



## THE MAGAZINE

Celebrities, luxury homes, fine art and dining, fashion, golf, and society . . . combine this sophisticated editorial with the highest design and production values and you have *PALM SPRINGS LIFE* — California's Prestige Magazine — the perfect reflection of the gracious living found in the desert resort communities.

## THE READERS

For more than 48 years, *PALM SPRINGS LIFE* has enjoyed a following of loyal readers. The independent 2005 MRI Study confirms *PALM SPRINGS LIFE* readers are the crème de la crème of California, with 66% living in the affluent enclaves of Southern California and the remaining 34% among luxury markets nationwide. One out of every two readers is a millionaire. The average household income is \$253,000 with average net worth set at \$1,796,300. Fifty-three percent of our readers are between 45 and 64 years of age, 48% play golf regularly, 21% hold board of directors positions, 56% own or partner in a business, and 63% hold executive professional and managerial positions.

## THE ADVERTISERS

More than a beautiful magazine, *PALM SPRINGS LIFE* sells! Ask your advertising representative for samples of the testimonials we receive. They come from owners of retail shops, restaurants, real estate companies, banks, and the list goes on. Our advertisers have one thing in common: They rely on *PALM SPRINGS LIFE* to carry their message to the most affluent segment of the desert's seasonal and permanent consumer market. *PALM SPRINGS LIFE* showcases products and services in first-class fashion. For advertisers, *PALM SPRINGS LIFE* is the answer.

## SIZE SPECIFICATIONS

Ad Size	Width	Depth
Spread	17 1/4"	x 11"
Full Page Bleed	8 5/8"	x 11"
Trim Size	8 3/8"	x 10 3/4"
Full Page (Live Matter)	7 1/4"	x 9 3/4"
2/3 Page	4 3/4"	x 9 3/4"
1/2 Page Vert.	4 3/4"	x 7 1/4"
1/2 Page Horiz.	7 1/4"	x 4 3/4"
1/3 Page Vert.	2 1/4"	x 9 3/4"
1/3 Page Square	4 3/4"	x 4 3/4"
1/6 Page Vert.	2 1/4"	x 4 3/4"
1/6 Page Horiz.	4 3/4"	x 2 1/4"
1/12 Page Square	2 1/4"	x 2 1/4"

## DISTRIBUTION

19,036: paid circulation  
25,000: total printed copies

## ADVERTISING DATES

Deadlines	SPACE & MATERIALS
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*(Deadline is at noon on each of the following days)*

January	November 21, 2005
February	December 26, 2005
March	January 23, 2006
April	February 27, 2006
May	March 27, 2006
June	April 24, 2006
July	May 29, 2006
August	June 26, 2006
September	July 17, 2006
October	August 28, 2006
November	September 25, 2006
December	October 23, 2006

*Advertorials Close: 15 days prior to above dates.*

*PALM SPRINGS LIFE* is published monthly on the first day of the month. Consult publisher for special section/supplement deadlines.

Cancellation of color space will not be accepted unless received in writing 10 days prior to closing date. Covers are noncancellable.

## RATE & ADVERTISING POLICIES

**Black & Additional Color:** \$250, \$450 September issue, will be charged for the addition of process color to a black and white space. For both match and metallic inks, consult publisher.

**Rateholder:** Minimum size space to maintain frequency is 1/12 page.

**Inserts:** A limited number of special units are available per issue. Rates and mechanical specifications upon request.

**Bleed:** No charge for bleed.

**Preferred or Guaranteed Position:** Add 20% to all space units.

**Multiple-Page Discounts:** Advertisers running four or more pages in a single issue are eligible for multiple-page discounts. Consult publisher.

**Credit:** Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoice date. No credit will be extended to advertisers with a balance due over 60 days. A service charge of 1.0% per month will accrue on all account balances over 30 days.



## ADVERTISING SPECS/DIGITAL SUBMISSION

**Material Specifications:** Submit advertising in digital format. All images and elements should be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi.

**Document Size:** 8-5/8" x 11" (8.625 x 11) Includes 1/8" Bleed 3 sides

**Trim Size:** 8-3/8" x 10-3/4" (8.375 x 10.75)

**Live Matter:** 7-1/4" x 9-3/4" (7.25 x 9.75) Live matter should not fall closer than 3/8" to trim.

**Media:** Super Disk, Zip, Jaz or CD-ROM (ISO 9660 format). Media will be returned two weeks following the publishing date.

**Data Formats:** QuarkXpress 5.0, Mac ONLY or Illustrator (10); Photoshop, TIFF, EPS, Scitex CT, 300dpi (single files only -No DCS files) PDF files as press optimized "PDF/X-1a".

**Fonts:** Postscript Type 1 only. (Printer & Screen Fonts Required). NO TRUETYPE.

**Line work:** EPS, Freehand & Illustrator: Type in files should be converted to paths

**FTP Uploads:** <http://ftp.desertpublications.com>

**Proofs:** Our quality standards require "Digital Halftone Proofs" such as Creo Spectrum Proofs, Kodak Approval, or press sheets. All other proofs, inkjet and continuous tone, will be output as halftone proofs and returned for color approval subject to the proof charge. "Halftone proofs" are available to all advertisers, designers or agencies at \$50 for each page. Publisher is not liable for any color variations on ads submitted without an "approved" Digital Halftone Proof.

**Printing:** Web offset on 60# Coated Free Sheet to SWOP standards. Dot variation of 4% each color (Cyan, Magenta, Yellow & Black) are within SWOP standards. Publisher is not liable for any color variations within SWOP standards.

**Design Considerations:** Hairline rules and reverse type (under 8 pt., particularly if a serif font) tend to fill in on press and are not recommended. Behind black backgrounds in color advertisements under-color should be added; 4c-100% black, 50% cyan, 30% magenta, 20% yellow; 2c-100% black, 40% cyan.

**Other Services:** Full graphic design services are offered through Desert Graphics — 760-323-2739.