideal winter vacation spot for our active readers. The **January issue** will highlight **Ski North Lake Tahoe** and showcase all the area has to offer for a winter getaway.



n is for north

For more information,
contact Megan Keane
(925) 943-1199 ext. 208
mkeane@maildiablo.com

Distribution and Reader Profile

Circulation	43,500
Household income (mean)	\$273,800

Travel	past year	average times travelled	average overnight stays
Lake Tahoe/Reno	55%	3	4
Personal Trips (domestic overnight) - past year			10

Activities

Golf - past year	26%
Spa visit - past year	34%
Bicycling - past year	32%
Attended an event/festival	99%
Average number of times dine out each month	9
Consumed wine - past 6 months	86%
Snow skiing - past year	31%

Rates

Four-color, display advertisements

Full page: (7 7/8" x 9 5/8")	\$3,895
1/2 page horizontal: (7 7/8" x 4 3/4")	\$2,510
1/4 page: (3 7/8" x 4 3/4")	\$1,520
1/12 page - formatted: (1 1/4")	\$350*

* Special ad format includes photo and 25 words of copy

All rates are net and reflect a 40% discount for the North Lake Tahoe Marketing Cooperative.

Ad design not included in the above.

Advertisers Will Receive

- A four-color display ad in *Diablo* magazine.
- Guaranteed inclusion within the advertorial portion of section, with a listing and web address, written by *Diablo* magazine.
- Opportunity to provide photo for the section.
- The North Lake Tahoe section will be posted on diablomag.com in the Travel Section: January - May 2012.
- Opportunity to post January E-Coupons on diablomag.com.

Deadlines

January 2012:

Space reservation deadline:	November 7, 2011
Art deadline:	November 15, 2011
On-sale date:	November 25, 2011

diablo
MAGAZINE

Diablo Publications: *Diablo* magazine | *Napa Sonoma* magazine | *Diablo Arts* magazine | *Concierge* visitors guides | *Tri-Valley, California Visitors Guide* | Diablomag.com | Diablo Custom Publishing | DCPubs.com

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