

# The Camp Home

Martis Camp Real Estate & Lifestyle

## 2022 MEDIA KIT

### COVETED ACCESS TO TAHOE'S MOST AFFLUENT CLIENTELE

The Camp Home magazine is a glossy, high-quality magazine published every June and December. This sophisticated publication contains information related to current real estate availabilities in Martis Camp, market updates, local attractions, luxury living, culinary tips, and stories relating to the Martis Camp lifestyle. It's simply the most effective media for reaching high-income, active, Tahoe enthusiasts.





## AFFLUENT CLIENTELE

- Approximately \$4 Billion in Real Estate owned across 671 properties
- Average home price approximately \$7.5 million and typical range from \$5 million - \$15 million+
- 85% are industry and social leaders in the San Francisco area
- There are 500 estate homes completed
- 75 homes in design or construction phase







# TARGETED DISTRIBUTION / READERSHIP

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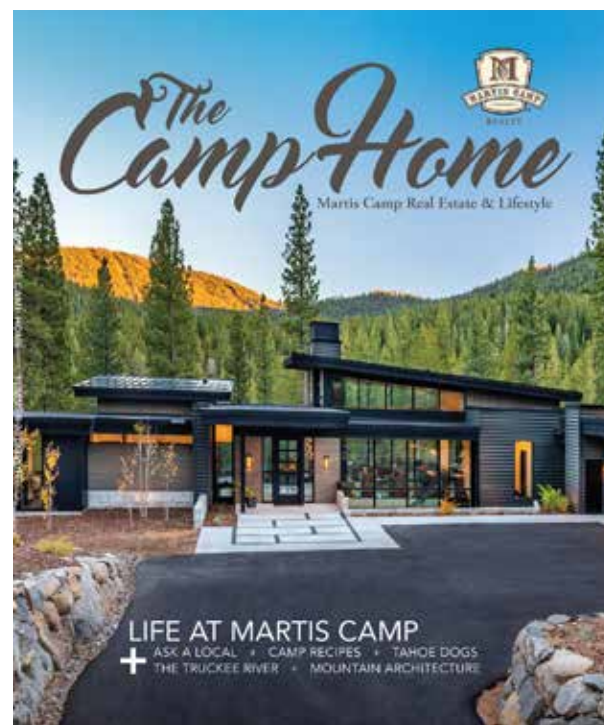
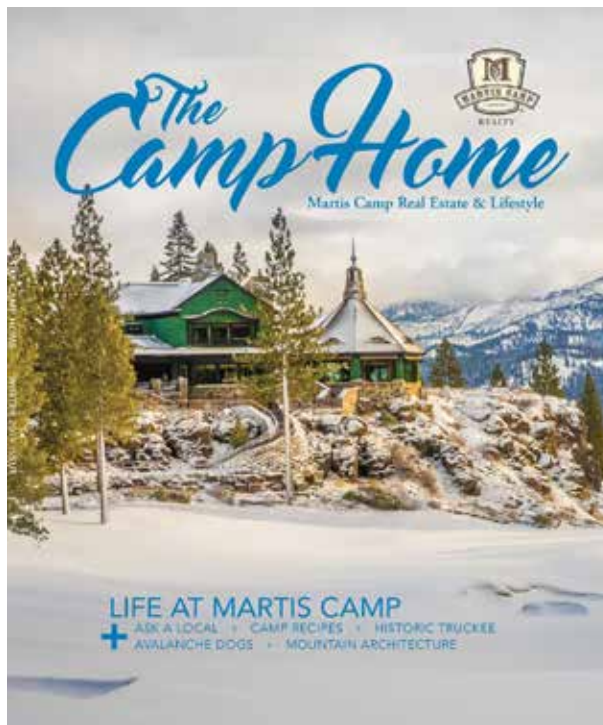
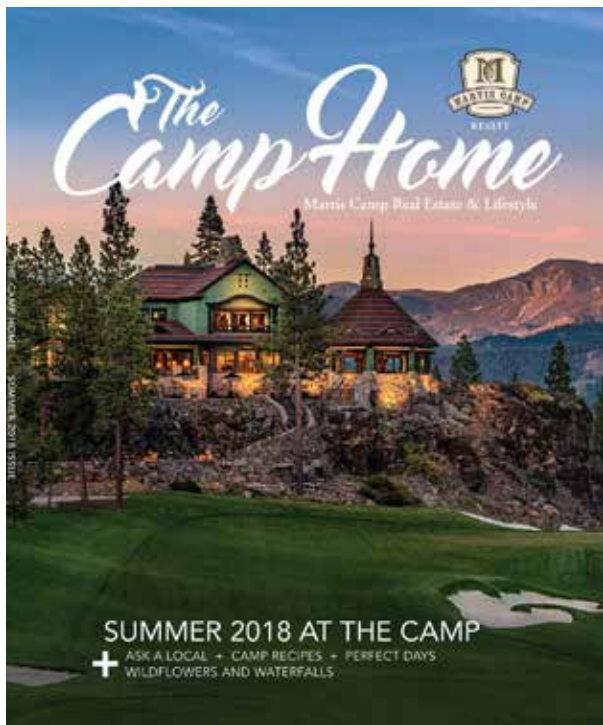
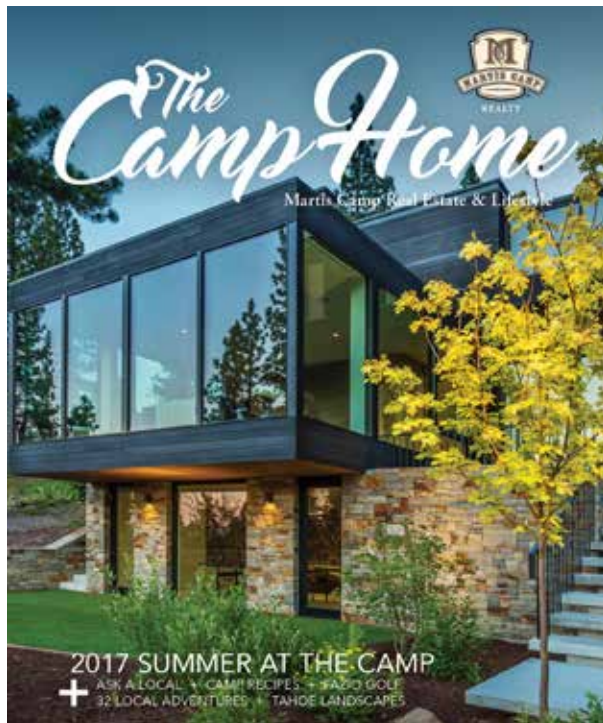
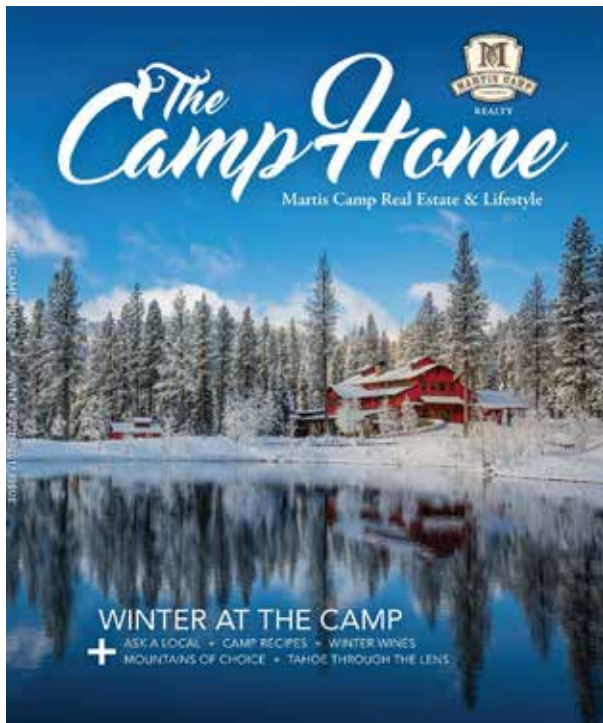
## DISTRIBUTION

- 5,000 magazines are mailed to Martis Camp owners and top prospects
- 2,500 magazines are delivered to prospects who tour with Martis Camp Realty
- Magazines are displayed within the community
- The Camp Home Magazine is distributed at Tahoe/Truckee's high-end retailers, major grocers, store locations and the local airport

## READERSHIP

- 30,000+ affluent readers based on 7,500 copies
- 8,000+ digital versions sent to Martis Camp clients and owners





## 2022-2023 ADVERTISING RATES

### **SUMMER & WINTER ISSUE PLACEMENT OPTIONS**

Back Inside Cover Spread - \$3,800 or \$3,600 with 2 issue commitment (2 available placements)

Table of Contents Placement - \$3,800 or \$3,600 with 2 issue commitment (2 available placements)

Premium Placement Front - \$2,950 or \$2,750 with 2 issue commitment (Within the first 8 spreads)

Full Page - \$1,950 or \$1,750 with 2 issue commitment

If committing to two issue both payments will be due by May 15th, 2022..

## ARTWORK SUBMISSION

ARTWORK DEADLINES: Summer 2022 issue - May. 15th, 2022  
Winter 2022 issue - Nov. 15th, 2022

- All ads are Full Color, CMYK
- Press-ready ads should be submitted as a high resolution PDF (PDF/x-1a:2001) or as a TIF to assure print accuracy
- No spot color accepted. All spot color must be converted to CMYK
- All ads must be 300dpi or greater
- The accuracy of all supplied ads are the responsibility of the advertiser or advertising agency
- All ads are subject to review by Martis Camp Realty, Inc. Poor quality ads will not be accepted
- Submit all artwork under 20MB to Paul Hamill at [phamill@martiscamp.com](mailto:phamill@martiscamp.com). Larger ads can be shared via Dropbox or other file share applications

TRIM SIZE FULL  
PAGE AD  
9" x 10.875" trim  
FULL PAGE w/ BLEED  
9.25" x 11.125"

All text and logos  
should be kept at least  
.5" from edge of trim  
size >



### Advertiser Information

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_

### Placement Options

Back Inside Cover Spread - \$3,800 or \$3,600 with 2 issue commitment (2 available placements)  
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 Premium Placement Front - \$2,950 or \$2,750 with 2 issue commitment (Within the first 8 spreads)  
 Full Page - \$1,950 or \$1,750 with 2 issue commitment  
 If committing to two issues both payments will be due by May 15th, 2022.

| YEAR        | ISSUE  | PLACEMENT CHOICE FROM ABOVE | ARTWORK DUE DATE | ISSUE DATE | RATE |
|-------------|--------|-----------------------------|------------------|------------|------|
| 2022        | SUMMER |                             | MAY 15           | JUN 15     | \$   |
| 2022        | WINTER |                             | NOV 15           | DEC 15     | \$   |
| TOTAL DUE : |        |                             |                  |            | \$   |

### Payment Instructions

This insertion acts as the invoice. If you need an actual invoice please email Tracy Feik. All ads require prepayment. Payment Due: Summer issue pay by May 15. Winter issue pay by Nov 15th, 2022. If committing to both issues at the discounted rate, both payments are due by May 15th 2022.

Initial to accept these payment terms: \_\_\_\_\_

We accept checks only. (Make checks payable to: Martis Camp Realty, Inc.)

The accuracy of all supplied ads are the responsibility of the advertiser or advertising agency. All ads are subject to review by Martis Camp Realty Inc. Poor quality ads will not be accepted.

Advertiser acknowledges that its failure to submit supplied materials to Martis Camp Realty, Inc. by the due date will result in actual loss and damage to Martis Camp Realty, Inc. The Advertiser agrees to remain responsible for payment of the reserved space in the event that Advertiser-supplied materials are not submitted by the due date. Martis Camp Realty, Inc. reserves the right to place standard full page ads in any location within the magazine.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Please send payment to:  
 Martis Camp Realty, Inc.  
 Attn: Tracy Feik  
 12000 Lodgetrail Dr.  
 Truckee, CA 96161

Phone: (530) 550-3200  
 Advertising Reservations: tfeik@martiscamp.com  
 Ad Submissions: phamill@martiscamp.com