



ICPG LIFESTYLE MAGAZINES

2012 MEDIA KIT



INLAND CUSTOM PUBLISHING GROUP



Foothills Magazine covers our vibrant and diverse area like no other publication. In every issue, meet interesting personalities, discover great places to dine out, stay ahead

of fashion trends, learn about the latest advances in health and medicine, and so much more. From Chino Hills and Diamond Bar to Ontario and Rancho Cucamonga, we know the area because it's where we live, too. Tens of thousands of affluent, high-end consumers welcome Foothills into their homes every month. They are the valued potential customers that businesses want to reach the most.

Publishes ten times per year inside zip codes of the Inland Valley Daily Bulletin and on sale in doctors offices, high-traffic retailers and waiting areas. Online at MyFoothillsMagazine.com.

Foothills Magazine

Total Circulation 35,000
Total Readership* 129,787

Market Demographics

Average Household Income \$76,644
Homeowners 80%
Socioeconomic Score 75
Households w/Income \$75k + 37%
Households w/Income \$100k + 22%
Median Age, Adults 61.11

Purchasing Power	Total (in Millions)	Per Month (in Millions)	Per Household
Apparel	\$434.36	\$36.20	\$3,152.86
Building Material	196.73	16.39	1,428.00
Dept and Gen Merch	1,864.67	155.39	13,535.06
Electronics	169.52	14.13	1,230.48
Food and Beverage	1,666.59	138.88	12,097.27
Furniture	174.89	14.57	1,269.48
Health and Personal Care	421.03	35.09	3,056.11
Sports and Hobbies	119.73	9.98	869.11
Total	\$5,047.52	\$420.63	\$36,638.37



Riverside Magazine explores every aspect of the city - from its nationally recognized arts scene and cutting-edge research centers, to its charming mix of the historic and modern.

Meet Riverside's movers and shakers, learn about the latest trends and developments, discover great places to dine out and go behind the scenes of upcoming special events. Interesting stories and captivating photos make every issue of Riverside Magazine a must-read for tens of thousands of city residents, and an important avenue for reaching potential customers.

Publishes six times per year to high-income neighborhoods, doctors offices, high-traffic retailers, City Hall and waiting areas. Online at RiversideTheMag.com.

Riverside Magazine

Total Circulation 35,000
Total Readership* 105,000

Market Demographics

Average Household Income \$69,141
Homeowners 61.31%
Socioeconomic Score 66
Households w/Income \$75k + 27.52%
Households w/Income \$100k + 11.07%
Median Age, Adults 40.35

Purchasing Power	Total (in Millions)	Per Month (in Millions)	Per Household
Apparel	\$359.13	\$29.93	\$2,687.15
Building Material	157.43	13.12	1,177.94
Dept and Gen Merch	1,541.96	128.50	11,537.52
Electronics	140.51	11.71	1,051.33
Food and Beverage	1,340.68	111.72	10,031.49
Furniture	143.15	11.93	1,071.14
Health and Personal Care	350.00	29.17	2,618.87
Sports and Hobbies	96.49	8.04	721.95
Total	\$4,129.35	\$344.12	\$30,897.39

Source: Scarborough 2009, Release 1

For more advertising information, call your Sales Representative, or Inland Custom Publishing Group at 909-386-3936.

UPSTAIRS, DOWNSTAIRS
Romano's entertains with two dining styles under one roof

REDLANDS
Tantalizing Thai

Redlands Magazine covers this vibrant and rich area like no other publication. In issue, readers meet interesting personalities, discover great places to dine out, stay ahead of fashion trends

and so much more. These readers are the valued potential customers that businesses in the city and adjacent communities want to reach the most. Redlands is a community with historic mansions and citrus groves, and residents who place a priority on quality of life, education, the arts and philanthropy. These residents represent the area's top household incomes and makeup a high density of long established wealth.

Publishes four times per year inside select zip codes of Redlands Daily Facts and also in doctors offices, high-traffic retailers and waiting areas. Online at RedlandsMagazine.com.

Redlands Magazine

Total Circulation	12,500
Total Readership*	47,500

Market Demographics

Average Household Income	\$76,832
Homeowners	61.9%
Socioeconomic Score	75
Households w/Income \$75k +	33.73%
Households w/Income \$100k +	15.9%
Median Age, Adults	43.49

Purchasing Power	Total (in Millions)	Per Month (in Millions)	Per Household
Apparel	\$163.53	\$13.63	\$3,014.95
Building Material	72.42	6.04	1,335.27
Dept and Gen Merch	699.30	58.28	12,892.91
Electronics	63.72	5.31	1,174.88
Food and Beverage	602.87	50.24	11,115.09
Furniture	65.08	5.42	1,199.93
Health and Personal Care	157.79	13.15	2,909.13
Sports and Hobbies	44.86	3.74	827.16
Total	\$1,869.57	\$155.81	\$34,469.32

FINE DINING IN A FOUL ECONOMY

Battered restaurant industry finding new ways to lure budget-strapped customers

ON THE MAHOJANG BAR, A CRANED BOTTLE OF ARGENTINE WINE STIMULATED FLAVORS BY A SOLIDARY STEAKHOUSE GRAND PRIX DINNER WITH PRISONS. There's not conspicuous accommodations in the Patina-style copiers and wine bar just off Colorado Boulevard in Mill Plank Alley. But after an unannounced number of weeks left undisturbed, the empty vessels — four minutes of a brilliant nose gone missing — have begun to collect dust. It's hard to spot them amid the queue of chairs placed haphazardly, tables pushed to the walls, employees polished.

ROSE
PAINT THE TOWN
YOUR DEEpest
TO THE ROSE PARADE
PAGEANTRY & GAME

Rose Magazine is a high-end, lifestyle focused extension of the well respected Pasadena News. For more than a century, Pasadena residents have embraced the Star-News for local news

and information. Now they are entertained and inspired by Rose Magazine, a unique reflection of the beloved city of Pasadena and its surrounding communities. The Star-News and Rose Magazine audience is the most influential and affluent group in the Pasadena market, with expendable income and a deep connection to the city.

Publishes six times per year inside select zip codes of the Pasadena Star-News and also in doctors offices, high-traffic retailers and waiting areas. The Rose Parade Edition has an expanded distribution to serve the thousands of enthusiastic fans of the annual Rose Parade. Online at TheRoseMag.com.

Rose Magazine

Total Circulation	30,000
Total Readership*	95,000

Parade Edition

Total Circulation	95,000
Total Readership*	289,775

Market Demographics

Average Household Income	\$110,963
Homeowners	54.36%
Socioeconomic Score	85
Households w/Income \$75k +	45.42%
Households w/Income \$100k +	27.64%
Median Age, Adults	43.94

Purchasing Power	Total (in Millions)	Per Month (in Millions)	Per Household
Apparel	\$317.90	\$26.49	\$3,452.45
Building Material	151.26	12.60	1,642.71
Dept and Gen Merch	1,362.84	113.57	14,800.87
Electronics	123.61	10.30	1,342.48
Food and Beverage	1,251.25	104.27	13,588.94
Furniture	128.99	10.75	1,400.89
Health and Personal Care	306.14	25.51	3,324.80
Sports and Hobbies	90.27	7.52	980.31
Total	\$3,732.26	\$311.01	\$40,533.45

* Readership numbers are based on third party conducted market research of home delivered circulation and do not include the additional 2,000-5,000 public location distribution per magazine with exposure of more than 20 readers per copy.

About us

Inland Custom Publishing Group is a division of the Inland Newspaper Group, which includes six daily newspapers and Web sites. Foothills Magazine, Riverside Magazine, Redlands Magazine and Rose Magazine are among our flagship publications. Other creative media products include custom magazines, brochures and Web sites.

We provide a full-service media solution with research, editorial, design, advertising sales, printing and distribution. Our range of capabilities, in-house resources and volume allow us to complete projects with unique cost savings to you.

Call us today to see how ICPG products can engage your target audience like never before.

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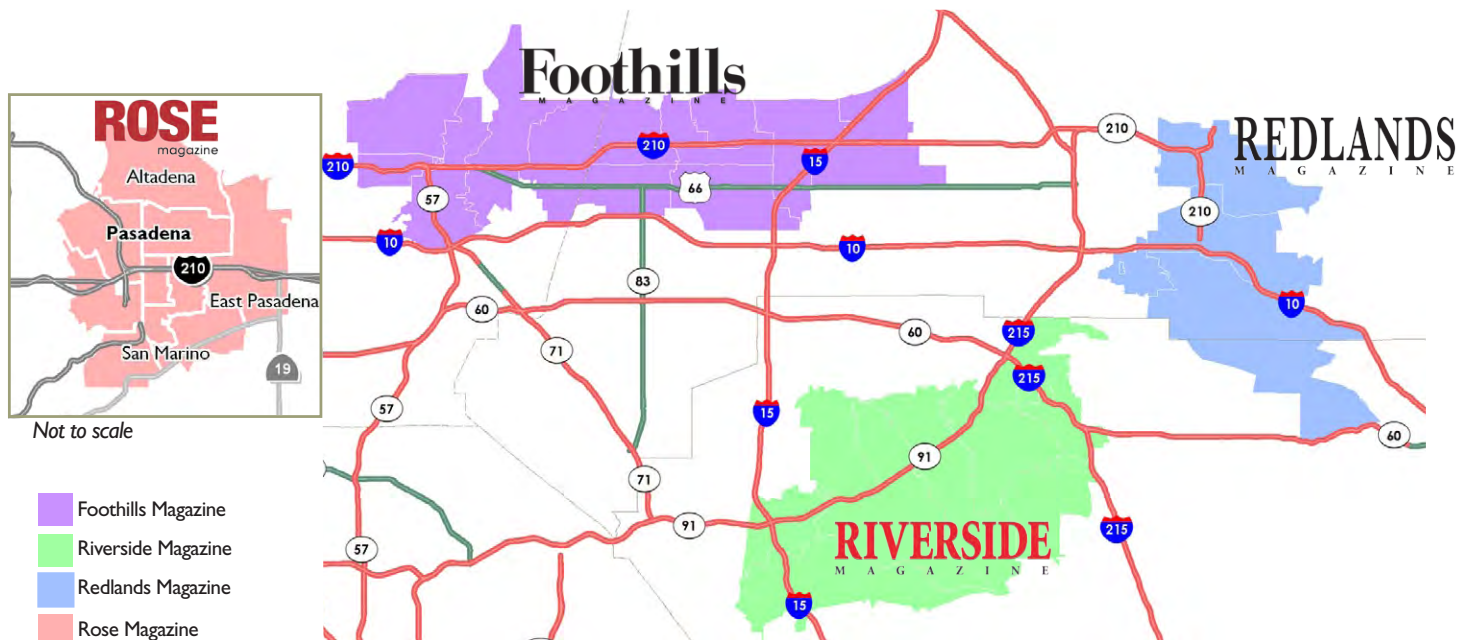
InlandCustomPublishing.com

For more information about our regional magazines and other Inland Custom Publishing Group products and services, call 909-386-3936, or e-mail us at sales@icpg.biz

More custom publishing opportunities



Combined Circulation: 112,500+ *
Combined Readership: 354,780+ **



* Rose Parade Edition has an expanded distribution to 95,000.

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