

# Diablo magazine **Just the Facts**

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Since 1979, *Diablo* magazine has been delivering an award-winning lifestyle publication. *Diablo* has perfected a readership that no other medium delivers, one that assures our advertisers success when it comes to reaching ready, willing, and able buyers.



**Diablo distributes** 43,500 magazines every month, making more than 1.25 million impressions per year. Distribution includes targeted delivery of more than 40,000 magazines to the area's most affluent households—from the Berkeley and Oakland Hills to Lamorinda, Walnut Creek, Danville, Blackhawk, and the Tri-Valley.

**Diablo reaches** new readers every issue with placement at premier newsstand locations that include Andronico's, Whole Foods, Safeway, Barnes & Noble, Borders, and Elephant Pharm; placement in key transportation outlets like Oakland Airport and Black Tie Transportation vehicles; delivery to new move-ins; and distribution at community events.

**Diablo's circulation is audited** by BPA International to provide assurance that all copies are distributed as promoted. BPA is the preferred global provider of audited data for the marketing and media/information industries. *Diablo's* reader demographics are guaranteed through surveys conducted by Monroe Mendelsohn Research, Inc.

**Diablo readers are loyal.** They actively look to *Diablo* for trusted information and resources every month. Eighty-one percent spend at least 30 minutes with each issue. And, the average length of time as a *Diablo* reader/subscriber is six and a half years.

**Successful advertising campaigns** build consumer mindshare through repeated exposure to marketing messages. *Diablo* magazine's regular monthly distribution keeps advertisers' brands top-of-mind, helping consumers recall advertisers' products and services when purchasing decisions are being made.

**Diablo advertising programs offer value.** *Diablo's* frequency rate discounts and zone-only ad buys create cost-effective options to meet every advertiser's needs—whether it's to reach the entire *Diablo* distribution or only a specific geographic market.

**Diablo is deeply committed** to strengthening the fabric of the community through signature events, subscription fundraising promotions, media sponsorships, and employee volunteer programs. Throughout the year, *Diablo* works with more than 100 grassroots and major nonprofit organizations to help them reach their fundraising and promotional goals.

**Diablo is recognized for excellence.** *Diablo* is a member of the City and Regional Magazine Association (CRMA). CRMA member publications are held to high standards and must be of general interest, consumer oriented, and have unbiased editorial content. *Diablo* magazine has been recognized by CRMA, receiving multiple awards for excellence in publishing, including Overall Design and General Excellence.

**The *Diablo* brand name** is known and respected both locally and nationally.