

Home MAGAZINE

Bakersfield, California

EVERYTHING FOR YOUR HOME

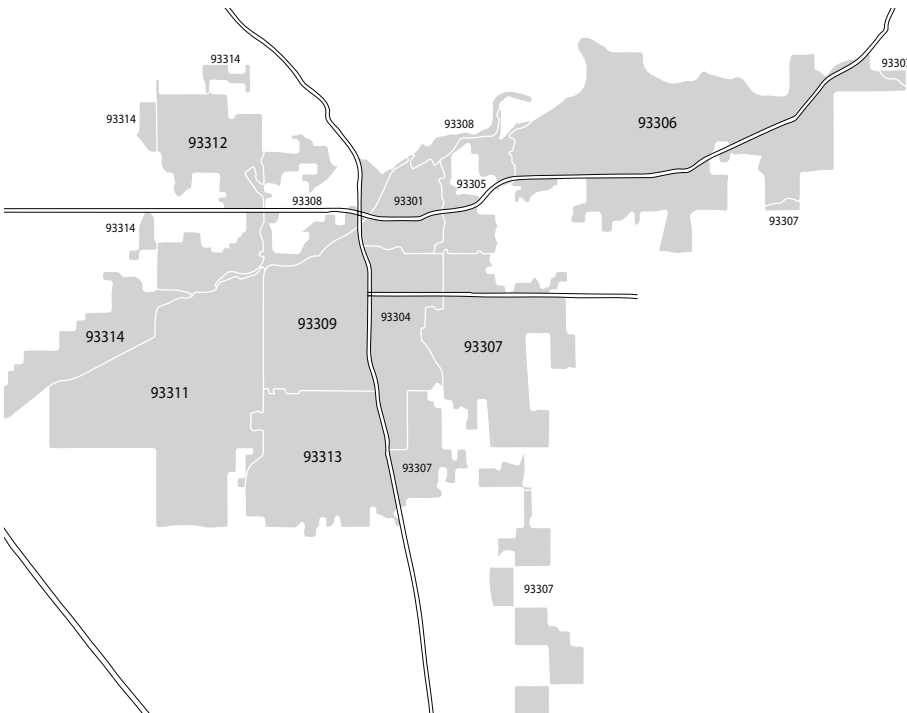
6 Month Contract

1/2 Page	\$775
Full Page	\$1450
Back Cover	\$1850
Double Truck	\$2500

12 Month Contract

1/2 Page	\$725
Full Page	\$1375
Back Cover	\$1800
Double Truck	\$2400

Ad rates are per monthly publication. Payments are processed the Monday of in-mail delivery date.



Reaching 50,000 Homes
25,000 homes monthly.

Bakersfield

Zip Codes:	List A Qty	List B Qty
93301	223	314
93305	0	315
93306	2,293	2,281
93307	367	0
93308	889	3,291
93309	1,522	1,162
93311	4,516	5,438
93312	8,051	6,213
93313	2,868	1,611
93314	4,239	4,360

For More Information Contact Us Today!

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The Bakersfield Home Magazine reaches 50,000 homes in the course of a 2-month period. To accomplish this we have created two lists of 25,000 homes each (lists A & B). We gathered demographic information on the TOP 50,000 home-owners in Bakersfield and split that list into two mailing lists. 25,000 are mailed out one month and the other 25,000 the following publication. By expanding our list our advertisers are able to double their exposure while reaching the best demographic the home improvement industry could ask for. An additional 700+ magazines are mailed to home improvement businesses in the area each month.

Our Home Magazine Shows Bakersfield Homeowners How to Improve Their Living Spaces

When you partner with the Bakersfield Home Magazine, you engage an affluent and passionate audience of home owners. We are the ONLY monthly direct mailed home improvement publication in the Central Valley dedicated to helping contractors and home improvement professionals reach their target demographic.

500+ Call Tracking Leads Monthly

Track your success with our call tracking system.
Call today for details.

25,000

Direct Mailed
Per Month

\$305,646

Avg. Home Value
Range: 150k to 1 Million Plus

\$98,501

Avg. House Hold
Income

12

Publications Per Year

50,000

Total Homes Reached

98%

Saturation of Homes
Over \$400,000

62%

Female Readership

38%

Male Readership

53

Avg. Age of Reader

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2021 // Publication Dates

BAKERSFIELD EDITION	ART DUE	IN MAILBOXES
JANUARY	JAN 13	JAN 21
FEBRUARY	FEB 10	FEB 18
MARCH	MAR 10	MAR 18
APRIL	APR 7	APR 15
MAY	MAY 5	MAY 13
JUNE	JUN 9	JUN 17
JULY	JUL 7	JUL 15
AUGUST	AUG 11	AUG 19
SEPTEMBER	SEP 8	SEP 16
OCTOBER	OCT 6	OCT 14
NOVEMBER	NOV 3	NOV 11
DECEMBER	DEC 1	DEC 9

In mailbox dates may vary +/- 2 days due to post oce delivery.