

CAPTURE

MAGAZINE



MEDIA KIT 2024

CELEBRATING ALL THAT IS SMART & STYLISH TODAY

FASHION
EXCURSIONS
GOURMET
INNOVATION
DESIGN
CULTURE
PHILANTHROPY

Capture Magazine is edited for an affluent audience and delivered to the Bay Area's finest homes and venues. It connects the purveyors of luxury goods with a discerning readership of high net worth and considerable purchasing power.

In this glossy and glamorous magazine, first-class advertising shares the pages with inspired editorials, exclusive interviews, and lush photography.

CAPTURE Magazine acts as a treasured guide for California and an ideal choice for top luxury brands.

This lifestyle magazine, available in both print and online, lives up to its name by capturing all facets of modern luxury for an affluent and sophisticated audience.

OVERVIEW & DISTRIBUTION

MAGAZINE OVERVIEW

READERS	40,000
RATE BASE	10,000

DEMOGRAPHICS

AVG. HOUSEHOLD INCOME	\$540K+
AVG. HOME VALUE	\$3 M+
GENDER DISTRIBUTION	62% F / 38% M
OWN SECONDARY/ VACATION HOMES	31% +

FREQUENCY (4x PER YEAR)

INSPIRATION - DESIGN	MAR, APR, MAY
LUXURY - REAL ESTATE & TRAVEL	JUN, JUL, AUG
THE BEST OF CAPTURE	SEP, OCT, NOV
RESORT - FASHION & TRAVEL	DEC, JAN, FEB

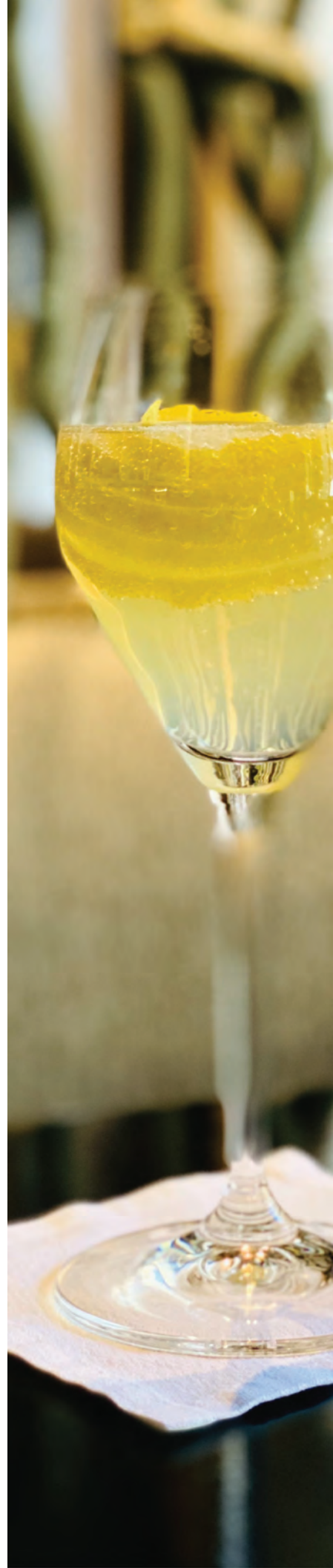
SF BAY DISTRIBUTION

SAN FRANCISCO
NOB HILL, RUSSIAN HILL, PACIFIC HEIGHTS,
PRESIDIO HEIGHTS, SEA CLIFF

PENINSULA
HILLSBOROUGH, BURLINGAME

NORTH SILICON VALLEY
WOODSIDE, ATHERTON, MENLO PARK, PALO ALTO,
LOS ALTOS/LOS ALTOS HILLS

WINE COUNTRY
NAPA, SONOMA, ST. HELENA, HEALDSBURG



CALENDAR & RATES

INSPIRATION

EDITORIAL	DESIGN
SPACE/MATERIAL CLOSE	FEB 13, 2024 / FEB 20, 2024
DISTRIBUTION	MAR, APR, MAY 2024

LUXURY

EDITORIAL	REAL ESTATE & TRAVEL
SPACE/MATERIAL CLOSE	MAY 20, 2024 / MAY 27, 2024
DISTRIBUTION	JUNE, JULY, AUG 2024

THE BEST OF CAPTURE

EDITORIAL	LIFESTYLE & PHILANTHROPY
SPACE/MATERIAL CLOSE	AUG 16, 2024 / AUG 23, 2024
DISTRIBUTION	SEPT, OCT, NOV 2024

RESORT

EDITORIAL	FASHION & TRAVEL
SPACE/MATERIAL CLOSE	NOV 15, 2024 / NOV 25, 2024
DISTRIBUTION	DEC 2024, JAN & FEB 2025

NET RATES


	1X	2X	3X / 4X
FULL PAGE	\$2,550	\$2,250	\$1,950
DOUBLE PAGE SPREAD	\$2,750	\$2,550	\$2,150
INSIDE FRONT COVER SPREAD	\$3,750	\$3,550	\$3,250
INSIDE BACK COVER	\$2,750	\$2,550	\$2,150
BACK COVER	\$3,750	\$3,550	\$3,250



PRODUCTION SPECIFICATIONS

SPREAD (bleed)	16.5" x 11.375"
SPREAD (trim)	16" x 10.875"
SPREAD (live area)	15.5" x 10.375"
FULL PAGE (bleed)	8.5" x 11.375"
FULL PAGE (trim)	8" x 10.875"
FULL PAGE (live area)	7.5" x 10.375"
FILE FORMAT	PDF/ PDF/X-4
COLOR CRITICAL	SWOP2006_Coated3v2.icc (No Pantone Colors)

Please send all creative materials to
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 @Capture.Magazine

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