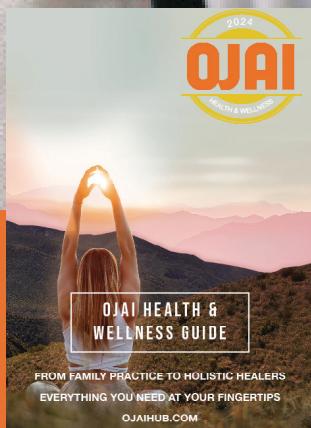


HOME OF OJAI'S PODCAST AND OJAI VORTEX!



2025 MEDIA KIT

OJAI QUARTERLY & OJAI MONTHLY
OJAI VISITOR & OJAI HEALTH & WELLNESS





publisher's letter



OJAI: TALK OF THE TOWN
Presented by Ojai Quarterly & Ojai Monthly

OJAI'S PODCAST:

"Talk of the Town" available wherever you get your podcasts. Hundreds of hours of conversations with Ojai's fascinating residents.

STATEMENT OF PURPOSE: ALWAYS ROOM AT THE TOP!

We've been publishing *Ojai Quarterly* & *Ojai Monthly* since 2010, making us the oldest continuously published magazines in Ojai. The value we add to Ojai is our experience, insight, great writing, photography and design. Having a prestige suite of publications elevate's Ojai's image and economy.

We also publish our annual *Ojai Visitor*, a comprehensive guide to Ojai's events, exhibits, things to do, where to stay and where to eat. Our *Ojai Health & Wellness Guide* is another important publication that compiles information about Ojai's incredible array of health-focused providers and products. *Ojai Hub*, our website and newsletter, chronicles Ojai's busy calendar.

Since 2020, we've been hosting Ojai's podcast, "*Talk of the Town*," with hundreds of episodes, reaching tens of thousands of people for intimate, insightful conversations with local leaders, artists, filmmakers, authors and more. It provides great content for our magazines and illuminates debate across a wide range of local issues. Plus, jokes.

We are deeply involved in our community's civic life through organizations like the Ojai Valley Land Conservancy, Rotary Clubs, Chamber of Commerce, Ojai Valley Museum, the Ojai Center for the Arts, Ojai Music Festival and much more.

Our contributors have won numerous state and national awards for features, columns, investigative and enterprise reporting. We have a deep talent pool and are proud to present their contributions.

We present Ojai's best businesses, services and products, promoting Ojai not just as a place to visit, but as a way of life. Ojai deserves to be represented with excellence and a restless spirit of inquiry and curiosity. This is what we hope to achieve at *Ojai Quarterly* & *Ojai Monthly*.

Let this publication be a reflection and a reminder. The *OQ* and *OM* are taking a journey deep inside the Ojai experience, and we expect and encourage our readers to be part of this process. Let us help you meet them where they are.

Bret Bradigan, Editor & Publisher

CIRCULATION & DISTRIBUTION

BY THE NUMBERS

○ **115,000**
READERS PER ISSUE

○ **20,400**

○ **6,000**
DOWNLOADS PER ISSUE

○ **354**
LOCATIONS

○ **72,000**
PODCAST DOWNLOADS

OJAI & VENTURA:
150 LOCATIONS

Including the hotels, racks, counters, motels, grocery stores, coffee shops and shops of Ojai, Meiners Oaks, Mira Monte, Oak View and Ventura.

SANTA BARBARA & MONTECITO:
120 LOCATIONS

Including the Funk Zone, State Street, Jeannine's, Santa Barbara Airport.

LOS ANGELES:
65 LOCATIONS

Including the Beverly Center, Beverly Market, three Whole Foods locations, Greenblatt's, Nate & Al's, Silverlake Coffee. Also, along the PCH at Malibu Country Mart and Point Dume Plaza.

BARNES & NOBLE:
19 STORES

Marina Del Rey
The Grove, Los Angeles
Fullerton
Palm Desert
Oceanside
Corona
Newport Beach
Santa Monica

Santa Clarita
San Luis Obispo
Thousand Oaks
Aliso Viejo
Orange
Calabasas
Manhattan Beach
Alameda
San Diego
Scottsdale, Arizona

ABOUT US:



○ **Stable population.** Within the city limits, 7,772. Within the greater Ojai Valley, 22,700 (2010 U.S. Census Bureau)



○ **Housing Market.** Ojai's Median Home Value \$1,136,075. U.S. Median Home Value: \$350,000 (2021 figures – National Association of Realtors).



○ **Visibility.** Ojai's national reputation as a visitor destination and desirable place to live continues to thrive with recent features in major publications, including *Vogue*, *Vanity Fair*, *Condé Nast Traveler* and *Sunset*.



○ **Increasing Wealth:** Median Income \$75,643. U.S. Median Income: \$51,144.

2025 Production Schedules



2025 Production Schedule - OQ

Total Circulation: 20,400
Total Readership: 120,000+

Issue	Space Close	Camera-Ready Due	Publish Date
Spring	January 24	February 7	February 28
Summer	April 25	May 2	May 30
Fall	July 25	August 5	August 29
Winter	October 25	October 31	November 26

STATEMENT OF BENEFITS:

1. Our distribution is constantly expanding. As the only regional publication available for sale in prestigious booksellers and newsstands around the state and country, we offer our advertisers their best chance to reach this affluent and growing audience. Plus we are the only local magazine distributed through the mail, reaching further and deeper than any competitor.

2. We are Ojai's oldest locally owned and operated magazines. We know this community better and with greater passion and experience, as seen with our exclusive, important content.

3. With our sister publication, Ojai Monthly, we offer a year-around publishing experience. You can advertise your products and services with greater flexibility and effectiveness.

2025 Production Schedule - OM

Total Circulation: 5,000
Total Readership: +25,500

20th of the Month Prior: i.e. January 20th for February Issue

2025 Production Schedule - OJAI VISITOR

Total Circulation: 20,000

March 28 for Space Reservations – Publication Date April 25

Space deadlines for subsequent issues are approximately 4-5 weeks prior to publication. Material deadlines are approximately 3-4 weeks prior. Call your sales representative for specific information.

Shipping Address for Advertising Materials:

Ojai Quarterly
1129 Maricopa Highway
Suite B186
Ojai, CA 93023
Attn: Creative Director
805.798.0177
editor@ojaiquarterly.com

Preferred method of transmission is via Dropbox or Hightail. Preferred production specs are CMYK, 300 dpi PDF.

2025 Advertising Rates



OJAI QUARTERLY: Total Circulation: 20,400 copies, targeted to one of the nation's most affluent and educated readership.

Total Readership: 115,000-plus.

Ad Size	1x	4x
Full Page	\$1,375	\$1,045
1/2 Page	\$875	\$695
1/4 Page	\$550	\$450

Cover Positions

Back Cover	\$1,675	\$1,475
Inside Front Cover	\$1,750	\$1,325
Opposite Table of Contents	\$1,500	\$1,250
Gatefold (Two Pages)	\$2,250	\$1,850

OJAI MONTHLY: Total Circulation: 5,000 copies. Includes Ojai's only direct mail list of 2,000 of the most affluent neighborhoods.

Full Page	\$575
2/3 Page	\$495
1/2 Page	\$395
1/4 Page	\$195

Cover Positions

Front Cover	\$835
Back Cover	\$760
Inside Front Cover	\$695
Two-page spread	\$1,045

OJAI VISITOR: Total Circulation: 20,000 copies. The annual guide to all things Ojai - events, activities and the arts.

Full Page	\$1,125
1/2 Page	\$695
1/4 Page	\$495

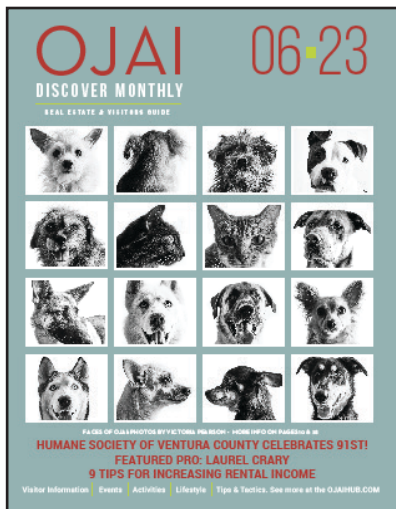
OJAI VORTEX: Total Circulation: 3,700 weekly subscribers. Our partner, Ojai's busiest weekly newsletter and promotion platform.

Guaranteed Placement – Add 15 percent.

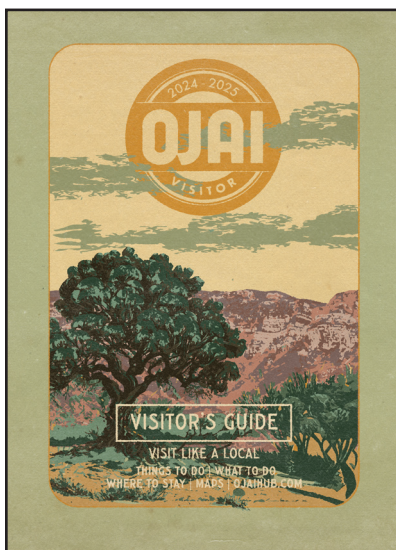
Production Charges billed at \$75 per hour.

Contact Editor & Publisher Bret Bradigan at editor@ojaiquarterly.com

Mobile: 805-798-0177 Fax: 805-646-0927



SPECIAL COMBO RATES!





— ADVERTISING CONTRACT & INSERTION ORDER —

Billing Address

Bradigan Group, LLC
1129 Maricopa Highway
Suite B186
Ojai, CA 93023

Phone: 805-798-0177
Fax: 805-272-8515

By this agreement, the undersigned person, firm or corporation (hereafter referred to as the “Advertiser,” and Bradigan Group, LLC, (hereafter referred to as the “Publisher,” agree to the following:

ADVERTISER

Print Name/Title

Phone No. Email

Address

OJAI QUARTERLY

Begin Date _____ End Date _____

Ad Size _____

Premium Position (if applicable) _____

Run Dates _____

Advertising Rate _____ (per issue)

OJAI MONTHLY

Begin Date _____ End Date _____

Ad Size _____

Premium Position (if applicable) _____

Run Dates _____

Advertising Rate _____ (per issue)

OJAI VISITOR

Begin Date _____ End Date _____

Ad Size _____

Premium Position (if applicable) _____

Run Dates _____

Advertising Rate _____ (per issue)

OJAI HUB & SPECIAL PUBLICATIONS

Begin Date _____ End Date _____

Ad Size _____

Premium Position (if applicable) _____

Run Dates _____

Advertising Rate _____ (per issue)

Credit Card No.

Expiration _____ CVV _____ Zip Code _____

CLIENT SIGNATURE

Printed Name

Rep. Name _____ Date _____



The advertiser will earn the appropriate rate and incur additional charges for premium position, late changes, production costs, etc., based on the attached rate card. Premium position placement is based upon availability and is not guaranteed. All terms and conditions, printed on these pages, and set forth in the Magazine's rate card, are part of this contract. The Advertiser hereby acknowledges receipt of the Magazine's current advertising rate card.



mechanical specifications

DISPLAY AD DIMENSIONS

OQ & OM Publication Trim Size: 8.375" by 10.875"

A. Full Page	Non-Bleed	7.375" x 9.875"
	Bleed*	8.875" by 11.375"
	(Trim Line)	8.375" by 10.875"
B. 1/2 Horizontal		7.375" x 4.86"
C. 1/2 Vertical		3.6" x 9.875"
D. 1/4 Square		3.6" x 4.86"
E. Two-Page Spread	Non-Bleed	16.75" x 9.875"
	(3/4" center gutter) Bleed	17.25" x 11.375"

Ojai Visitor Guide Trim Size: 6.5" by 9.5"

A. Full Page	Non-Bleed	6 x 9"
	Bleed*	7 x 10"
B. 1/2 Horizontal		6 x 4.375"
C. 1/2 Vertical		2.875 x 9"
D. 1/4		2.875 x 4.375"

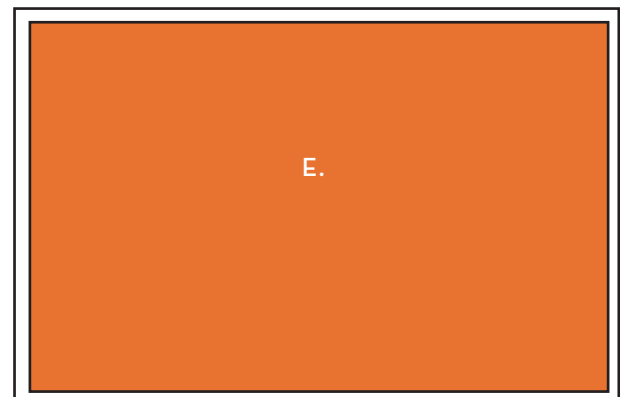
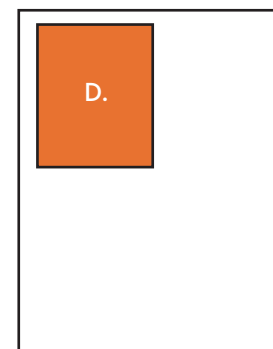
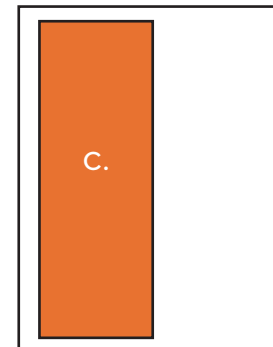
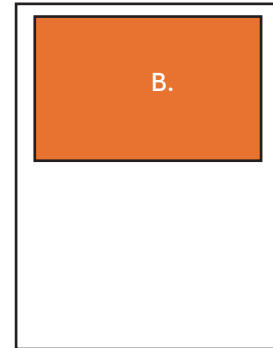
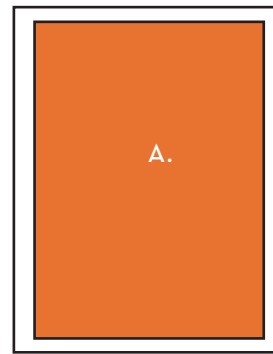
Gatefold: Available upon request

*** NOTE TO DESIGNERS ABOUT THE BLEED:** If you want the ad design to go to the edges of the page, then please extend them another .25" all around to leave some margin of error for the printers. Please keep text and other design items at least .25" inside the edges, .5" inside the bleed to avoid them being cut off.

Please no cropmarks! When we export pages, we add cropmarks according to the printer's specifications. Yours will have to be cropped.

Digital Requirements

- Native files CS5 or above
- When packaging, include all fonts
- If sending PDFs, resolution must be 300 dpi or above
- All files should be converted into CMYK, SWOP specifications apply.



Bradigan Group, LLC

Standard Advertising Terms & Conditions

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Ojai Quarterly (the "Magazine") published by Bradigan Group, LLC (the "Publisher").

TERMS & CONDITIONS

1. First-time advertisers must establish credit for future advertising and submit payment of 100%, including production charges, with initial ad. Prepayment is required for all non-credit-approved advertisers. Make checks payable to Ojai Quarterly, 1129 Maricopa Highway, Suite B110-186, Ojai, CA 93023
2. Bills become due upon proof of insertion and in all cases must be paid within 30 days. All open balances over 30 days are subject to a 1.5% per month service charge, not to exceed 18% per annum. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or the agency placing advertising. No ad materials will be returned until the bill is paid in full. Credits for errors are limited to the space occupied by the error. No adjustment will be given on corrections not marked by the advertiser on the proof. Publisher not responsible for errors of omission.
3. Publisher reserves the right to reject any advertising that is not in keeping with publication standards. All orders are accepted on the terms and conditions outlined above.
4. Artwork, typography, scans, halftones, etc. will be billed to the advertiser. This includes advertising submitted from any source that has to be realized to fit our specifications. Publisher is not liable for errors in key numbers or in other type set by the publisher. All production charges are non-commissionable. Color screens will be matched to the best of our ability. Due to printing and ink variances we cannot guarantee exact color matches unless special ink orders are placed. **No rebate will be made in the event of color variances.**

5. All rates on this agreement shall be adjusted to the lowest earned rate. A contract cancelled before its conclusion will be re-invoiced for ads run at the rate earned. Rare will also be recalculated to add back any discounts originally offered. **RATE PROTECTION:** Proper notification (60 days) will be given of any rate changes. Contacts may be cancelled at the time the rate change becomes effective without a short-rate adjustment, provided the contract has been earned up to the time of the cancellation.

6. The printed and written provisions of this contract contain all the agreements between either party, and the Publisher is not responsible for any representations unless incorporated herein. If the advertiser is a corporation, then the individual signing this contract shall be jointly and severally liable with the advertiser for the payment provided herein. In the event of nonpayment, all costs of collection and attorney fees shall be borne by the advertiser and the individual guarantor. All sums due shall be payable at the designated office in Ojai. The parties agree that any litigation arising out of this contract shall be brought in an appropriate court in Ventura County, California, and the terms and conditions of this contract shall be interpreted according to the laws of California.

CANCELLATION OF SPACE & COPY RESERVATIONS

Cancellation of space after space-reservation deadline is not accepted. If an advertiser does not meet copy deadline, the publisher may insert a previous advertisement, or if there has been no previous advertisement, Publisher may prepare and insert an advertisement without prior approval of copy or layout by the advertiser. Acceptance of advertising is subject to the Publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon contents or the subject matter of such advertisements. This includes, but is not limited to, suits for plagiarism, copyright infringement and unauthorized use of the person's name or photograph. Publisher reserves the right to cancel any advertiser's contract if payments of any kind are not received on a consistent basis.