

The #1 Source for Asian American News



Media Kit 2012-2013

an introduction



The *Pacific Citizen* is the voice of the Asian American community.

As the only national award-winning Asian American news magazine, we're a trusted connection to an affluent and active community. Established in 1929, our storied history includes Pulitzer Prize nominations and New America Media awards. We break news, go in-depth and keep on top of a dynamic Asian American community.

In other words, we ink community news.

A highly respected semi-monthly news magazine with a circulation of 30,000 across the nation and overseas, the *Pacific Citizen* is the leading source for Asian American news.



UNIQUE DELIVERY OF INFORMATION

MULTI-MEDIA

The *Pacific Citizen* website picks up where the print edition ends with weekly updates, original content and web exclusives.

IMPACT

Over 1,000,000 hits per month.
35,000 unique visitors.
120,000 page views.

WE SOCIALIZE

We interact daily with our audience with deeper coverage of our most popular topics:

- Pcbeat.org
- Facebook.com/pacificcitizen
- Twitter.com/Pacific_Citizen
- Youtube.com/pacificcitizen
- Flickr.com/photos/pacificcitizen

A range of advertisement and sponsorship opportunities are available to engage our premium audience with your brand.



www.pacificcitizen.org



the market



Quick Facts

The Asian American population is over **15 million strong**.

Asian Americans make up the **fastest growing** racial group in the U.S.

Asian Americans represent the **third largest** minority group in the U.S.

Nearly three out of four Asian American adults are magazine readers. On average, Asian Americans read eight magazine issues per month.

78% of our readers live on the West Coast (including Hawaii).

66% of our readers live in California.

SOURCES: U.S. CENSUS BUREAU AND MAGAZINE PUBLISHERS OF AMERICA

Spending Power

Top advertisers are targeting Asian American consumers because they:

- Represent **\$579 billion** in spending power.
- Have the **highest median income**.
- Rank first in educational attainment and income.
- Are quicker to adopt to the latest telecommunications advances.
- More likely to buy a new car as opposed to a used one, and more likely to own a luxury car.
- Spend a significant amount per month on apparel compared to the average U.S. consumer.

SOURCES: MUTUAL FUND MARKET NEWS, DIVERSIFYINC.COM



Highly Connected

Asian Americans are the heaviest daily users of the internet.

- **40%** of Asian Americans spend 2 or more hours on the web.
- Asian American men are major online consumers of financial information, travel information and political news.
- Asian American men are more likely than most others to buy products online, as well as buy and sell stocks.

SOURCE: PEW INTERNET AND AMERICAN LIFE PROJECT



advertising opportunities

Make 'Cents'

Need more reasons to advertise with us? The *Pacific Citizen* is the only national Asian American newspaper in the U.S. Through us, you can connect directly to an entire community. A wide range of advertisement and sponsorship opportunities are available to engage our premium audience with your brand. Discounts are available to contract advertisers, non-profits and JACL chapters. Contact our advertising representatives for rates: (800) 966-6157 or pc@pacificcitizen.org.

types of ad	description	reasons to advertise
Regular	Ideal for one-time or timely publicity for events, items, services, etc.	Past advertisers, including AT&T and University of California increased sales and attendance.
Contract	Guaranteed placement in set issues throughout the year.	Best value for maximum exposure. Discounts apply based on frequency.
Classified	Best to announce job openings, rentals, etc.	High response and retention rate.
Tribute	To honor the memory of your loved one, this ad gives you the chance to write your own tribute. Photos may be included.	Announce a passing to an entire community all at once. Publicly pay tribute to his/her life in your own words.
Business Directory	Starting or running a business? Get exposure in our Business Directory listing.	Our readers use us like a phonebook, so high response rate is expected.
Spotlight	Get people to attend your special events on our designated Calendar page.	Our Calendar is one of the most popular pages.



DON'T MISS OUT!

Action-packed themed issues are part of a popular tradition. Advertiser demand is high and prices vary.

For rates, contact, advertising representative, at (800) 966-6157 or marketing@pacificcitizen.org.

2012 EDITORIAL CALENDAR

ISSUE DATE		AD DEADLINE
1/20	New Year's Issue	1/13
2/3		1/27
2/17		2/10
3/2		2/24
3/16		3/9
4/6		3/30
4/20		4/13
5/4	Extraordinary Asian Americans Issue	4/27
5/18		5/11
6/1		5/25
6/15	Food and Travel Issue	6/8
7/6		6/29
7/20	JACL National Convention Issue	7/13
8/3		7/27
8/17		8/10
9/7		8/31
9/21	Youth Issue	9/14
10/5		9/28
10/19		10/12
11/2	Veterans Issue	10/26
11/16		11/9
12/14	Holiday Issue	11/2

PRINT rates & specs

SIZES	PRICES
business card size (4" x 2")	\$120
1/8 page (4" x 4")	\$240
1/4 page (5.125" x 6.5")	\$487.50
1/2 Page (10.25" x 6.5")	\$975
Full Page (10.25" x 13")	\$1950

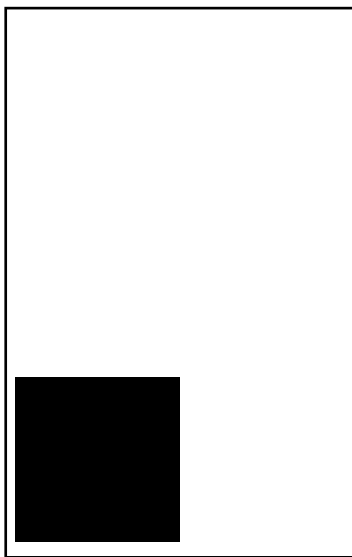
RATES – BASED ON \$30/COLUMN INCH – ARE SUBJECT TO CHANGE.



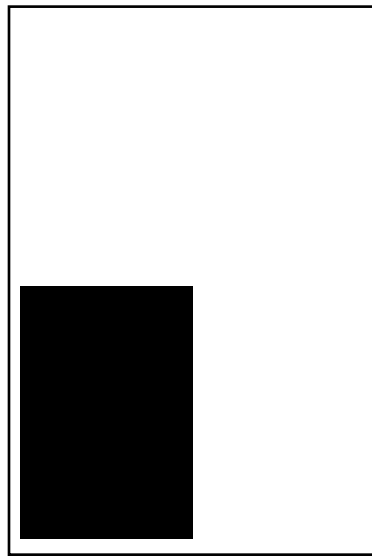
Don't see the ad size or rate you want? Ask us! Ad sizes and rates can be customized to your needs!

DISPLAY AD SAMPLES

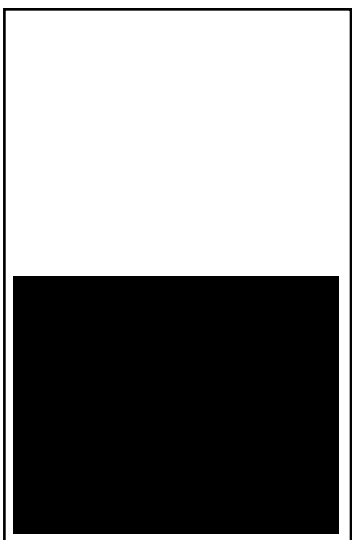
Imagine your ad here. The samples are not to scale. To get accurate sizes for your needs, contact our Advertising Department (800) 966-6157.



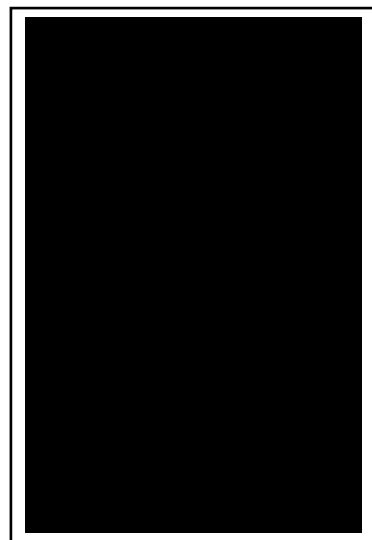
1/8 Page



1/4 Page



1/2 Page



Full Page

YOU SHOULD KNOW...

Don't see the ad size you want?
Call us! We'll work with you to cater to your needs: (800) 966-6157.

Sending Your Ad(s)
Ads should be emailed to:
pc@pacificcitizen.org

Art files should be in .JPG, .TIF or .PDF format with a minimum resolution of 200 DPI.

Deadlines
Issue dates are the 1st and 3rd Friday of every month. Ad deadlines are the Friday before the issue date.

Design Fee
Why design ads yourself? Leave it up to our expertise to create the most effective ad for you. For more information, contact our Advertising Department: (800) 966-6157.

Color Premium
For more impact and a nominal fee, your ad could be in full color. For more information, contact our Advertising Department: (800) 966-6157.

Discounts
We offer up to a 15% discount for non-profit organizations, frequent or contract advertisers.

WEB rates & specs



Pacificcitizen.org is the website of record for affluent, connected and active readers.

GREAT EXPOSURE

MONTHLY

1,000,000 Hits

120,000 Page Views

35,000 Unique Visitors

30,000 Returning Visitors



SIZE

SPECS

RATE (FOR 30 DAYS)

Large Skyscraper Outside Banners
Large Banner (Home Page)
Large Button (Section Page)

160px X 600px
728px X 90px
300px X 250px

\$800
\$600
\$500