

www.FINEsd.com

# FINE

MAGAZINE

LIFESTYLE | LUXURY | LIVING



2011 MEDIA KIT

# SUPERIOR DISTRIBUTION

## LUXURY LOCATIONS

The Inn at Rancho Santa Fe  
Morgan Run Resort & Club  
Fairbanks Ranch Country Club  
The Bridges at Rancho Santa Fe  
Rancho Santa Fe Farms Golf Club  
Rancho Santa Fe Golf Club  
Del Mar Country Club  
Rancho Bernardo Inn  
US Grant Hotel  
Ivy Hotel  
The Grand Del Mar  
Omni Hotel  
Aston Martin of San Diego  
Four Seasons Aviara  
La Costa Resort and Spa  
Hotel Del Coronado  
Lowe's Coronado Bay  
L'Auberge Del Mar Resort and Spa  
Lodge at Torrey Pines  
La Valencia  
La Jolla Country Club  
Symbolic Motors  
Ferrari & Maserati of San Diego  
StoneRidge Golf & Country Club  
Rancho Valencia Resort  
Bentley San Diego

## WIDE ARRAY OF BUSINESSES

Doctors Offices  
Visitors Centers  
Specialty Boutiques  
Prestigious Country Clubs  
Banks & Credit Unions  
High-End Auto Dealers  
San Diego Airport  
Palomar Airport  
Special Events  
Tourist Attractions  
Upscale Clubs and Lounges

## DEFINITIVE PRECISE DISTRIBUTION

9000 copies 150 Street Boxes  
4000 copies 200 Wire Racks  
3500 copies Retail Stores  
8500 copies Home Delivery

**AVERAGE CIRCULATION:** 25,000 copies monthly

**STRATEGIC LOCAL PLACEMENT:** Bulk copies are delivered to geographically desirable locations in and around Coronado Cays, Coronado Island, Point Loma, Seaport Village, Downtown San Diego, Mission Bay Yacht Club, Old Town, Pacific Beach, La Jolla Prospect Avenue. Copies can be found in real estate offices, high end spas and salons, upscale restaurants, art galleries, luxury auto dealers, fine jewelry, design and furniture showrooms, and other fashionable retailers in San Diego County. We also distribute monthly to Orange County, Palm Desert, Downtown Los Angeles, Beverly Hills and the Hawaiian Islands.

**EXCLUSIVE HOME DELIVERY:** Door-to-door special deliveries are made to the most affluent homes in the current issue's editorial Neighbor Profile, featuring San Diego most exclusive neighborhoods. Bulk copies are distributed to luxury condominiums and high rise developments in Downtown San Diego and Luxury Homes in La Jolla, Del Mar, Del Mar Mesa, Poway, Carmel Valley, Solana Beach, Encinitas, Carlsbad, Rancho Santa Fe, and Fairbanks Ranch.

**NEWSSTAND:** We are also found at locally owned bookstores in San Diego, Orange County, Beverly Hills, and Palm Springs. We have over 200 newsstands and 300 news racks placed in the more affluent areas of San Diego.

**SPECIAL EVENTS:** FINE magazine has additional distribution for San Diego's biggest shows and events, such as, opening day at the races in the Turf Club at The Del Mar Race track and the USPA Rossmore Cup at the Rancho Santa Fe Polo Club which is one of the world's premier national polo events. Copies are distributed at San Diego Food & Wine Festival, San Diego Yacht Fest, International Boat Show, and more. Magazines are also found at charity events throughout the year.

**AIRPORT DISTRIBUTION:** Magazines are found in first-class lounges and clubs for Jims Air, Premier Jet Source, Schubacher Aviation, Palomar airport and Lindbergh International airport.

25,000 COPIES MONTHLY





## Viral Video for the Web

FINE Media Group enlists a skilled group of photographers, writers and graphics designers to compile the video and content necessary to market your products, brands & services, delivered or enhanced by the network effects of the Internet: Viral Marketing.

Viral refers to marketing techniques that use existing social networks to enhance brand awareness through word of mouth and referral basis.

FINE puts the pieces together for you from start to finish so your viral video reaches its intended target market and gets results!

## Digital Marketing

### EMAIL

Email marketing is the most effective retention marketing strategy in the current digital market. It's the easiest way to get your message in front of a large number of current and potential customers – especially when the work is done for you.



FINE MEDIA GROUP provides email campaigns that are customized to fit your company. Our editors and programmers write, design and distribute permission based emails to get your brand and message in front of current and potential customers. Our private list of nearly a million emails and growing ensures you reach the people most likely to respond to your product or service in the geographic areas that matter most to you.

### DIGITAL PRINT

FINE Magazine Distributes 500,000 issues a month to areas such as Orange County, San Diego County, the Palm Desert Region, Los Angeles, Beverly Hills and the Hawaiian Islands with growing distribution to other locations in the United States. Our digital magazine adverts promote just like the printed page with additional features, such as customer click-through, trackable results and hypertext links to your business web site or virtual tours.

Digital print also comes with the benefit of a low page price, beginning at just \$300 monthly.\*

Call today to see how to put Digital Marketing to work for you today!

\*based on a 12 month contract, rates subject to change



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