

Carlsbad Magazine

The award-winning Carlsbad Magazine is now considered the highest-quality lifestyle magazine in San Diego's North County. The four-color glossy publication continues to grow in pages, circulation and advertising. Published bi-monthly, Carlsbad Magazine celebrates the people, places and fascinating features that belong to a city known for its world-class resorts, tourism, shopping, industry, international events and world-famous beaches.

Editorial

Carlsbad Magazine takes pride in satisfying readers with vibrant editorial pages. The writing, photography and design are carefully synchronized to create editorial packages that pop. The publication connects locals and visitors with the city's rich history, unique places, spirited personalities and cultural events. It has become one of North County's best reads.

Carlsbad Magazine also provides a service to its residents and tourists. The Calendar of Events, Dining Guide and City Map are staples in every issue, opening a window to the quality of life in Carlsbad. Many Carlsbad Magazine readers save every copy and display the current issue as a coffee table centerpiece.

Circulation

Since Carlsbad Magazine's inception in 2004, circulation has increased with each issue, reaching 37,000 copies in January 2007. The magazine is circulated free via its five-tiered distribution network throughout the city of Carlsbad, including La Costa and Aviara.



Outdoor News Racks

Outdoor news racks are positioned in key retail areas where residents and visitors congregate.



Paid Subscribers

Carlsbad Magazine's growing subscriber base is unique to a free magazine. Due to Carlsbad Magazine's high demand, people are willing to pay for home delivery.

Direct Home Delivery

There are 7,500 copies of Carlsbad Magazine delivered directly to the doorstep of residents throughout the city.



Retail Wire Racks

More than 80 wire racks are positioned inside Carlsbad retailers, restaurants, coffee houses, hotels, city facilities, train depots and the airport.

Hotels

Carlsbad boasts more hotel rooms than any other city in San Diego County outside of San Diego itself, and Carlsbad Magazine is the publication chosen to be the "In-Room" magazine in virtually every one of those hotels.



CARLSBAD
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