



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

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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

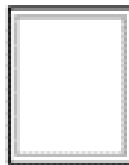
WHAT'S HAPPENING SECTION:

Maximum 100 words + photo \$250.00

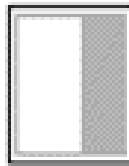
INTERNET DIRECTORY LISTING:

\$200.00

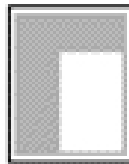
AD SIZES:



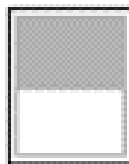
Full-Page
FULL BLEED:
8 5/8" X 11 1/8"
NON BLEED:
7 3/8" X 9 7/8"



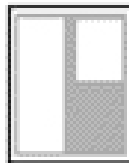
2/3 Page Vertical:
4 3/4" X 9 7/8"



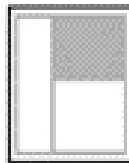
Island:
4 3/4" X 7 3/8"



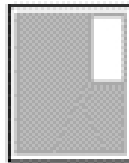
1/2 Page Horizontal:
7 3/8" X 4 3/4"



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



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



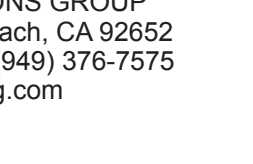
1/3 Vertical:
2 1/4" X 9 7/8"



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"