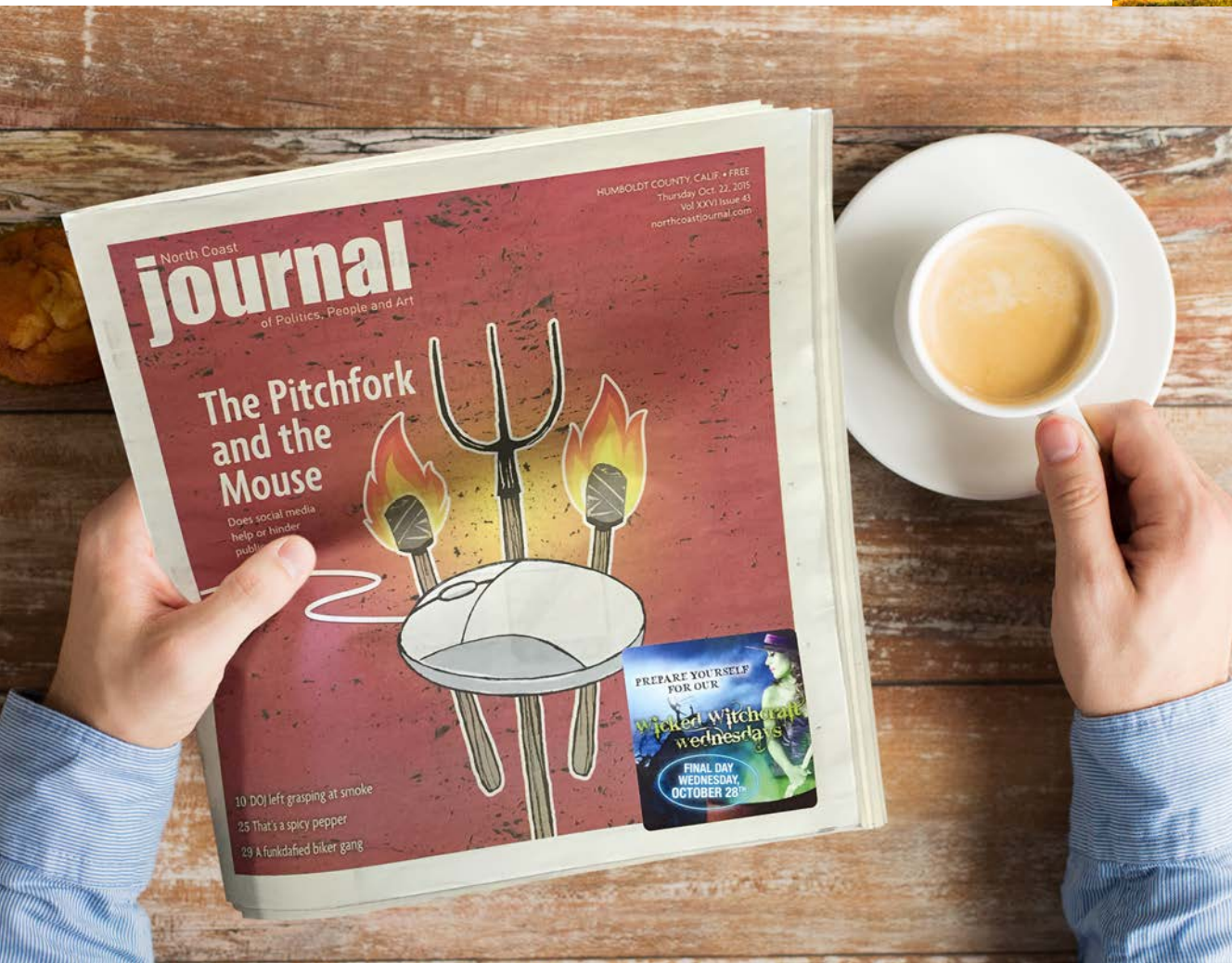


North Coast  
**journal**  
of Politics, People and Art



**T**he *North Coast Journal* is the premier source for in-depth coverage of the news, events, arts, culture and characters of Humboldt County. Every week, it provides thoughtful and nuanced news and entertainment features, dynamic opinion pieces, political cartoons, insightful art and stage reviews and all the calendar listings you need to plan your weekend.

Throughout its 25 years, the *North Coast Journal* has consistently earned recognition for its editorial excellence by the the California First Amendment Coalition, the Humboldt County League of Women Voters, the Society of Professional Journalists' Freedom of Information Committee and the California Newspaper Publishers Association. In 2014, the *Journal* took home a total of nine awards in the association's Better Newspapers Contest, including the categories for General Excellence, Arts and Entertainment Coverage, Lifestyle Coverage, Best Column, Graphic Illustration, Best Feature Story, as well Agricultural, Investigative and Environmental reporting.





FIND US IN PRINT,  
ON THE WEB  
& ON MOBILE

## BY THE NUMBERS

### WEEKLY PRINT:

21,000 weekly copies\*  
52 weeks year  
350 locations

### REGISTERED NCJ.COM MEMBERS:

12,500+

### WEEKLY UPDATE NEWSLETTER:

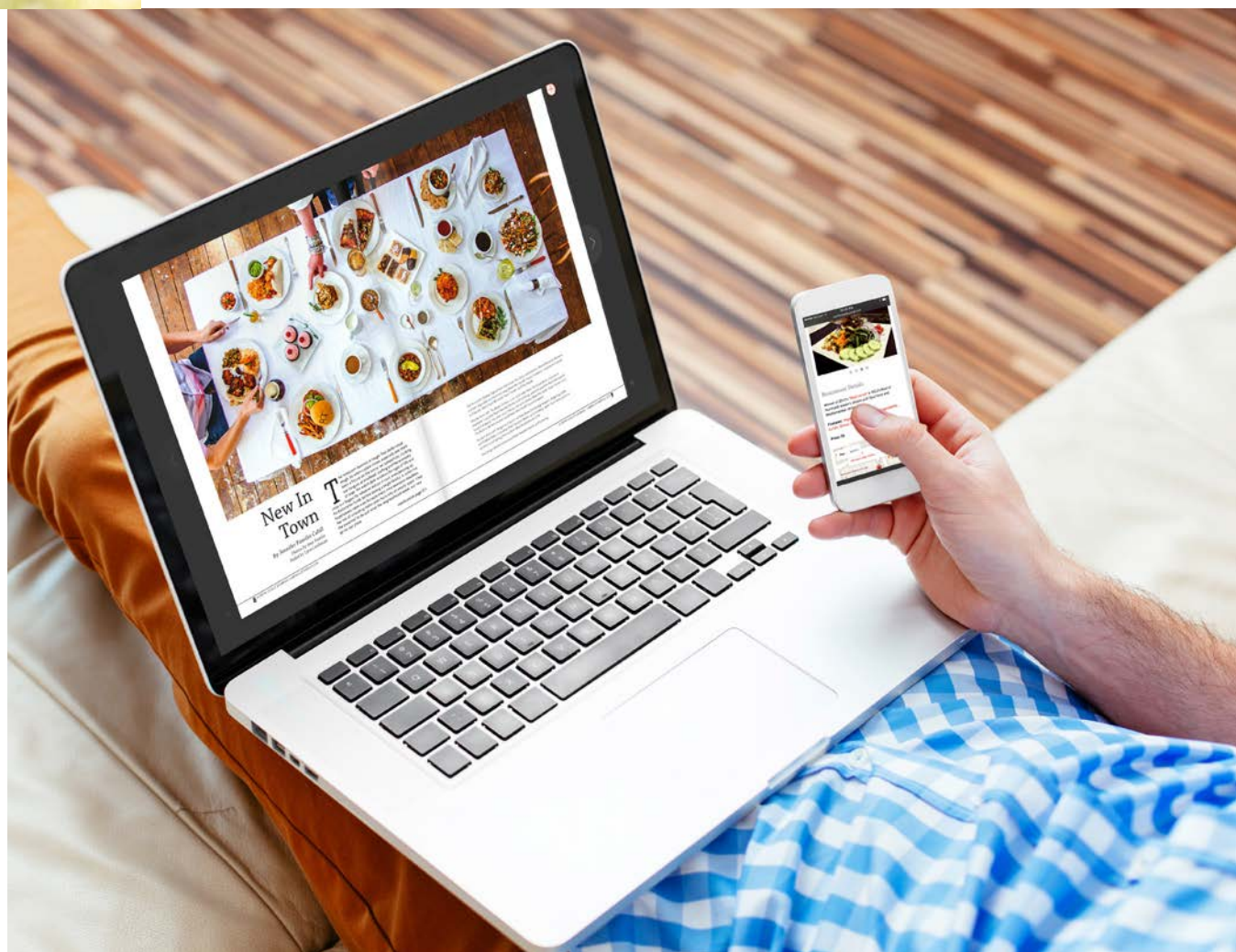
Weekly Update Newsletter: 3,500+ subscribers  
Events This Weekend: 3,500+ subscribers

### DIGITAL READERS:

Desktop readers: 51%  
Mobile readers: 40%  
Tablet readers: 9%

### SOCIAL:

Facebook: 6,700+ Likes  
Twitter: 3,000+ followers





# OUR READERS

**48.9% OF HUMBOLDT COUNTY RESIDENTS  
READ THE NORTH COAST JOURNAL**

Average estimated readers per edition: 2.6

Male readers: 48%

Female readers: 52%

## **YOUNG, EDUCATED, AFFLUENT**

### **EDUCATION DEMOGRAPHICS:**

Attended college: 95%

Have a college degree or higher: 70%

### **INCOME:**

9%	Under \$25,000
30%	\$25,000 - \$49,999
24%	\$50,000 - \$74,999
16%	\$75,000 - \$99,999
21%	\$100,000 and over

### **AGE:**

8%	21 - 24
27%	25 - 34
27%	35 - 44
21%	45 - 54
12%	55 - 64
4%	65 +



# 75.4% OF READERS FREQUENTLY PURCHASE PRODUCTS OR SERVICES SEEN IN NCJ

## AUTOS & MECHANICS

14% New Automobile  
25% Used Automobile  
63% Automobile Accessories  
06% Motorcycles / ATV's

## ELECTRONICS

19% Computers / Tablets / Laptops  
24% Television / Electronics  
29% Cell Phone or Smart Phone & Service

## FINANCIAL PLANNING

21% Financial Planner  
49% Tax Advisor / Services

## HOME & GARDEN

10% Antiques / Auctions  
42% Furniture / Home Furnishings  
15% Major Home Appliance  
32% Home Improvements & Supplies  
15% Carpet / Flooring  
38% Lawn & Garden Supplies  
15% Home Heating,  
A/C Service & Equipment  
21% Lawn Care Service  
38% Cleaning Services  
08% Real Estate

## LIFESTYLE

15% Childcare  
39% Education / Classes  
08% Attorney  
26% Veterinarian  
15% Chiropractor  
33% Health Club / Exercise Class  
14% Weight Loss  
57% Pharmacist / Prescription Service

## SHOPPING

59% Men's Apparel  
69% Women's Apparel  
39% Children's Apparel  
18% Jewelry  
10% Wedding Supplies  
32% Athletic & Sports Equipment  
25% Art & Crafts Supplies  
21% Florist / Gift Shops

## TRAVEL & ENTERTAINMENT

66% Vacations / Travel  
84% Dining & Entertainment  
30% Legal Gambling Entertainment







PICK US UP AT OVER  
350 LOCATIONS

## DISTRIBUTION

- 5% TRINIDAD AND NORTH
- 3% WILLOW CREEK & BLUE LAKE
- 10% MCKINLEYVILLE
- 25% VALLEY WEST, ARCATA & BAYSIDE
- 35% EUREKA
- 20% FORTUNA, FERNDALE & SOUTHERN HUMBOLDT
- 2% MAIL

\*Circulation numbers confirmed by the Circulation Verification Council, an independent agency. All news racks are closely monitored. Weekly rack return rates vary from 7-12%.

LOCALLY PRINTED • SOY BASED INK • FSC CERTIFIED





# PRINT ADS

FULL	10" W x 10.75" T
3/4	7.4167" x 10.75" T
5/8	7.4167" W x 8" T
1/2 V	4.8125" W x 10.75" T
1/2 H	10" W x 5.25" T
3/8 V	4.8125" W x 8" T
3/8 H	7.4167" W x 5.25" T
1/4 V	2.25" W x 10.75" T
1/4 H	10" W x 2.5" T
1/4 SQ	4.8125" W x 5.25" T
3/16 V	2.25" W x 8" T
3/16 H	7.4167" W x 2.5" T
1/8 V	2.25" W x 5.25" T
1/8 H	4.815" W x 2.5" T
1/16	2.25" W x 2.5" T



# 2016 NCJ SPECIAL EDITIONS

## PUBLICATIONS:

WEDDING & PARTY GUIDE  
NOVEMBER

MENU OF MENUS  
MAY

HUMBOLDT INSIDER  
JAN, APRIL, JULY, OCT

HOLIDAY GIFT GUIDE  
NOV, DEC

## SPECIAL EDITIONS:

BUSINESS PREVIEW

SEX

HEALTH

GREEN

SUMMER OF FUN

BEST OF HUMBOLDT

BACK TO SCHOOL

FLASH FICTION

TOP 10 STORIES

### JANUARY

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1/28 BUSINESS PREVIEW

### FEBRUARY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

2/11 SEX

2/28 HEALTH

### MARCH

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27				

28 29 30 31

### APRIL

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

4/21 GREEN

### MAY

M	T	W	T	F	S	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

5/12 SUMMER OF FUN  
BEST OF HUMBOLDT  
NOMATIONS BEGINS

### JUNE

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

BEST OF HUMBOLDT  
NOMINATION BEGINS

### JULY

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

BEST OF HUMBOLDT  
VOTING BEGINS

### AUGUST

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

8/11 BEST OF HUMBOLDT  
8/25 BACK TO SCHOOL

### SEPTEMBER

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### OCTOBER

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### NOVEMBER

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

11/24 FLASH FICTION  
11/24 HOLIDAY GIFT GUIDE

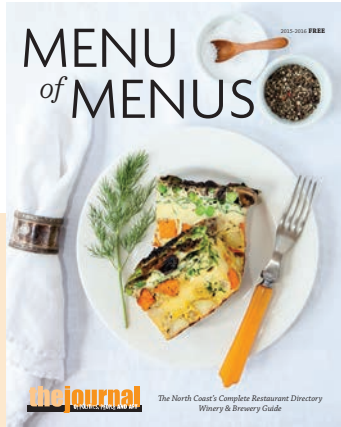
### DECEMBER

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

12/16 LAST MINUTE  
GIFT GUIDE  
12/29 TOP 10 STORIES



# 2016 SPECIAL PUBLICATIONS



**Menu of Menus:**  
The North Coast's complete restaurant directory and winery & brewery guide.



**Fortuna Rodeo:**  
Official program of the Fortuna Rodeo, Humboldt County, CA.



**Wedding & Party Guide:**  
Local stories and photos submitted by local wedding photographers to help you plan your special day



**Holiday Gift Guide:**  
Handmade and locally made items, specialty treats and just plain beautiful things — no big box madness required.



**Humboldt Insider:**  
A quarterly visitor magazine with an annual distribution of 100,000.



# ENTERTAINMENT

Every week readers plan their nights on the town and their weekend fun by browsing and searching the 400+ ongoing events in the *Journal's* eight-day calendar and Music & More listings — both in print and online. You can get your upcoming event listed in the North Coast's definitive arts and entertainment guide by logging in at [www.northcoastjournal.com](http://www.northcoastjournal.com). Issues hit newsstands Wednesday and deadline is the preceding Thursday.

Submit your events online at [northcoastjournal.com](http://northcoastjournal.com) or email [calendar@northcoastjournal.com](mailto:calendar@northcoastjournal.com)



# NCJ DAILY

No longer just a weekly, through [www.northcoastjournal.com](http://www.northcoastjournal.com), the *Journal* covers the news as it happens, with a depth and context readers won't find anywhere else.

## MOBILE READERS

50% Desktop Readers  
41% Mobile Readers  
9% Tablet Readers

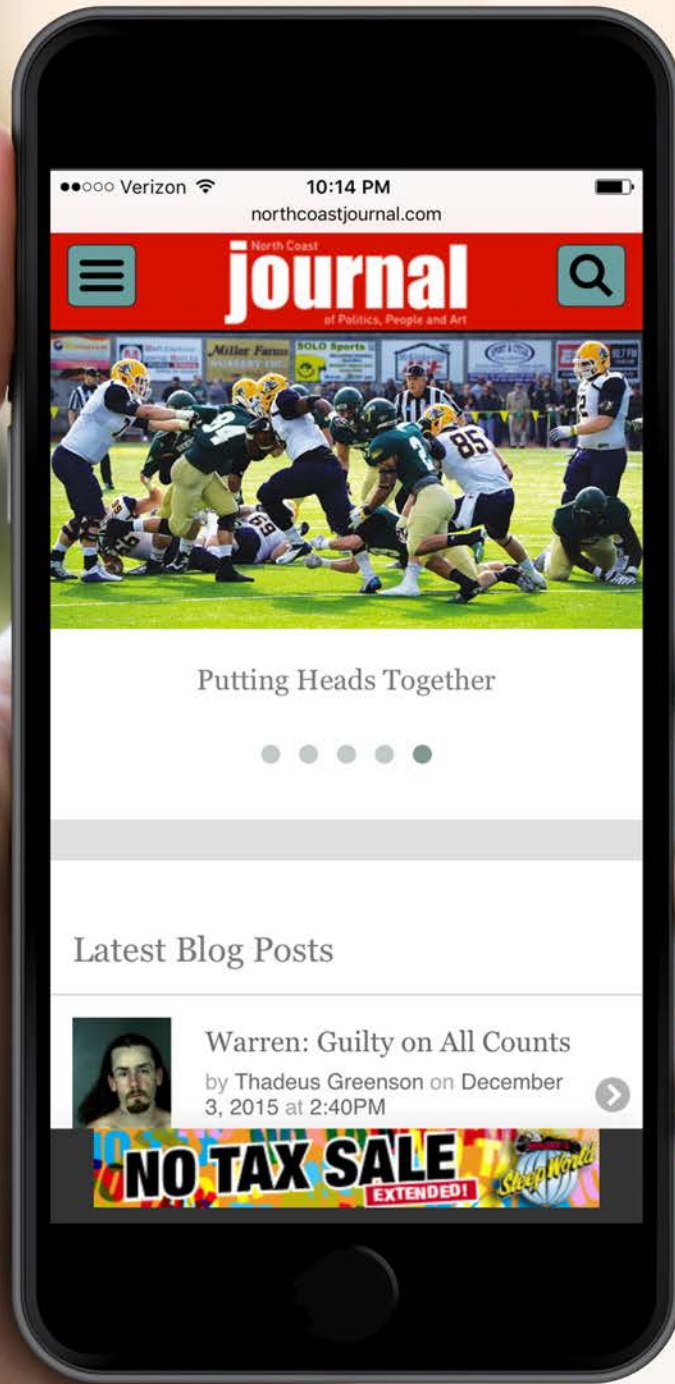
\*Feb 8, 2015 - Feb 8, 2016

## WEB AD SIZES:

Leaderboard: 728 x 90 px  
Pencil: 940 x 45 px  
Medium Rectangle: 300 x 250 px  
Half Page: 300 x 600 px







Top

Mobile  
Leaderboards  
(320x50)

Fixed

# MOBILE

## Easy-to-use Mobile Interface:

- Keep up with the latest local news
- More than 400 on-going event listings, including live music and entertainment
- Search restaurants by your location, Cuisine, Neighborhood, Price, A-Z
- Browse events by day, location or category
- Find films near you or by the day of the week

**MOBILE READERS: 41%**

\*Feb 8, 2015 - Feb 8, 2016



100+ BARS AND  
80+ HAPPY HOURS

# COCKTAIL COMPASS

HAPPY HOUR COUNTDOWN TIMER

FIND CURRENT HAPPY HOURS  
CLOSEST TO YOU

ROUTING DIRECTIONS

ONE-TOUCH TAXI DIALING



FREE / Available on iOS & Android

[northcoastjournal.com/cocktailcompass](http://northcoastjournal.com/cocktailcompass)

