

Business.
People.
Life.

2012

Media Kit



ocmetro.com

OC
METRO
OC



MARKETING FROM **EVERY ANGLE**



PRINT



ONLINE



SPECIAL
EVENTS



SOCIAL
MEDIA



MOBILE



VIDEO



E-OPTIONS

OUR ELEVATOR PITCH

Now, more than ever, business executives and professionals are using every media platform to get an edge in the Orange County market. From the magazines they rely on and the websites they trust to the social media networks they follow, OC METRO is the only local business media brand that puts your message, product or service in the middle of this marketing intersection.

THE POWER OF PRINT

Magazine Brands: Stronger & More Relevant

- 93% of U.S. adults read magazines.
- Magazine readership is growing in an increasingly crowded and noisy media world.
- Magazine reading offers pure pleasure, control and escape. 68% consider magazine reading to be “my time.”
- Magazine ads drive Web search more than any other medium.
- Magazines excel at reaching people who shape attitudes and behavior.

Source: 2011 Association of Magazine Media (formerly MPA)



OC METRO

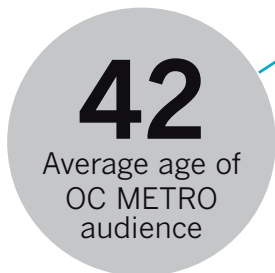
Business. People. Life.

AUDIENCE PROFILE

OC METRO targets the 25- to 54-year-old market better than any other magazine or newspaper in Orange County. Here is a snapshot of the business executives, entrepreneurs and professionals who rely on OC METRO.*

AGE

- 12.5% 25 to 34 yrs.
- 29.1% 35 to 44 yrs.
- 11.5% 45 to 49 yrs.
- 16% 50 to 54 yrs.



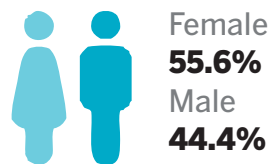
AUDIENCE INCOME

(Business owners, partners, corporate officers)

OC METRO is the top Orange County business publication reaching consumers with household incomes of more than \$150,000



GENDER



AFFLUENCE

- 21.1% Total audience with homes valued at **\$1 million and up**
- 72.9% Total audience with homes valued at **\$500,000+**



Average total household income
\$160,700

Mean home value
\$875,310

FINANCIAL HABITS

20.5%
Liquid Assets
Over \$250,000



24.5%
Traded Stocks
and Bonds



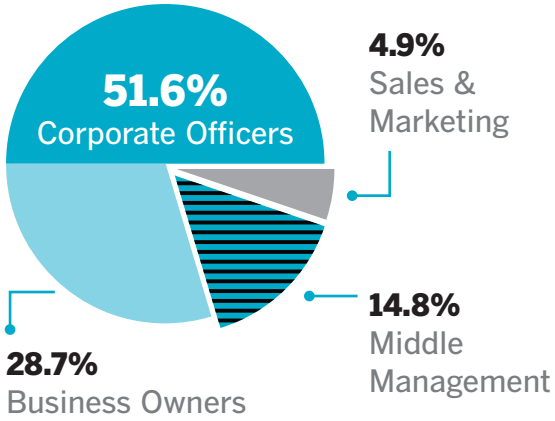
71.8%
Own CDs, IRA, 401(K)
Accounts (Readers age 35+)

*Source: The 2011 Media Audit, Orange County



DECISION MAKERS

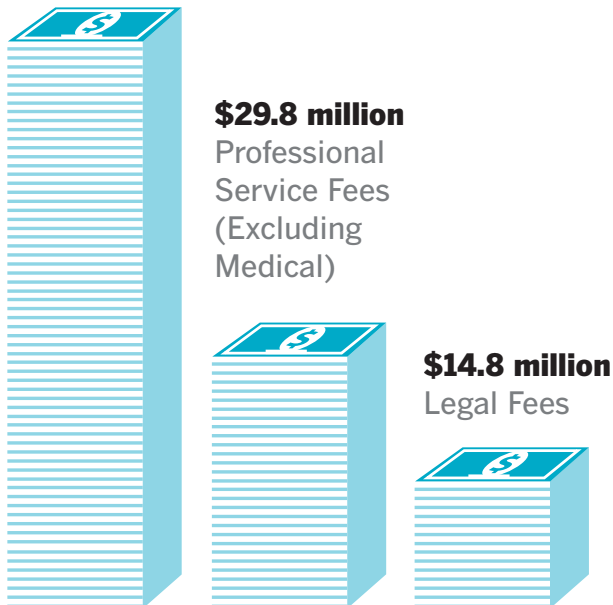
80.3% of OC METRO's audience are business owners, top or middle management



CORPORATE SPENDING POWER

\$80.5 MILLION

Banking & Accounting Fees



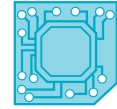
PURCHASING POWER



42.2%
Banking
Decision
Maker



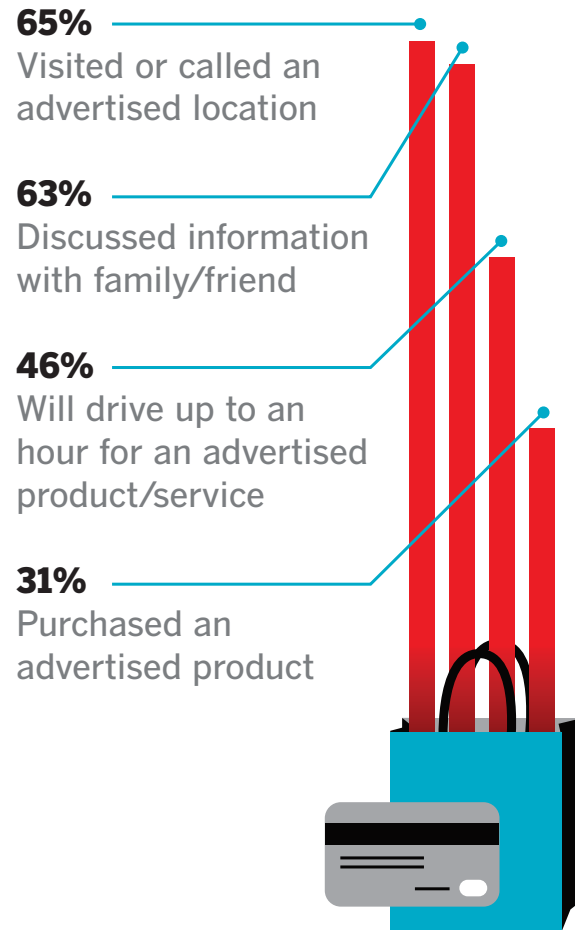
34.2%
Opinion
Leaders



20.8%
Technology
& Equipment

BUYING HABITS

Due to an advertised product or service in OC METRO, consumers:



*Source: The 2011 Media Audit, Orange County



OC METRO

Business. People. Life.

MARKET PROFILE

TOTAL AUDIENCE
383,000
 readers per month in print and online*

PRINT CIRCULATION

OC METRO magazine is available at **1,300 locations** countywide.

- Frequency:** 12 issues per year
- Circulation:** 60,000 copies per issue
- Readership:** 192,500 per issue (2.3 million per year)

*Numbers vary monthly. For current analytics contact your account executive.

DISTRIBUTION

Available at (among other locations):

- Bank of America
 - Chase Bank
 - Sunwest Bank
 - Hoag Hospital
 - Kaiser Permanente
 - St. Joseph Hospital
 - Medical Centers
 - Transit Stations
 - OC Retailers
 - Verizon Wireless
 - Regional Hotels
 - OC Restaurants
 - Subway Stores
 - Wahoo's Fish Taco
- Please contact your Account Executive for a complete distribution list.**

BONUS annual exposure & distribution

- Chapman Economic Forecast
- UCI/Irvine Chamber Business Outlook
- Orange County Business Council
- Annual Media Events
- Multiple Nonprofit Special Events
- Komen Race for The Cure OC
- UCI Athletic Events

SPECIAL EVENTS/SPONSORSHIPS

Reach our audience by directly sponsoring one of OC METRO's key events that offer high visibility and networking opportunities. Please contact your Account Executive for further details.





CHURM
MEDIA



ocfamily.com



southlandgolfmagazine.com



iefamily.com



ocmetro.com



ocmenus.com

riperorange

MARKETING • DESIGN • EVENTS

riperorangeinc.com

Corporate Headquarters

1451 Quail Street, Suite 201 | Newport Beach, CA 92660

P: 949.757.1404 Ext. 264 | F: 949.757.1996

churmmmedia.com