

2017-2018 SAN DIEGO MEDIA KIT



Enjoy 101 Things To Do in these other cities...

Northern California:

Humboldt County, Mendocino County, Sacramento, Shasta Cascade, Sierra Nevada/Gold Country, Sonoma/Napa

Southern California:

San Diego, Los Angeles, Orange County, Palm Springs

Hawaii: Oahu, Kauai, Maui, The Big Island

Oregon: Southern Oregon/Del Norte, Western Oregon

Other Areas: Phoenix, AZ, Hilton Head, SC, Outer Banks, NC



America's #1 Activity Guide! About Us

"101 Things To Do" magazines, originated in the Hawaiian Islands in 1995, and has become one of the most popular visitor publications of visitors & locals everywhere.

Our concept is simple, give the reader valuable information on **Things To Do** in an easy to read, fun format. Our magazines are printed in full color, four times a year, and include maps, valuable coupons, local attractions, restaurants and services in the area.

"101 Things To Do" magazines are now published in 25+ markets in the United States with the majority along the West Coast. Please take a moment to review the information regarding our publications. Also visit us at **www.101SanDiego.com** for local current events and to view our magazines online.



What We Offer

Your ad is strategically placed next to your personalized editorial describing your business, with contact information and public transportation routes when applicable. The detailed area map includes a place finder that leads customers directly to your business. As an added benefit we include a personalized landing page specifically for your business on www.101sandiego.com with URL links, videos, event calendar listings and it all comes with social media support.



B C D E F



Distribution

101 Things To Do publishes over 4 million magazines annually in over 25 markets. All of our magazines are distributed free of charge in high traffic areas including airports, state parks, select resorts, hotels, bed & breakfasts, shopping centers, visitor information centers, restaurants, targeted outdoor newsstand racks and at our valuable advertisers' establishments.

We continuously strive to maximize our distribution quantity and outlets. Call us today to have **101 Things To Do San Diego** available at your place of business.

San Diego Distribution: 400,000 Copies Annually 100,000 copies distributed quarterly For complete distribution list, please inquire.

for fun, go to 101!

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2017-2018 Magazine Print Publication Schedules

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ISSUES	SPACE CLOSE	ART MATERIALS DUE	DISTRIBUTE DATE
January - March 2017	December 11 th	December 18 th	January 5 th
April - June 2017	March 10 th	March 24 th	April 6 th
July - September 2017	June 7 th	June 16 th	June 29 th
October - December 2017	September 15 th	September 22 nd	October 5 th
January - March 2018	December 15 th	December 22 nd	January 4th

ISSUES	SPACE CLOSE	ART MATERIALS DUE	DISTRIBUTE DATE
February - April 2017	January 13th	January 20 th	February 2 nd
May - July 2017	April 14 th	April 21 st	May 4 th
August - October 2017	July 14 th	July 21 st	August 3 rd
November - January 2018	October 13th	October 20 th	November 2 nd
February - April 2018	January 12 th	January 19 th	February 1 st

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December - February 2017	November 11 th	November 18 th	December 1 st		
March - May 2017	February 10 th	February 17 th	March 2 nd		
June - August 2017	May 12 th	May 19 th	June 1 st		
September - November 2017	August 11th	August 18 th	August 31 st		
December - February 2018	November 17 th	November 24 th	December 7 th		



2017-2018 VSI Map Insert Print Publication Schedules

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Great job you guys are so worth the money- you really try to promote your advertisers!

- Donna Kalez Dana Wharf Sportfishing & Whale Watching

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You and your team do an awesome job, Gina. Thank you so much. If you tell me when this goes live, I'll make sure to link to it on Facebook. Really

- you guys are the best!

- Marilyn Campbell The WRITE Touch Business Communications

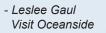
Our Mission Statement

101 Things To Do San Diego is a fun, easy to use publication offering the reader valuable information and savings on Things To Do, showcasing local attractions, activities, restaurants, and shopping. Always FREE and available at over 250 locations county wide.

Why 101?

- · Established brand in over 25 markets and growing
- Proven Results
- Web support/ Internet Marketing
- Event Marketing
- Online Calendar of Events
- · Social Media Marketing
- E-newsletters
- · Contests and Giveaways to help promote your buisness

Thanks 101, for all your hard work and dedication in making sure Oceanside is always well represented in the magazine. I appreciate all of your efforts!



101 Things To Do has always met my needs above and beyond with a great attitude towards helping my company. I have always felt that I received a great amount of value for the cost. It was all thanks to the great way 101 Things To Do has represented my company.

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- Matthew Gardner Cheap Rentals

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