



BAJA LIFE

THE JOURNAL OF MEXICO'S MAGNIFICENT PENINSULA

BAJA LIFE MAGAZINE

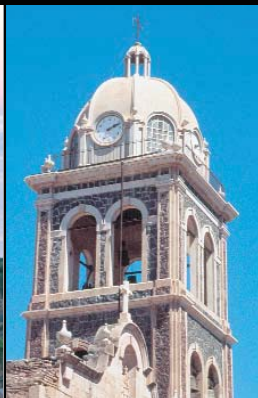
BAJA COMMUNICATIONS GROUP

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MEDIA 2008

BAJA LIFE MAGAZINE — THE JOURNAL OF MEXICO'S MAGNIFICENT PENINSULA

Since 1994, Baja Life magazine has been the premiere publication dedicated solely to Mexico's magical Peninsula. Now a quarterly publication, we take our readers on a colorful journey of adventure featuring remote and exotic treks, luxury hotels and resorts and unlimited outdoor activities including golf, sportfishing, diving, dining beachcombing, hiking, shopping, cultural tours and mountain biking to name a few. In Baja Life, you'll enjoy timely, informative editorial and vivid, full-color images presented in a beautiful coffee-table format.

INFLUENTIAL READERSHIP

Our readership is comprised of affluent outdoor travelers offering advertisers a unique and highly-qualified opportunity to strengthen product and brand awareness in a very desirable audience. Our readers are educated, well-travelled and anxious to buy!

TARGETED DISTRIBUTION

Total annual international distribution is 60,000 copies, 40,000 of which are paid subscriptions with 20,000 distributed throughout selected hotels and resorts in the U.S. and Mexico. Baja Life is also distributed in Canada (3,000 copies) and at Southern California and Florida Trade Shows (3,000 copies to Fred Hall, Del Mar, Miami Boat Show), Baja State Tourism offices (2,000 copies) and specialty events such as the Bisbee's Black and Blue and WON tournaments (3,000 copies) and Baja 1000 (2,000 copies).

DEMOGRAPHICS

Median Age: **42**

Male: **56%**

Female: **44%**

AFFLUENCE

HHI: **\$125,000**

Net Worth: **\$1.3M**

Home Ownership: **94%**

Second Residence: **33%**

EDUCATION

College: **82%**

Professional / Management: **52%**

CEO / Chairman / President: **11%**

LIFESTYLE

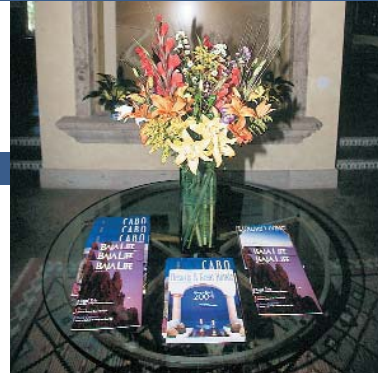
Country Club Member: **36%**

Private Residence Club Owner: **6%**

Business Travel Days Annually: **25**

Leisure Travel Days Annually: **18**

Overseas Travel: **67%**



“Security is mostly a superstition.

*It does not exist in nature, nor do
humans as a whole experience it.*

*Avoiding danger is no safer in the long
run than outright exposure*

Life is either a daring adventure or nothing.”

—Helen Keller

ADVENTURE



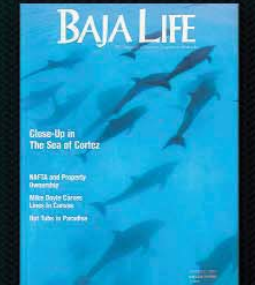
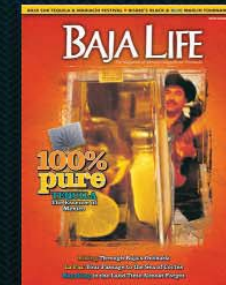
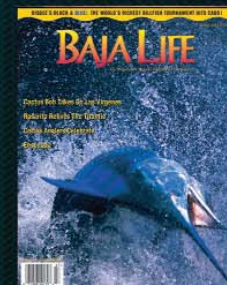
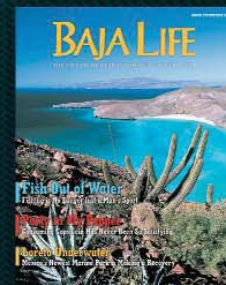
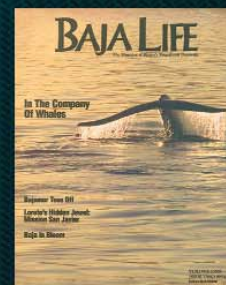
WONDER



DISCOVERY

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BAJA LIFE MAGAZINE — LEVERAGE THE BCG WEB NETWORK TO DELIVER YOUR MESSAGE!

Since 1995, we have been developing premier marketing communications solutions for our clients. Our team specializes in creating and delivering a potent message to your target audience via the web and print media. Ten years ago, we began developing our Baja Web Network and launched our primary Baja Portal site located at www.bajalife.com.

By registering key domain names and performing aggressive linking, search engine and print promotion, our traffic reports demonstrate that we are continuing to build highly targeted traffic throughout our network sites. Our web visitors are specifically interested in Baja California and Mexico, making our network the best place to advertise Mexico-related products and services. Our linked network enables our sites to be found rapidly, driving increased traffic to our sites and to our clients' linked sites.

Through aggressive print and Search Engine promotion, our Baja Web Network has become the most heavily trafficked on the web, making it the best place to advertise your site. To view our linking program, see www.bajalife.com/buyalink

Our BCG web network sites see over **2.5 million page** requests per month from visitors interested in information on Baja California. Currently, BCG maintains an active database of **32,000+** respondents received from the web and telephone inquiries. Utilizing this highly-targeted database, we offer clients numerous web promotion tools that provide a solid return on their investment.



SOME OF OUR MOST POPULAR NETWORK SITES INCLUDE:

www.BajaLife.com
www.CaboResorts.com
www.MexicoResorts.com
www.MexicoTourism.com
www.BajaFishing.com
www.BajaDiving.com
www.CaboDiving.com

www.BajaGolf.com
www.CaboGolf.com
www.BajaWhales.com
www.BajaRealty.com
www.BajaTours.com
www.VivaTequila.com
www.LosCabos.net

www.VivaLaPaz.com
www.Loreto.com
www.EastCape.com
www.Mulege.com
www.TodosSantos.com
www.Rosarito.com
www.LoretoFishing.com

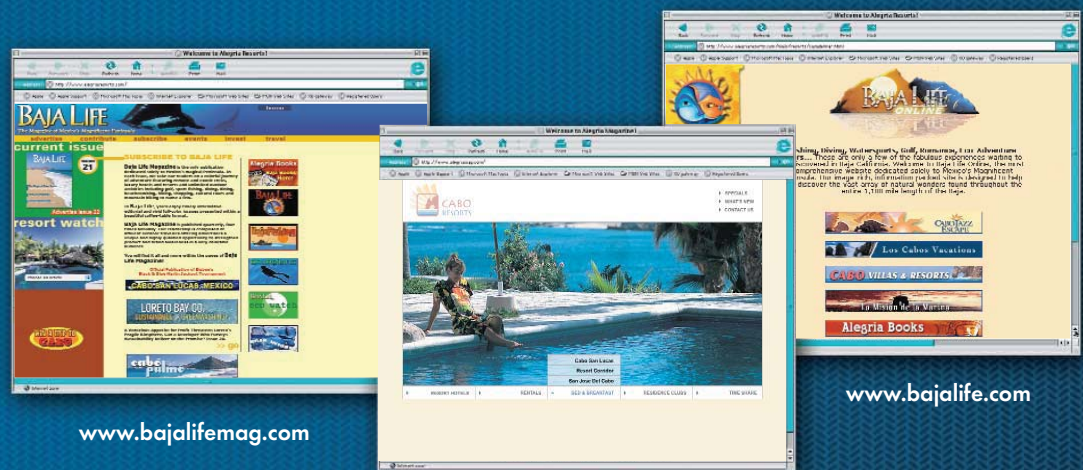
THE WEB AND PRINT WORKING TOGETHER— UNLEASH THE POWER!



THE BCG NETWORK
DELIVERS YOUR MESSAGE TO THE
MOST INFLUENTIAL AUDIENCE
ON THE WEB!

GET RESULTS WITH BCG'S POWERFUL WEB DELIVERY SYSTEM

The unique look and feel of Baja Life offers our advertisers an opportunity to present your message in a printed format that is unsurpassed, plus Baja Life integrates your message into a powerful, cost-effective web delivery system. As a valued advertiser, you will be included in our exclusive resorts directory located at www.bajalifemag.com. Your business will receive additional benefit from direct exposure to our web network audience that now averages 2.5 million page views per month.



www.bajalifemag.com

www.caboresorts.com

www.bajalife.com