

MEDIA KIT 2016



G+J

GHETTO JUICE MAGAZINE

Ghetto Juice 2016

Editorial Schedule

Issue	Cover Date	On Sale	Art Due	Theme/ Ad Benefit
#41	Feb/Mar 2016	3/1/2016	2/20/2016	Californians in Hawaii / Southern California Winter
#42	Mar/April 2016	4/15/2016	4/05/2016	Southern California Winter to Spring
#43	May/June 2016	6/1/2016	5/20/2016	Summer's Here - Schools out / AGENDA SHOW
#44	June/July 2016	7/15/2016	7/05/2016	June Am Jam / US Open Issue
#45	Aug./Sept. 2016	9/1/2016	8/20/2016	Summer Wrap Up Issue / Hurley Pro issue
#46	Sept/Oct. 2016	10/15/2016	10/05/2016	So. California Fall Issue
#47	Nov./Dec. 2016	12/1/2016	11/20/2016	California Goldness
#48	Dec/Jan. 2016	1/15/2016	1/05/2016	Californians in Hawaii / Annual Hawaii
#49	Feb/ Mar 2016	2/1/2017	1/20/2017	So. Cal Winter

Ghetto Juice Magazine Info

READERSHIP

Surf Shops	10,000
Events / Promo	5,000
Single Copy Subscriptions	500
Total Circulation	15,500

DISTRIBUTION

California	90%
East Coast	2%
Hawaii	2%
Puerto Rico	2 %
East Coast	2%
Foreign	4%
Audience	108,500**

****At least 7 people other than the person who grabs it sees every issue of Ghetto Juice.
That means nearly 700,000 surfers read Ghetto Juice Magazine every month.**

AD RATES

2 Page Spread	\$1700 1X	\$1600 3X	\$1500 8X
Full Page	800 1X	750 3X	700 8X
1/2 Page	500 1X	450 3X	425 8X
1/4 Page	350 1X	300 3X	250 8X

AD SPECS

Spread	16.75w X 9.50h	*Add 1/8" for bleed
Full Page	8.375 X 9.50	*Add 1/8" for bleed
1/2 Page	8.375 X 4.75	
1/4 Page	4.1875 X 4.75	

Ads must be submitted as a PDF-x1a document or a flattened TIFF.
All Ads must be at least 240 dpi and in CMYK color.

8 Page Perferated Pull Out Poster - 2,100.00

4 Page Gatefold Perferated Pull Out - 2,000.00

Online Banner Advertising Rates*

(Large Top Banner 728 X 90)

12 Month rate:\$1700 (\$141.00 per mo.)

6 Month Rate \$900 (\$150.00 per mo.)

3 Month Rate \$500 (\$166.00 per mo.)

1 Month rate \$200 (\$200 per mo.)

(Medium Side Banner 250 X 250)

12 Month rate:\$1200 (\$100.00 per mo.)

6 Month Rate \$700 (\$116.00 per mo.)

3 Month Rate \$400 (\$133.00 per mo.)

1 Month rate \$150 (\$150 per mo.)

*online advertising is invoiced monthly

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