



dūne magazine



Introducing Dune Magazine

Dune Magazine is the Southern California desert's new voice. Dune Magazine is a lifestyle publication covering the communities of the Coachella Valley and the Southern California deserts. Dune celebrates the unique character that defines the people of this region, documenting their passions, pursuits and interests every season of the year. Dune's unique audience is dedicated to the health and prosperity of our community, and our readers turn to the pages of Dune Magazine to find stories that reflect their sense of style, taste and ideals.

Demographic Profile

Dune readers are educated, affluent, socially engaged and culturally active. They're an equal mix of male and female, many are married or have a partner, and most own the home they live in. Our readers appreciate style and taste. They dine out often and frequently entertain at home or attend parties and local social events. They take the time to read our stories and pass the magazine on to friends two or three times. Dune Magazine is proving to be an excellent resource for residents and tourists alike.

Strategic Distribution

Our strategic distribution and circulation model offers access to the upscale and affluent homeowners, consumers and decision-makers in the market who wield tremendous buying power. With a print run of 12,500 glossy, high-quality magazines, Dune gets into the hands of the influential visitors to and members of the community by:

Penetrating the well-known markets within the region: Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, La Quinta, Indio, the High Deserts, Idyllwild, and Big Bear.

Effective distribution:	Allotment:
Direct distribution to the best valley neighborhoods	3500
Placement at select hotels and upscale country clubs	2500
Southern California Barnes & Noble and newsstand locations	1500
Distribution through our regional advertising partners	1250
Placement at regular high-profile Dune Magazine launch events	1500
Limousines, doctor's offices, art galleries, private jets, salons	2250

Please contact your Dune advertising representative, Morgan Craft
mcraft@dunemag.net
www.dunemag.net

Hotel & Country Club Distribution

Palm Desert

Marriott Desert Springs
Marriott Shadow Ridge
Mojave Hotel
JW Marriott Resort
Embassy Suites
Marriott Courtyard
Shadow Mountain Resort
Chamber of Commerce
Villa Portofino
Woodhaven Country Club
Suncrest Country Club
Mountain Vista Country Cl.
Ivey Ranch Country Club
Oasis Country Club
Desert Falls Country Club

La Quinta

La Quinta Resort
La Quinta Resort Villas
PGA West
PGA West Residence Club
Embassy Suites
City Hall
Chamber of Commerce

High Desert

Twentynine Palms Inn
Joshua Tree Inn
Water Canyon Coffee Co.
Crossroads Café
True World Gallery
29 Palms Creative Center
Red Arrow Gallery
Pappy & Harriet's
Route 62 Antiques

Palm Springs

Hyatt Regency Resort
Viceroy Hotel
Hotel Zoso
The Parker Resort
Hilton Palm Springs
Wyndham Palm Springs
Marriott Courtyard
The Springs Hotel & Spa
Peppertree Inn
Caliente Tropics
Ramada Resort
Club Trinidad
Villa Royale Inn
Movie Colony Hotel
Ballantine's Hotel
Colony Palms Hotel
Las Brisas Resort
Palm Springs Tennis Club
Chase Hotel
Andalusian Court
Palm Mountain Resort
Cala Lily Inn
Korakia Pensione
Orbit Inn
Palm Springs Int'l Airport
Airport Auto Rentals
Casa Cody Inn
Ingleside Inn
Willows Historic Inn
Marquis Villas
A Place in the Sun Hotel
Desert Vacation Villas
Seven Springs Resort
Triangle Inn
InnDulge
Canyon Club Resort
Century Resort
El Mirasol Villas
Hacienda Resort

Cathedral City

Doral Desert Princess
Cathedral Canyon CC
Desert Princess CC
Date Palm Country Club
Chamber of Commerce

Rancho Mirage

Rancho Las Palmas Resort
Rancho Las Palmas CC
Westin Mission Hills Resort
Westin Mission Hills Villas
Rancho Mirage County Club
Chamber of Commerce

Indian Wells

Hyatt Grand Champions
Esmerelda Resort
Miramonte Resort
Indian Wells Resort
Chamber of Commerce

City of Indio

Shadow Hills Country Club
Heritage Palms Country Cl.
Indian Palms Country Club
Indian Springs Country Club
Trilogy Country Club

Desert Hot Springs

Mission Lakes Country Club
Sidewinder Café
South of the Border Rest.
Capri Restaurant



Dune Magazine effectively reaches readers in the prime feeder markets to the Coachella Valley via Ingram Periodicals.

Retailer	City	Retailer	City
B. Dalton #1176	Moreno Valley	Barnes & Noble #2751	Thousand Oaks
B. Dalton #1506	Laguna Hills	Barnes & Noble #2785	Encinitas
B. Dalton #1539	San Diego	Barnes & Noble #2823	Irvine
Bookstar #022	San Diego	Barnes & Noble #2911	Long Beach
Bookstar #023	San Diego	Barnes & Noble #2913	Glendale
Bookstar #1837	Studio City	Barnes & Noble #2954	Orange
Barnes & Noble #1847	Marina Del Rey	Barnes & Noble #2956	Calabasas
Barnes & Noble #1864	Santa Barbara	Barnes & Noble #2986	Manhattan Beach
Barnes & Noble #1974	San Diego	Barnes & Noble #2991	Temecula
Barnes & Noble #1976	San Diego	Universal News	Los Angeles
Barnes & Noble #1978	San Diego	Lodge At Torrey Pines	La Jolla
Barnes & Noble #2054	Ventura	Laguna Beach Books	Laguna Beach
Barnes & Noble #2057	Woodland Hills	Family Books	Los Angeles
Barnes & Noble #2083	Riverside	World Newsstand	Laguna Beach
Barnes & Noble #2089	Los Angeles	Daily Planet	Los Angeles
Barnes & Noble #2090	Victorville	Laurel Canyon News	Studio City
Barnes & Noble #2095	Fullerton	Big Bear Book & Bean	Big Bear Lake
Barnes & Noble #2104	Escondido	Circus of Books	Los Angeles
Barnes & Noble #2111	Torrance	Circus of Books	Los Angeles
Barnes & Noble #2130	Palm Desert	Stef-Jen Inc	Hollywood
Barnes & Noble #2141	Irvine	Santa Monica World News	West Hollywood
Barnes & Noble #2153	Oceanside	News Stand City	Los Angeles
Barnes & Noble #2201	Redlands	Illiterature	Los Angeles
Barnes & Noble #2205	Corona	Rachel's News Stand	Los Angeles
Barnes & Noble #2225	Newport Beach	Book Soup #1 Inc	West Hollywood
Barnes & Noble #2242	Montclair	UCLA Student Bookstore	Los Angeles
Barnes & Noble #2539	Irvine	Westside Int'l News, #1	Santa Monica
Barnes & Noble #2563	Pasadena	USC Bookstore	Los Angeles
Barnes & Noble #2575	Santa Monica	University of Cal, Irvine	Irvine
Barnes & Noble #2583	Encino	Bungalow News	Pasadena
Barnes & Noble #2650	West Covina	Westlake Newsstand	Thousand Oaks
Barnes & Noble #2651	Long Beach	Malibu Newsstand	Malibu
Barnes & Noble #2676	San Luis Obispo	Paras Newsstand	San Diego
Barnes & Noble #2709	West Los Angeles	Newsstand	Sherman Oaks
Barnes & Noble #2715	Burbank	Hennessey & Ingalls	Santa Monica
Barnes & Noble #2729	RanchoCucamonga	Al's News #2	Beverly Hills
Barnes & Noble #2743	Huntington Beach	UC Riverside Bookstore	Riverside

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Advertising Rates & Schedule

	1-2 Issues	3-4 Issues	5-6 Issues
Full Page	2700	2430	2160
Half Page	1350	1215	1080
Third Page	890	802	712
Quarter Page	675	607	540
Covers	5400	4860	4320

February/March 2008 - April/May 2008

June/July/August 2008

September/October 2008 – November/December 2008

Ad Size: _____ Signature: _____

Frequency: _____ Company: _____

Rate: _____ Address: _____

Artwork: _____ Telephone: _____

E-mail: _____

Please fill out this form at fax to Dune Magazine at 760.278.9642.

Terms: Amount due upon signing. Subsequent issues require payment upon receipt of invoice. The Client, Agency and/or Agent agree to make any and all payments in accordance with the terms of the agreement. The Client, Agency and/or Agent agree to be held jointly liable for all advertisements placed in Dune Magazine. The signer is duly authorized to enter into this agreement.