

from our *Publisher*

Welcome to **Alameda Magazine**. We are proud to celebrate the positive change and exciting future of Oakland and the East Bay.

At **Alameda Publishing Group**, our primary goal is to partner with you to help grow your business. We accomplish this through upscale publications that take your message directly to your most sought after prospects. Our method ensures that your ads are exposed to the right prospects at the right time through a magazine that leaves your prospects with a lasting positive impression of your business.

Our collaborative approach to advertising is designed to allow us to:

- Reach the right prospects for your products and/or service.
- Produce a loyal customer base for a focused city magazine that fosters repeat exposure to your ads.
- Distribute the magazine seven times per year through subscription, target mail and single-copy outlets reaching an estimated readership of 200,000.
- Track the effectiveness of our magazine to ensure maximum response to your ad.

We invite you to experience this exciting vehicle to reach your potential market. Please give us a call now to see how your company can benefit from reaching new prospects through this city magazine. Thank you for your interest in Alameda Magazine.

Sincerely,

Tracy J. McKean
Publisher

Advertising That Hits Home

ALAMEDA **PUBLISHING** GROUP