

2024

Media

Kit

COE

COLLECTOR OF EXPERIENCES

# COE

FEBRUARY 2024  
BEaCOE.com

COLLECTOR OF EXPERIENCES

## BEST BITES

WHERE TO FIND THE  
TASTIEST FOOD

## BEACH VACATION ESSENTIALS

## ROAD TRIP TRAVELING BY EV

PLUS:  
BAY AREA FUN

## FOUR SEASONS HUALALAI LUXURY ON THE BIG ISLAND

*Puerto Vallarta*

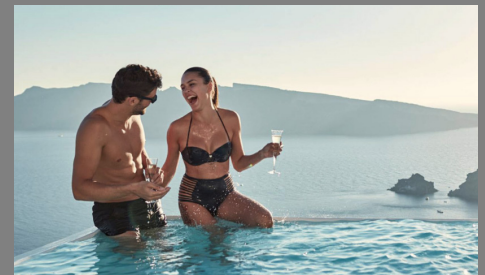
WHAT TO SEE, EAT & DO

2024 Media Kit

# COE

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We Mail 80K Affluent  
Homes in Silicon Valley!



COE Drives  
New Clients To You!

## COE MARKETING INCLUDES:

- COE Magazine reaches 80K affluent homes in Silicon Valley 6X a year
- Your business is promoted on the COE website and Social Media
- Your special COE offers are promoted on the COE App

# COE

COLLECTOR OF EXPERIENCES

**IT'S ALL ABOUT THE EXPERIENCE** Not all experiences are good, but most experiences are what we make of them. When the opportunity to experience something or someplace new arises, take it.

**THE JOURNEY** We are all here on this planet to experience a unique journey. It is our chance to enjoy, savor, revel in all that we do during our time here.

**JOIN US** At COE, our team of writers, or COE-conspirators, share their experiences with our readers – whether it's a new place, an old familiar place, food, events, activities. We will share with you our curated experiences as we travel the world.



A photograph of a man and a woman in a hot tub. The woman is wearing a black bikini and holding a glass of champagne, laughing. The man is shirtless, wearing sunglasses and dark shorts, also holding a glass of champagne. They are in a hot tub with a view of a large lake and mountains in the background under a clear sky.

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## Flexible Circulation

- Proximity is critical in marketing. We saturate the most affluent homes within a logical radius of your location
- Our clients can choose inclusion in all our 80,000 affluent Silicon Valley homes or choose just the homes closest to them based on their budget and marketing objectives
- COE publishes four zones each with 20,000 affluent homes

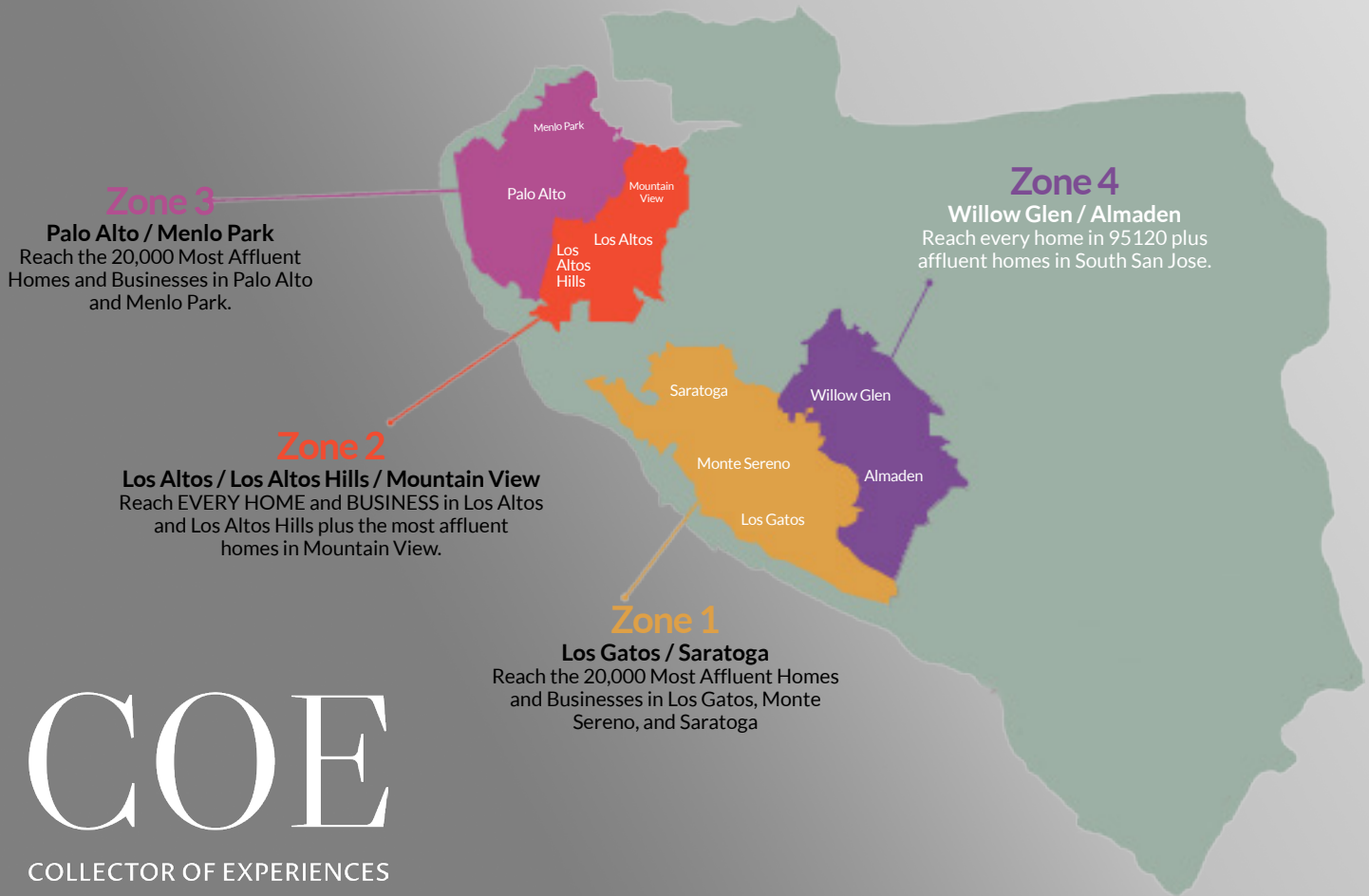
## The Most Affluent Home Owners

COE is mailed to neighborhoods with the highest household incomes in the four zones we serve

- Median Age - 45
- Female 57% / Male 43%
- Median Income - \$268,000
- Net Worth - \$1,867,000
- Home Value - \$1,525,000

# CHOOSE FROM **FOUR ZONES**

20,000 Copies Mailed to Each Zone – 6X Each Year



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# Direct Mail Works We Make it Affordable

- Direct mail guarantees COE Magazine reaches inside each affluent home
- The Post Office identifies the mail routes with the highest house hold incomes and we select those for COE Magazine
- COE stands alone and is never "lost" inside other insert packages
- Mailing your own postcards costs 35 to 60 cents per home mailed
- COE Magazine starts at less than **3 CENTS PER HOME MAILED**

## QUARTER PAGE

Frequency	One Zone	Two Zones	Three Zones	Four Zones
1X	\$648	\$1098	\$1498	\$1898
4X	\$548	\$998	\$1298	\$1698
6X	\$498	\$898	\$1198	\$1498

## HALF PAGE

Frequency	One Zone	Two Zones	Three Zones	Four Zones
1X	\$998	\$1598	\$2198	\$2848
4X	\$948	\$1498	\$2098	\$2698
6X	\$898	\$1398	\$1998	\$2598

## FULL PAGE

Frequency	One Zone	Two Zones	Three Zones	Four Zones
1X	\$1698	\$2698	\$3798	\$4898
4X	\$1578	\$2498	\$3598	\$4598
6X	\$1498	\$2398	\$3398	\$4398

## TWO FACING PAGES

Frequency	One Zone	Two Zones	Three Zones	Four Zones
1X	\$2698	\$4198	\$5298	\$6898
4X	\$2498	\$3998	\$5098	\$6598
6X	\$2298	\$3798	\$4898	\$6298

# Join Us

on our journeys as we make the most of our life, here, on this beautiful blue planet.

Everyone can be a Collector of Experiences

## Email Now

For more information and special packages that include your destination in our Magazine and digital assets.

[JeffBeACOE@gmail.com](mailto:JeffBeACOE@gmail.com)



Publish Dates	Ad & Reservation Deadline (COPY OR CAMERA READY)	
02/01	01/15	Health Issue   TRAVEL Monterey Getaway   COE LIST Game Night   FOOD Chocolate Desserts
04/01	03/15	Interior Design   TRAVEL Alaska   Getting Organized
06/01	05/15	Spa Issue   Pool Patio Issue   TRAVEL S. California   Spring Beauty Products
08/01	07/15	Fall Dining   Travel Europe   Back to School Fashion   Tech Gadgets
10/01	10/15	Fall Health Issue   Travel - Napa   Fall Beauty/Fashion   FOOD After School Snacks
12/01	11/15	Fall Home   TRAVEL Islands   Pet Products
		Winter Ski Vacations   COE LIST Holiday Gift Guide

## Production Costs

New Ad Design – Includes up to two revisions

- Full Page \$150
- Half Page \$100
- Quarter Page \$75

Additional revisions beyond the first two are \$50.  
Minor revisions to existing ads are \$50.

## Ad Specifications

300 DPI - CMYK - Full Color – PDF Preferred

Full page w/o bleed: 7.875"W X 10.375"H

Full page w/bleed: 8.877"W X 11.377"H

1/2 Horizontal: 7.877"W x 5.063" H

1/4 page: 3.813" W x 5.063"H

Back Page: 8.877"w X 11.377"

(Trimmed to 8.39" X 9") Safe Area 7.86" X 8.79"

