



**DEMOGRAPHICS:**

Male - 59%  
Female - 41%  
Married - 63.2%  
Median Age - 42 years  
Some College and Beyond - 86%  
Median Household Income - \$127,100  
Median Net Worth - \$957,200  
Number in Household - 2.3  
Homeowners - 92%  
Value of Principal Residence - \$618,200  
Pass-Along Readership - 5.4

**DISTRIBUTION:**

60,000 Copies Targeted Distribution Annually  
Printed Quarterly in Feb, April, July and Oct.

Airport Distribution:  
LOS CABOS, LA PAZ and LORETO INTERNATIONAL AIRPORTS.

Southern California Distribution:  
San Diego and Orange County Hotels and Associations.

Official Publication:  
Bisbee's Black and Blue Marlin Jackpot Tournament and Western  
Outdoors Tuna Jackpot Tournament - Los Cabos, BCS. 5,000 copies  
distributed on-site annually in October.

SUBSCRIPTIONS:  
9,500 paid subscribers  
Promoted through travel clubs, radio and print advertising campaigns  
and trade shows, including:

- D.E.M.A. SHOW • DEL MAR BOAT SHOW
- FRED HALL BOAT SHOW • MIAMI BOAT SHOW

RESORT HOTELS THROUGHOUT THE BAJA PENINSULA AND  
MAINLAND MEXICO.

SELECT U.S. YACHT CLUBS & GOLF RESORTS.

Specialty Distribution:  
BAJA CALIFORNIA SECRETARY OF TOURISM AND FONATUR.  
(Included in promotional packages)

EUROPEAN, MEXICAN & JAPANESE SUBSCRIBERS, BAJA  
TRAVEL CLUBS, INTERNATIONAL TRAVEL AGENCIES, SPORT-  
ING EVENTS and FESTIVALS

**DEADLINES:**

**ISSUE 27**  
**SPACE RESERVATION DEADLINE** May 1, 2009  
**MATERIALS DUE** May 15, 2009  
**ON-SALE DATE** June 5, 2009

For **BAJA LIFE MEDIA DEADLINES 2009** please visit our website  
at <http://www.bajalifemag.com/Deadlines.htm>

Thanks to your support, we have continued to offer our readers the  
highest level of uncompromised quality in our publication, Baja Life  
Magazine. As a result, we have received extremely positive feed-  
back from our advertisers and readers. Our paid subscription base  
is growing steadily, indicating an expanding interest in the wealth of  
real estate, recreational and business opportunities found in Baja  
California.

**15,000 COPIES TARGETED DISTRIBUTION 4-TIMES YEARLY**

Baja Life has increased its publication schedule from an annual  
publication to quarterly beginning with Issue 12 back in June, 2003.  
10,000 copies of Issue 27 will be distributed to Baja Life subscribers  
in the US, Canada and Mexico plus 5,000 copies will be distributed  
throughout selected Resort Hotels in Baja California. Our total  
distribution of 15,000 copies is targeted directly at upscale adventure  
seekers who are well-educated, like to travel and possess tremen-  
dous discretionary income. Space for Issue 27 is limited, so please  
reserve immediately to allow us to best accommodate your advertis-  
ing needs.

Our goal has always been to make each issue more interesting  
than the last and this issue will be no exception. Issue 27 features  
exciting editorial on Baja's unique diving, fishing, golf, adventure  
treks, resorts and real estate investment opportunities. Our editorial  
coverage has something of interest for all your clients!

**FREE WEB LINKS!**

To demonstrate our dedication to helping your business grow online,  
as a Baja Life Magazine advertiser, you will receive TWO FREE  
LINKS to the BAJA WEB NETWORK, which currently receives over  
7 million requests for information each month! Our integrated print  
and web advertising program works extremely well to maximize your  
business's exposure to the growing worldwide e-commerce audi-  
ence.

**INCREASE SITE TRAFFIC!**

Do you want to increase traffic to your site? For the low cost of \$200,  
you can purchase a directory listing, calling out your website, e-mail  
and contact name in Baja Life Magazine's Internet Directory. This  
beautiful 2-page spread provides our readers a fast and simple way  
to locate your website address directly. No Search Engine fuss here!  
And if you are a quarter-page advertiser or larger, then this listing is  
free! If you need any rate information or have any questions, please  
don't hesitate to call us at (949) 376-BAJA (2252) or email  
[adsales@bajacomcommunications.com](mailto:adsales@bajacomcommunications.com)

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## AD RATES:

FOUR COLOR	1x	2x	3x	4x
Full Page	\$4495	\$4195	\$3895	\$3595
2/3 Page	\$3550	\$3315	\$3070	\$2830
Island	\$3145	\$2935	\$2725	\$2520
1/2 Page	\$2880	\$2680	\$2490	\$2280
1/3 Page	\$2110	\$1970	\$1830	\$1680
1/4 Page	\$1575	\$1475	\$1370	\$1260
1/6 Page	\$1125	\$1050	\$975	\$900

COVERS	1x	2x	3x	4x
Inside Front Cover	\$6300	\$5880	\$5460	\$5040
Inside Back Cover	\$6300	\$5880	\$5460	\$5040
Outside Back Cover	\$8875	\$8435	\$7960	\$7500

DOUBLE TRUCK	1x	2x	3x	4x
Black & White	\$5685	\$5300	\$4925	\$4550
Four Color	\$8300	\$7750	\$7195	\$6640

SPOT COLOR	1x	2x	3x	4x
Full Page	\$3745	\$3480	\$3235	\$2995
2/3 Page	\$2960	\$2750	\$2560	\$2365
Island	\$2625	\$2435	\$2260	\$2095
1/2 Page	\$2395	\$2225	\$2070	\$1920
1/3 Page	\$1760	\$1630	\$1520	\$1400
1/4 Page	\$1310	\$1225	\$1135	\$1050
1/6 Page	\$935	\$870	\$810	\$750

BLACK & WHITE	1x	2x	3x	4x
Full Page	\$2995	\$2795	\$2595	\$2395
2/3 Page	\$2365	\$2210	\$2050	\$1900
Island	\$2095	\$1955	\$1820	\$1680
1/2 Page	\$1945	\$1815	\$1680	\$1560
1/3 Page	\$1405	\$1315	\$1220	\$1115
1/4 Page	\$1050	\$985	\$915	\$840
1/6 Page	\$745	\$695	\$650	\$600

### HALF PAGE HORIZONTAL

DOUBLE TRUCK	1x	2x	3x	4x
Black & White	\$4450	\$4165	\$3865	\$3565
Four Color	\$6690	\$6240	\$5795	\$5350

### TOWN SQUARE SPECIALIZED LISTINGS:

Black & White ads only \$95.00 per column inch.  
Column width 2". We accept 1" increments only.

### CLASSIFIEDS:

Minimum 4 lines (1/2") \$50.00  
Each additional line \$20.00

### WHAT'S HAPPENING SECTION:

Maximum 100 words + photo \$250.00

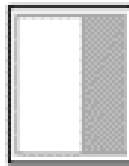
### INTERNET DIRECTORY LISTING:

\$200.00

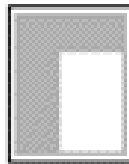
## AD SIZES:



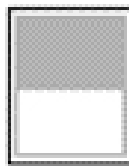
Full-Page  
FULL BLEED:  
8 5/8" X 11 1/8"  
NON BLEED:  
7 3/8" X 9 7/8"



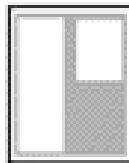
2/3 Page Vertical:  
4 3/4" X 9 7/8"



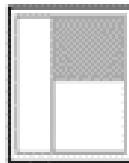
Island:  
4 3/4" X 7 3/8"



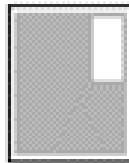
1/2 Page Horizontal:  
7 3/8" X 4 3/4"



1/2 Page Vertical:  
3 1/2" X 9 7/8"



1/4 Page Vertical:  
3 1/2" X 4 3/4"



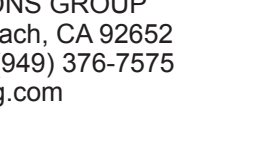
1/3 Vertical:  
2 1/4" X 9 7/8"



1/3 Square:  
4 3/4" X 4 3/4"



1/6 Page:  
2 1/4" X 4 3/4"



Half Page Horizontal  
Double Truck:  
4 3/8" X 15 3/4"