

*fitness & wellness*

# good life

2008 Bonne Vie Fitness  
Advertising Rates



## About Bonne Vie Fitness

### Mission statement

Bonne Vie Fitness offers high-end, quality personal training that is affordable for everyone, no matter what their stage of fitness. We provide a fitness and wellness center where clients receive the best service, wellness, health and fitness care this county has to offer. We create a place for fitness trainers, chiropractors, pilates instructors, yoga teachers and alternative care practitioners to bring their business to flourish in a space that cultivates cooperative, non-competitive support and integrity amongst its practitioners.

### About the fitness and wellness course catalog

The Bonne Vie Fitness and Wellness Course Catalog welcomes existing and potential clients to a unique and exciting brand of fitness and health courses! The bright and inviting design, straight forward layout and descriptive outlines make identifying personal fitness goals and activities of interest quick and easy. The course catalog has proven to have an extended shelf life as well as high pass along viewership with clients booking courses from Irvine, Newport, San Clemente, and San Juan Capistrano.

The fact is that as people age they need a more efficient and effective way to achieve results and it has been proven that working one-on-one with a qualified trainer is the best way to maximize your results. Bonne Vie has taken that principal and combined it with the success achieved in group boot camp style workouts to deliver a comprehensive offering of superior health and fitness courses. Course participants benefit from the individual attention they receive from our dedicated expert trainers in our one-on-one, semi-private and small group formats. They also enjoy the camaraderie that comes from working out with other motivated individuals on a regular basis. The regimen and team environment provides the structure and support that encourages individuals to stay motivated, succeed and refer others.

### Circulation/Frequency

10,000/Four times annually

### Distribution

Aliso Viejo, Laguna Niguel, Laguna Hills, Lake Forest, Mission Viejo, Ladera Ranch and Rancho Santa Margarita

### Distribution Analysis

	Percentage
Blanket retail flier distribution	35 %
Single family homes	25 %
Retail locations	15 %
Corporations	10 %
Professional offices	10 %
Small business	5 %



### 2008 Course Catalog Insertion Rates

Effective with the July 2008 issue  
Quarterly Issues - black and white

Frequency	Full page	1/2 page	1/4 page	1/8 page
1x	\$500	\$250	\$175	\$75
3x	\$400	\$200	\$150	\$50
6x	\$300*	\$150	\$125	\$25

### Premium Position Rates

Contact Julie@bonneviefitness.com for availability

Description	Rate
Inside front cover	25%
Inside back cover	20%

Inside Front and Back Covers are printed using four color process therefore a \$500 up-charge applies on the full page black and white rate per issue artwork charge applies to those premium pages.

### Mechanical Specifications

Ad size (inches)	Width	Height
Full page B&W - no bleed*	7.167	9.667
Full page 4 color inside front or back cover – full bleed *	8.5	11
1/2 page, horizontal	7.167	4.707
1/2 page, vertical	3.5833	9.6667
1/4 page, vertical	3.33	4.707
1/8 page, horizontal	3.33	2.36

### Electronic Submission Specifications

Acceptable File Formats:

PDF format (use "high-resolution" or "for print" settings only)

TIF format

JPG format

EPS format (converted to outlines)

### Where to Send Electronic Files:

Send files via e-mail to: Julie@bonneviefitness.com

### Inserts

Advertisers MUST contact publisher for insert specifications and deadline requirements. Inserts must be supplied by advertisers ready to insert and are billed at the full one-page black and white rate.

Frequency discounts do not apply to inserts. Insert size can vary. Contact Julie@bonneviefitness.com for more information.

Tip-in charges... \$500

### Copy & Contract Requirements

Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisement printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the publication's specifications.

### Issuance and Closing Dates

Published Quarterly: Advertising space reservation deadline is typically one month preceding publication with ad materials to arrive by the 14th of the preceding month. Cancellations are NOT honored after the ad space reservation deadline prior to the month of publication.

### General Rate Policy

Advertisers will be short-rated if, within the calendar year of the first insertion, they do not use the amount of space upon which their billings have been established.

### Frequency Discount

Frequency discounts only apply to insertions of consistent size. Earned rate is based on total number of insertions. Purchase a full page or inside front or back cover on a 6x frequency and receive a half page advertorial free.

### Questions?

For more information about the Bonne Vie Fitness catalog, advertising rates and frequency, etc, please contact Julie at julie@bonneviefitness.com