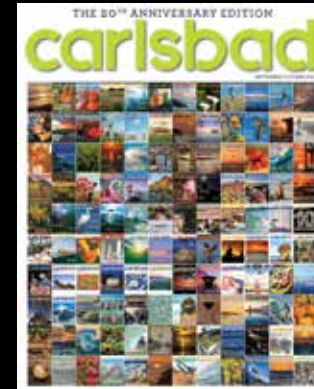
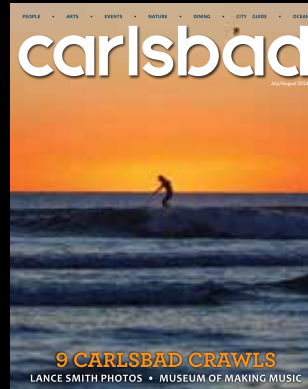
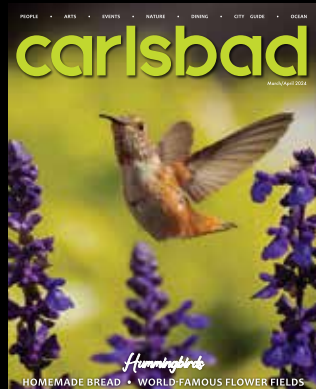
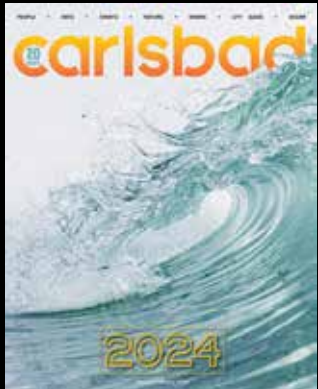


# carlsbad

magazine



**#1 with LOCALS • # 1 with VISITORS**  
**In ALL HOTELS in the region • Largest in North County**



**“CARLSBAD MAGAZINE IS IN VIRTUALLY  
EVERY HOTEL ROOM IN THE REGION.”**

The award-winning Carlsbad Magazine is considered the highest-quality lifestyle magazine in San Diego's North County. The four-color, glossy publication celebrates the people, places and fascinating features that belong to 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 pages that pop. The publication connects locals and visitors with the 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 open 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 & frequency**

Since Carlsbad Magazine's inception in 2004, **25,000 copies** are printed bi-monthly in January, March, May, July, September and November.

### **distribution**

All 25,000 copies of Carlsbad Magazine are circulated free via a four-tiered distribution network throughout the Carlsbad region.



#### **outdoor news racks**

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



#### **paid subscribers**

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



#### **retail wire racks**

More than 80 wire racks are positioned inside Carlsbad retailers, restaurants, coffeehouses, 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

Wheelhouse Media offers two print publications:  
Carlsbad Magazine and Encinitas Magazine.

## rate card

### ALL Carlsbad Bundle

Reserve your print advertising in Carlsbad Magazine in combination with Encinitas Magazine to increase the frequency of your message and also receive the following added values:



- Special discounts on advertising rates
- Monthly invoicing



### Encinitas Magazine

This is a free bi-monthly publication with a hand-delivered distribution of roughly **20,000 copies** over a two-month cycle.

### online opportunities

For information on standalone digital advertising opportunities available on the Carlsbad Magazine website, contact Tim Wrisley directly, [tim@carlsbadmagazine.com](mailto:tim@carlsbadmagazine.com).



*\*Special rates apply if you wish to advertise in The Flower Fields® Official Guide only. Please contact Tim Wrisley for advertising information.*

## 2025 Carlsbad Magazine per issue rates

ad size	1x	3x	6x
Full Page	\$3234	\$2911	\$2426
2/3 - Page	\$2264	\$2039	\$1698
1/2 - Page	\$1779	\$1560	\$1334
1/3 - Page	\$1294	\$1167	\$971
1/4 - Page	\$971	\$878	\$728
1/6 - Page	\$809	\$728	\$606
Back Cover	\$4614	\$4078	\$3465
Inside Front Cover	\$4309	\$3806	\$3234
Inside Back Cover	\$4043	\$3569	\$3032







## 2025 publishing dates + advertising deadlines

edition	space reservation	ad materials due	street date
JAN / FEB	November 1	December 15	first week of January
MAR / APR	January 1	February 15	first week of March
MAY / JUN	March 1	April 15	first week of May
JUL / AUG	May 1	June 15	first week of July
SEP / OCT	July 1	August 15	first week of September
NOV / DEC	September 1	October 15	first week of November

## tech specs + material requirements

### complete material

#### Preferred Submission:

- Email to [hanh@carlsbadmagazine.com](mailto:hanh@carlsbadmagazine.com)
- Digital files can be supplied directly via WeTransfer, DropBox, FTP or any other shared file program.

**Images:** CMYK or grayscale as TIFF, JPEG or EPS. Image resolution 300 dpi at final size.

**Proofs:** Carlsbad Magazine will not be responsible for color variance if an acceptable color proof (SWOP-approved is best) is also not included with ad materials.

### supplying digital files

Carlsbad Magazine prefers finished ads to be supplied in PDF format. All photos/images should be in CMYK process colour format and text in outlines. Please ensure that all files have been converted to CMYK upon submission.

### magazine terms

Carlsbad Magazine does not guarantee positioning of ad. We have the right to refuse an advertisement deemed objectionable or offensive. Carlsbad Magazine assumes no liability or typographical errors in an advertisement, nor failure to publish an advertisement.

**Late Cancellations:** Advertising space may not be cancelled after space reservation deadline. Advertisers will be invoiced full amount for any cancellations after deadline.

**Credit Account Terms:** New advertisers to Carlsbad Magazine must prepay for the first three insertions. Payment must be received with materials for advertisement to run.

Any advertiser with a balance due over 60 days will be pulled from the magazine and a 4% interest rate added to the outstanding invoice. Advertisers on contract receiving frequency rated discounts that do not fulfill the term of their contract will be short-rated and billed the discounted amount.

ad size	live image area (w x h)
Full Page*	8.375" x 10.5" (add .1875" on all sides for bleed)
2/3 - Page	4.875" x 9.75"
1/2 - Page Vertical	3.625" x 9.75"
1/2 - Page Horizontal	7.625" x 4.625"
1/3 - Page Vertical	2.375" x 9.75"
1/3 - Page Square	4.75" x 4.625"
1/4 - Page	3.625" x 4.625"
1/6 - Page Horizontal	3.625" x 3.125"
Cover*	8.375" x 10.5"
Back Cover*	8.375" x 10.5"
Inside Front Cover*	8.375" x 10.5"
Inside Back Cover*	8.375" x 10.5"

*\*For Full Page ads, an additional .1875" bleed is required on all sides. To ensure that graphics and text does not get trimmed, please keep graphics and text within a .1875" margin of the live image area.*

## contacts

### advertising

Tim Wrisley

Cell: 760.533.8477

Email: [tim@carlsbadmagazine.com](mailto:tim@carlsbadmagazine.com)

Kathleen Larson

Cell: 808.780.6635

Email: [kathleen.carlsbadmagazine@gmail.com](mailto:kathleen.carlsbadmagazine@gmail.com)

### artwork/design

Hanh Lalas

Cell: 619.518.7270

Email: [hanh@carlsbadmagazine.com](mailto:hanh@carlsbadmagazine.com)

### editorial

Anastacia Grenda

Email: [anastacia.carlsbadmagazine@gmail.com](mailto:anastacia.carlsbadmagazine@gmail.com)

### social media

Email: [jayna@carlsbadmagazine.com](mailto:jayna@carlsbadmagazine.com)

### subscription

Email: [subs.carlsbadmagazine@gmail.com](mailto:subs.carlsbadmagazine@gmail.com)

### general information

Carlsbad Magazine is a publication of Wheelhouse Media.



PO Box 2089 • Carlsbad, CA 92018

[info.carlsbadmagazine@gmail.com](mailto:info.carlsbadmagazine@gmail.com)

[clickoncarlsbad.com](http://clickoncarlsbad.com)

  @cbadmag

