diablo MAGAZINE

Diablo Magazine

2023 Diablo Women



Showcase your professional successes and personal achievements with a profile in this section, honoring San Francisco Bay Area women.



Added Value for Advertisers

→ A link to the digital edition of the Diablo Women section will be posted on diablomag.com/people-style.

→ The digital edition of *Diablo* magazine on diablomag.com includes a digital version of your print profile, with live links.

→ **You're invited!** Diablo Women advertisers will be invited to attend *Diablo* magazine's annual Diablo Women event.

May 2023 Issue Deadlines

Advertising Space Deadline	3/15/23
Materials Deadline	3/17/23

Diablo magazine celebrates women and their contributions to our community!

Audience

38,000 copies of *Diablo* are printed monthly, reaching 136,800 readers. *Diablo* readers have an average annual household income of $284,000. And, 65% of *Diablo* readers are women themselves.

Rates*

Four-color, formatted advertisements:

1/8-page *(1-3 people suggested in photo)*	$555
1/4-page *(1-5 people suggested in photo)*	$960

*Rates are net and include space and production (photography not included).

Full-page *(1-20 people suggested in photo OR up to 48 headshots in the yearbook style)*	$3,875

*Full-page rate is net and includes space, production, and photography—one sitting only on a scheduled date. You may choose to use another photographer at your own cost. Photos can be purchased for additional use. Images purchased for additional use will be provided after the publication date. Pre-payment required for non-contracted advertisers.

→ Complete the production form at:
web.diablomag.com/WomenProduction

Sources: Circulation Verification Council: 2022 Circulation Audit.

DIABLO PUBLICATIONS
An Employee-Owned Company

Diablo Publications / *Diablo* magazine / www.diablomag.com

PH: 925.943.1111 / FAX: 925.943.1045 / 2520 Camino Diablo / Walnut Creek / CA / 94597

REVISED 9/29/22

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Diablo Women Full Page/Spread Production Form

Thank you for participating in a Diablo Professionals special advertising section. Advertisers may provide their own photo and copy, but for best results we recommend that our photographers take the photo and our editor write the copy. **In order to schedule the photo shoot and interview for your profile, please complete the form below.**

ADVERTISER NAME: _____

BUSINESS NAME: _____

CONTACT NAME: _____

CONTACT PHONE NUMBER: _____ EMAIL: _____

Best time of day to contact for scheduling: _____

Additional information that might be helpful in scheduling: _____

_____

DIABLO PUBLICATIONS ACCOUNT EXECUTIVE:

☐ Megan Tuggle ☐ Michelle Bayliss ☐ Barbara Banis

PROFILE SIZE:

☐ Full-page ☐ Two-page Spread

If you choose to supply your own image and copy, please follow the supplied image and copy guidelines included at the end of this form.

PHOTO OPTIONS:

☐ I would like to have a photo taken—please have the photographer contact me.

☐ I will supply the photo and have read the supplied photography guidelines.

☐ I would like to use the photo that ran in the _____ issue of *Diablo* magazine.

COPY OPTIONS:

☐ I would like *Diablo* to write the copy—please have the writer contact me.

☐ I will supply the copy and have read the supplied copy guidelines.

☐ I would like to use the copy that ran in the _____ issue of *Diablo* magazine.

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Diablo Women Supplied Materials – Full Page/Spreads

Materials submitted after the last due date are subject to late charges. Diablo magazine reserves the right to correct typographical and grammatical errors in order to maintain the quality and consistency standards of the section and publication. Diablo will assist in making editing decisions when copy submissions are longer than the stated maximums. If materials provided do not meet the requirements of the section, Diablo magazine can request new materials in order to meet the needs of the section. **For questions and to submit materials, contact Emily Lawson, the advertising coordinator: elawson@diablopubs.com.**

Supplied Materials Guidelines

If you choose to submit your own photos/headshots in lieu of photography, we can accommodate up to 30 images per page in the yearbook style formatting. The cost for 1-20 photos is included in the cost of your ad. There will be a $20 processing and handling fee for each additional photo over 20 images for full-page ads, and each photo over 30 images for 2-page spreads.

Full-page Ads:

Images: horizontal orientation

Submit one image (OR up to 48 headshots for the yearbook style formatting) at the highest resolution available.
Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 130 word maximum, written in third person.

Recommended to include:

1) Company name/your name and title
2) Business address
3) Business phone number
4) Web address



High-resolution horizontal .psd, .jpg, .eps, or .tif

Two-page Spread Ads:

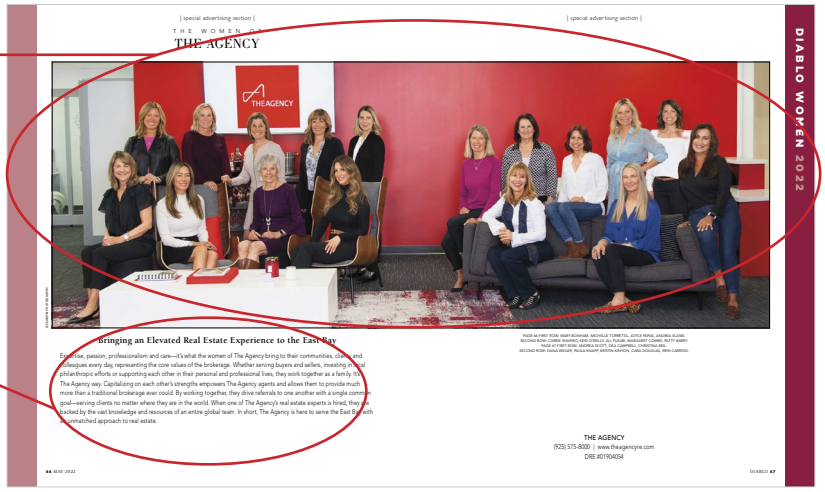
Images: horizontal orientation

Submit one image (OR up to 96 headshots for the yearbook style formatting) at the highest resolution available.
Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 260 word maximum, written in third person.

Recommended to include:

1) Company name
2) Business address
3) Business phone number
4) Web address



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Diablo Women Fractional Ads Production Form

Thank you for participating in a Diablo Professionals special advertising section. Advertisers may provide their own photo and copy, but for best results we recommend that our photographers take the photo and our editor write the copy. **In order to schedule the photo shoot and interview for your profile, please complete the form below.**

ADVERTISER NAME: _____

BUSINESS NAME: _____

CONTACT NAME: _____

CONTACT PHONE NUMBER: _____ EMAIL: _____

Best time of day to contact for scheduling: _____

Additional information that might be helpful in scheduling: _____

_____

DIABLO PUBLICATIONS ACCOUNT EXECUTIVE:

☐ Megan Tuggle ☐ Michelle Bayliss ☐ Barbara Banis

PROFILE SIZE:

☐ 1/8-page ☐ 1/4-page

If you choose to supply your own image and copy, please follow the supplied image and copy guidelines included at the end of this form.

PHOTO OPTIONS:

☐ I would like to have a photo taken—please have the photographer contact me.

☐ I will supply the photo and have read the supplied photography guidelines.

☐ I would like to use the photo that ran in the _____ issue of *Diablo* magazine.

COPY OPTIONS:

☐ I would like *Diablo* to write the copy—please have the writer contact me.

☐ I will supply the copy and have read the supplied copy guidelines.

☐ I would like to use the copy that ran in the _____ issue of *Diablo* magazine.

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Diablo Women Supplied Materials – Fractional Ads

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Supplied Materials Guidelines

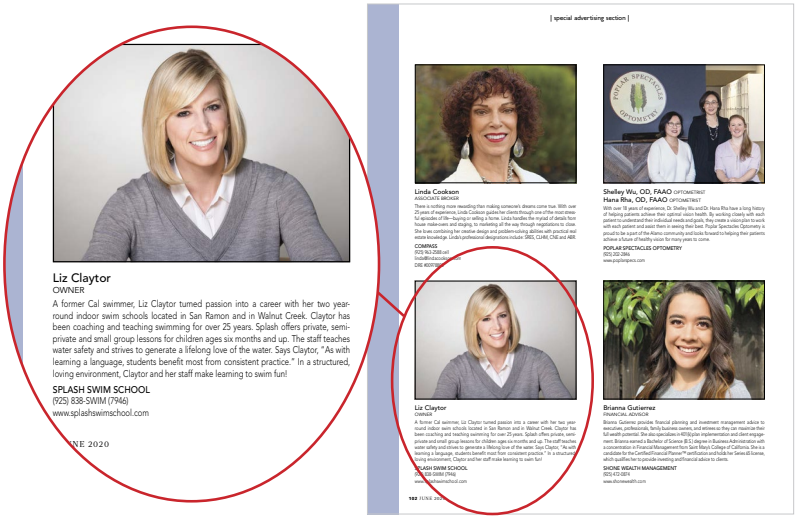
1/4-page Ads:

Images: horizontal orientation

Submit one image at the highest resolution available.
Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 85 word max., written in third person, plus:

1) Company name/ your name and title
2) Business address
3) Business phone number
4) Web address



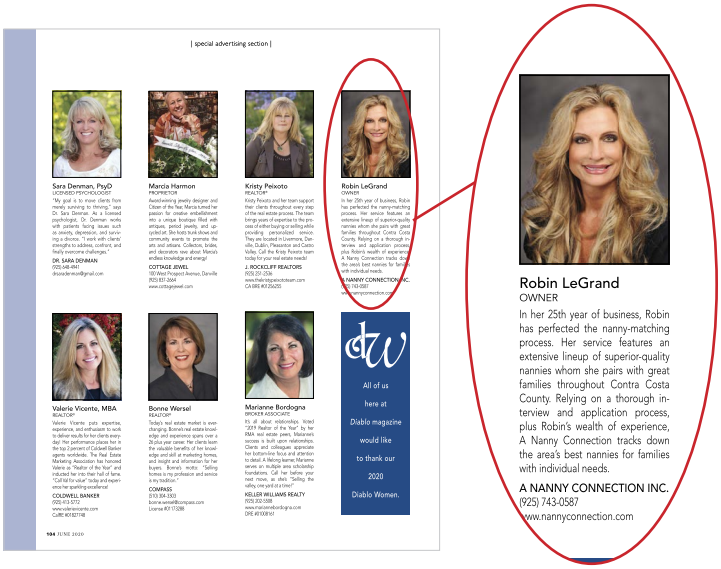
1/8-page Ads:

Images: vertical orientation

Submit one image at the highest resolution available.
Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 50 word maximum, written in third person, plus:

1) Company name
2) Business address
3) Business phone number
4) Web address



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Diablo Women Questionnaire

Thank you for participating in the Diablo Women special advertising section. Please complete the questionnaire below, and we will create a professionally written profile based on your answers. You will be able to review and approve your profile before it is printed.

ADVERTISER NAME:

BUSINESS NAME:

BUSINESS PHONE NUMBER: EMAIL:

What are the names of the individuals who will be in the photo? How would you like the titles to be listed?

What specific area, if any, of your business would you like highlighted?

Would you like to include your years of experience? If yes, how many?

If you are actively involved in the community and want this information included, please list the organizations and your length of involvement.

What makes your business unique?

If your business requires a licensing number be listed in your profile, include the license number as it should appear in print:

Is there anything else that is important to include in you profile?