



esa

EXPLORE SAN ANTONIO

ESAMAGAZINE.COM



ABOUT US

ESA: EXPLORE SAN ANTONIO

In San Antonio, we make living an art form. At ESA, we know that our big city is a small town and more than ever we are defining ourselves as a community.

At ADI Media, we know that we are not successful unless our clients are successful. That is why we are delivering a unique marketing tool for our advertisers through print and digital products that is unlike any other.

ESA is a celebration of who we are as a community - an up and coming, tech driven, 300 year young city. ESA captures and embraces this progressive and sophisticated lifestyle in each of our issues. It is the go-to source for the affluent and influential, on where to go and what to do in San Antonio and the surrounding areas. It is the most reputable source for local recommendations on the best of everything in the city from dining and shopping to culture and nightlife. Featuring the newest chefs, wine hot spots, home and architecture, art and event news, ESA has something for everyone.

Built on the shoulders of ADI Media's rich history of 28 years in the publishing and advertising business, ESA will provide the advertisers with innovative ways to tell their story and extend their brand. Recognized as one of the top publishers in the nation for many years, ADI Media is a pro at creating products that are sought after by both the consumer and the business community while creating strong returns for the advertisers.

It has never been more important to deliver rich meaningful experiences for both our readers and advertisers. At ESA, our goal is to bring together consumers and sellers with deeper experiences through digital, mobile, social, and print.

EXPLORE SAN ANTONIO with ESA!

FEATURING

EAT DRINK PLAY • AT HOME • LIVE • SHOP
GET LOCAL • BE WELL • WEDDINGS & EVENTS
ENTERTAINMENT • FOR BUSINESS • AUTO
PROFESSIONAL SERVICES • REAL ESTATE

esa

EXPLORE SAN ANTONIO

pronunciation: s - ahhh

Having that "it" factor

#respected #sophisticated #coveted

Marketing Is About Telling

YOUR STORY

& Being In Front Of The Buyer With

The Right Information At The

RIGHT TIME.





EXPLORE SAN ANTONIO

COVERAGE AREA

Pub Date.....Bi-monthly / January 2019

Distribution.....60,000

Population1,669,573

Establishments..... 250,000+

READER PROFILE

MEDIAN AGE

38

THEY HAVE FAMILIES

2.8
PER HOUSEHOLD

THEY ARE HOME OWNERS

\$350,000*
AVERAGE HOME VALUE

THEY ARE AFFLUENT

\$250,000*
AVERAGE INCOME

61%

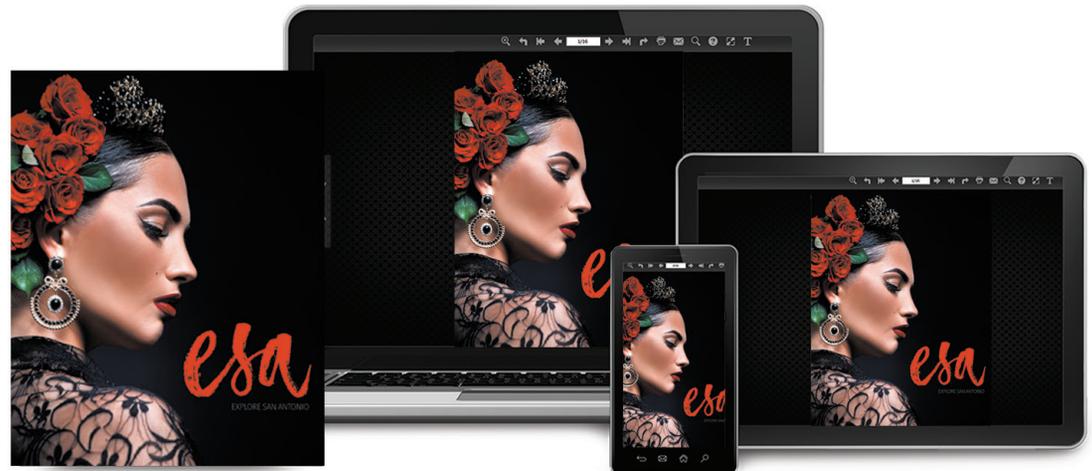
OF READERS TAKE ACTION AFTER
SEEING A PRINT AD

** Source AMG*

THE VALUE OF

esa

EXPLORE SAN ANTONIO



**PRINT, ONLINE, MOBILE, SOCIAL,
EMAIL & WEBISODE/PODCAST!**

ESAMAGAZINE.COM

AWARD-WINNING DESIGN TEAM!

Direct Mail &
To The Door
Distribution

Distribution To
Medical Offices, Hospitals &
Targeted Businesses

Low Cost
AS LOW AS .02¢
Per Household

Change Your Ad
AT NO CHARGE

REACH CUSTOMERS
At The Time Of Purchase
In Print & On Every Device



EXPLORE SAN ANTONIO



SAN ANTONIO'S PREMIERE WEB SERIES & AUDIO PODCAST



Explore San Antonio is a weekly local guide and business show distributing through every major digital media outlet. In the show, esteemed advertising executive, Debbie Johnson Explores San Antonio

discovering the best we have to offer.

Sitting down and talking with individual business owners, understanding their process, exploring their companies culture, and discussing their business in depth.





EDITORIAL CALENDAR 2019

EXPLORE SAN ANTONIO



JANUARY / FEBRUARY

HAVE YOU HEARD

Hot Spots • New Restaurants • Trendy Places

San Antonio is quickly becoming the hottest place to live, work and play in Texas. In this issue we focus on the NOW in the Alamo City. The newest culinary offering from world renown chef Andrew Weissman, outdoor films at The Pearl and Andy Warhol in the McNay's newest pop art exhibit... discover this and more in ESA.

ON-SALE..... 12.31.18
AD CLOSE/
MATERIALS DUE 12.01.18



MARCH / APRIL

UNPLUGGED

Bands • Music Scene • Where To Go To Hear Live Music

San Antonio has one of the most eclectic music scenes around. From Latin Jazz to your favorite Country artist, Timberlake at AT&T or The Symphony at the Tobin. ESA will bring you all the best music to be heard.

ON-SALE..... 02.28.19
AD CLOSE/
MATERIALS DUE 02.01.19



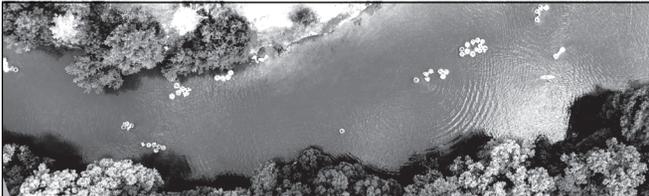
MAY / JUNE

TOP DOWN

Cars, Convertibles • Hotels • Wineries • Easy Living

With mild winters and spring in bloom, ESA celebrates all the great reason to get out and explore. Drop the top and make a day of it. The sprawling hill country roads lead to so many hidden gems just outside of town. Take a tour through the Texas Wine Country or spike it up at Rebecca Creek Distillery. Discover a luxurious bed and breakfast or see why Waylon and Willie fell in love with Luckenbach. ESA is your road map to a weekend you'll never forget!

ON-SALE..... 04.30.19
AD CLOSE/
MATERIALS DUE 04.01.19



JULY / AUGUST

GET LOST

Day Trips • Wineries • Swimming Holes • B&B's

So much to see, so much to absorb! Come to San Antonio, whether you are a local or just passing through, and take in the rich history that is the essence of this city. The Alamo is iconic, yet just one of the five San Antonio Missions. Concepción, San Jose, San Juan, and Espada, take the 8 mile journey through the 1700s on the Mission Trail. Yes, there is no shortage of adventure and ESA will be your guide. You decide the level of excitement and we will take you there, this city can give you the thrill of world class roller coasters at Six Flags: Fiesta Texas, expert to amateur biking trails or just the perfect margarita sipping spots overlooking the historic River Walk. Where can ESA take you today?

ON-SALE..... 06.30.18
AD CLOSE/
MATERIALS DUE 06.01.18



SEPTEMBER / OCTOBER

FARM TO TABLE

Locally Sourced Food • Farmers Markets
Locally Sourced Restaurants • Healthy/Natural Living

Next to Napa and NYC, there is a reason the Culinary Institute of America chose San Antonio for its third location. Our coveted 5 star restaurants and award-winning steak houses are just the beginning of what your tastebuds have in store. Have you visited our farmers markets stocked full of local favorites like Hill Country Lavender and Fredericksburg Peaches? Find these delectables and more in ESA.

ON-SALE..... 08.31.19
AD CLOSE/
MATERIALS DUE 08.01.19



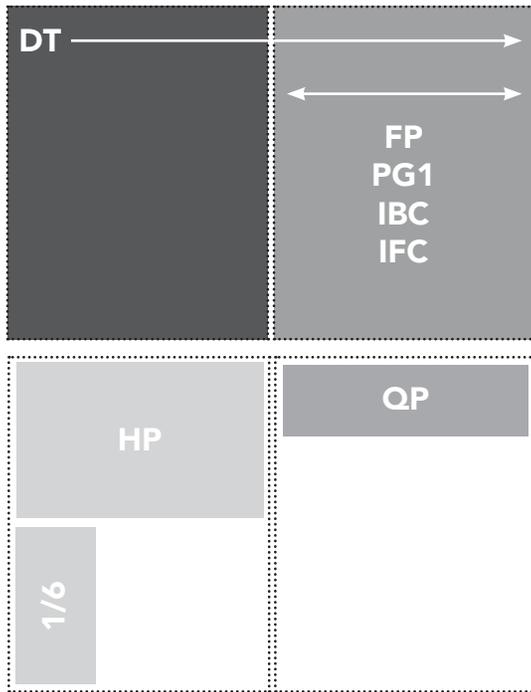
NOVEMBER / DECEMBER

NAUGHTY OR NICE

Shopping • Nightlife

San Antonio is a mecca for luxury, fashion and lifestyle. With a European vibe, merging many different cultures, it is a city that demands a certain level of sophisticated style, unlike any you'll find in Texas. For shopping, The Shops at La Cantera, boasts Neiman Marcus, Tiffany, and Lacoste to name a few. Throughout the city, you can also find a distinct offering of high end specialty boutiques. From day time into night, join the evening elite dancing the night away at a roof top lounge or a high energy club. From the bustling downtown lofts to the high end homes of Alamo Heights or the coveted neighborhoods to the north such as The Dominion, this is a town alive with style and class. You'll find it all right here in the pages of ESA.

ON-SALE..... 10.31.19
AD CLOSE/
MATERIALS DUE 10.01.19



Magazine Trim Size
9" x 10.75"



EXPLORE SAN ANTONIO

Magazine Advertising Rates

SIZE:	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
(DT) <i>Double Truck</i>	\$3,200	\$3,000	\$2,820	\$2,650
(P1) <i>Page One</i>	\$2,600	\$2,450	\$2,300	\$2,150
(FP) <i>Full Page</i>	\$2,200	\$2,070	\$1,945	\$1,830
(HP) <i>Half Page</i>	\$1,180	\$1,100	\$1,035	\$970
(QP) <i>Quarter Page</i>	\$785	\$740	\$700	\$660
(1/6) <i>1/6 Page</i>	\$600	\$565	\$530	\$495
(IFC) <i>Inside Front Cover</i>	\$2,600	\$2,445	\$2,300	\$2,160
(IBC) <i>Inside Back Cover</i>	\$2,800	\$2,635	\$2,475	\$2,325
(OBC) <i>Outside Back Cover</i>	\$3,000	\$2,820		
(BF) <i>Business Feature</i> <i>2 Page feature article with photo</i>	\$3,300			



EXPLORE SAN ANTONIO

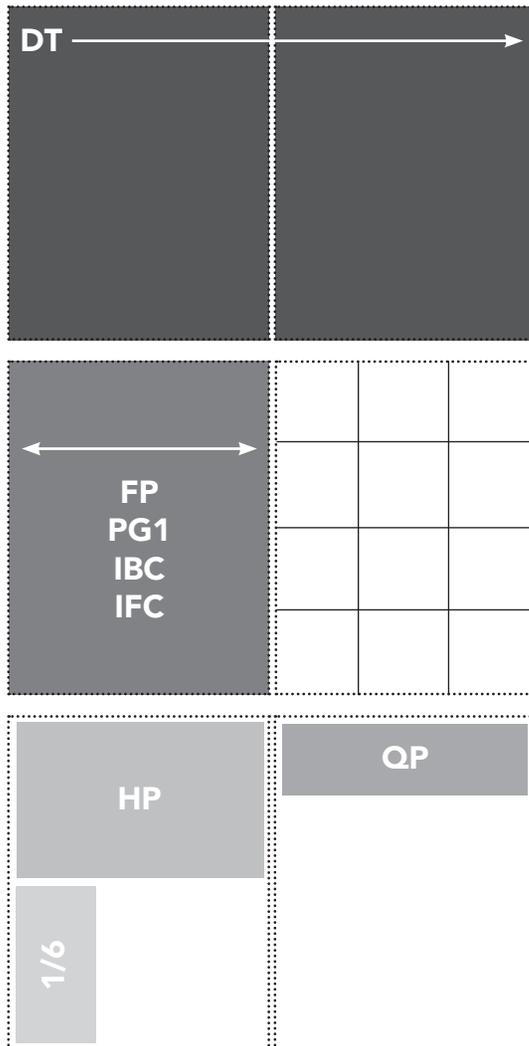
ART & AD

Guidelines For Client Submission

Magazine Trim Size
9" x 10.75"

FRONT COVER, OUTSIDE BACK COVER, INSIDE FRONT COVER, INSIDE BACK COVER
(Templates Available Upon Request)

DT, P1, FP, IFC, IBC, OBC INCLUDE .25IN BLEED IN SIZE PROVIDED



SIZE:	INCHES	POINTS	PICAS
(DT) <i>Double Truck</i>	18.5 x 11.25	1332 x 810	111 x 67.5
(P1) <i>Page One</i>	9.5 x 11.25	684 x 810	57 x 67.5
(FP) <i>Full Page</i>	9.5 x 11.25	684 x 810	57 x 67.5
(HP) <i>Half Page</i>	8.5 x 5.0625	612 x 364.5	51 x 30.38
(QP) <i>Quarter Page</i>	8.5 x 2.4688	612 x 177.8	51 x 14.81
(1/6) <i>1/6 Page</i>	2.75 x 5.0625	198 x 364.5	16.5 x 30.38
(IFC) <i>Inside Front Cover</i>	9.5 x 11.25	684 x 810	57 x 67.5
(IBC) <i>Inside Back Cover</i>	9.5 x 11.25	684 x 810	57 x 67.5
(OBC) <i>Outside Back Cover</i>	9.5 x 11.25	684 x 810	57 x 67.5



EXPLORE SAN ANTONIO

ART & AD

Guidelines For Client Submission

If the clients wish to build their own ads, ad template sizes are available. Certain guide requirements are necessary for HS ad sizes and it is preferred that they are built by this company. Image resolution is absolute. If an image is given in a smaller resolution, the contract will be put on hold until a higher resolution file is submitted. If an image is submitted smaller and no other image is available, the lower resolution/lower quality image will be used in the ad. Best Media is not responsible for the quality of the advertisement if the artwork is not submitted using the guidelines provided.

Larger resolution equals = better quality.
Smaller resolution equals = poor quality.

JPG's have a general resolution of 72 DPI, very poor quality and are often too grainy and blurry. GIF's usually have a smaller resolution than JPG's.

RGB and CMYK format tells the printer what process and values to use when printing in color. RGB stands for Red/Green/Blue and CMYK stands for Cyan/Magenta/Yellow/Black. Most printers use CMYK inks to print the entire spectrum of color. A conversion of RGB to CMYK will result in different color values. Usually a dulling of orange, violet, and green (secondary colors). This can be corrected to some degree by adjusting the hue and saturation. However, if the client is submitting the image or built the ad themselves, they may want to adjust the color themselves, once in CMYK format. Adjusting color in RGB will do no good because it must still be converted to CMYK before printing and it is during the RCB/CMYK conversion that colors are dulled.

PREFERRED AD FORMATS:

**Adobe Illustrator, Adobe Photoshop, Adobe InDesign
Adobe Acrobat PDF**

We **DO NOT** accept **Quark files**

We **DO NOT** accept ads built in any **Windows Programs.**

PREFERRED IMAGE FORMATS:

Adobe Photoshop, Adobe Acrobat PDF

Accepted: **TIF, PSD, PDF, EPS**

NOT Accepted: JPG, GIF

FONTS:

ALL fonts must be converted to outlines

If fonts are not converted, ALL fonts must be packaged and provided.

REQUIRED RESOLUTION: 300DPI

(D.P.I. = Dots Per Inch)

COLOR VALUE: CMYK

Will accept RGB files, but values will change to CMYK before printing. Please note that colors will vary from how they appear on screen vs. in printed product.

Should you have any further questions regarding the setup of your ads, please feel free to call our graphic design department at 210.402.2841

Deep in the heart of Texas is a city exploding with state of the art tech and new business and Explore San Antonio is here to capture it all! Explore Houston has been a go-to resource for Houston for two decades, and we are excited to introduce you to a beautiful new format that has all the qualities our readers came to love as well as exciting new features, right here in San Antonio. Where we connect the residents of our community through a quarterly full color upscale magazine filled with dozens of articles that highlight the high-end lifestyle we are growing to love. Featuring award winning graphics and state-of-the-art print distribution, with first-class mailing and to the door hand delivery. Beyond print, each issue is complimented with monthly email campaigns, social media distribution, esamagazine.com and a mobile app, Explore San Antonio is a progressive advertising concept with a modern take on lavish San Antonio Living.

EXCITE! San Antonio is alive with an energy all it's own, and Explore San Antonio captures that through vivid photography and complete coverage of all the happenings in and around town. From sports to fitness, coverage includes a full calendar of events of all that is happening in San Antonio. You will find business mixers, mommy meet-ups, college and professional sports, wineries, fishing spots, the list goes on and it's all inside these pages.

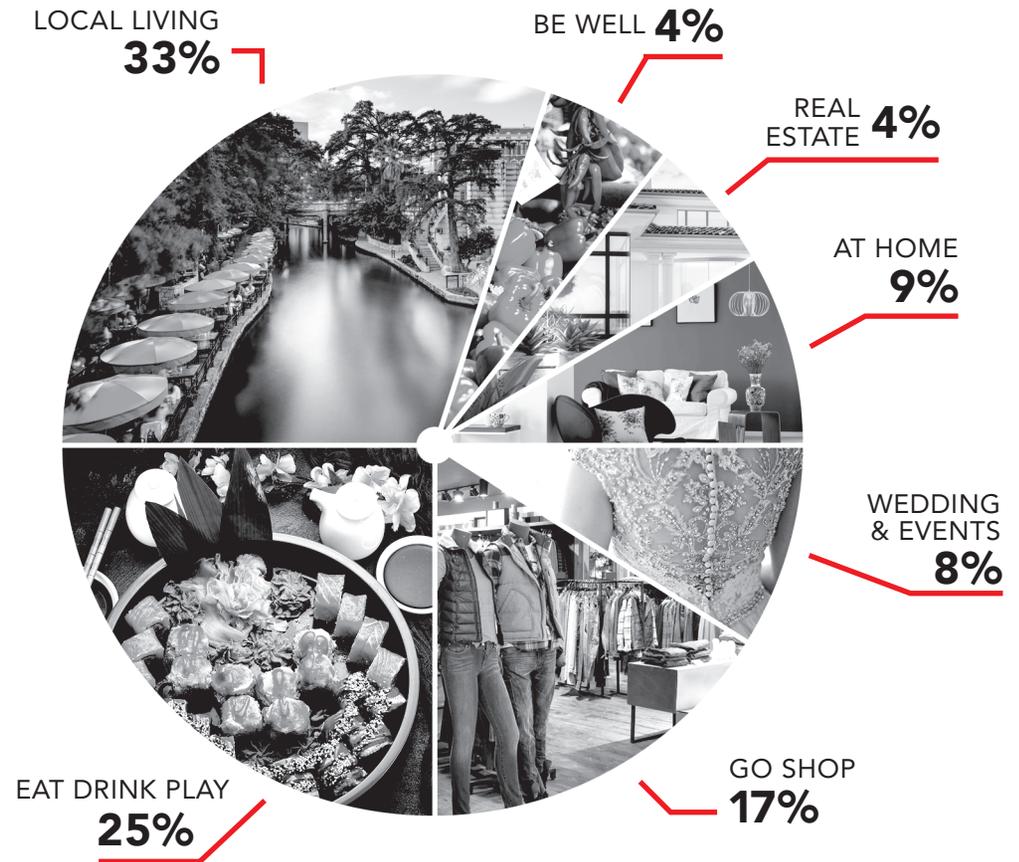
ENGAGE! This is your go to guide for ritzy life in San Antonio. Whether you're a native San Antonian or just moving in, Explore San Antonio has something for you. Newcomers can find details on schools, setting up home utilities, and even registering to vote. There are fabulous tips for party planning with an affluent flair, decorating, wedding planning, and more. While our children's section, will have a detailed list of events for the little ones as well as mother's day out programs and where to go for an extravagant family outing. You'll even know the best place to take your dog along while you enjoy an afternoon meal at plush dog friendly restaurants.

ENTICE! Nothing says living in Texas more than our fine dining. So look for our dining section that will feature opulent treasures of our area, including where to find the best authentic Mexican you've ever tasted. But hey, Mexican is just the beginning! San Antonio is so rich with culture you'll find fabulous food offerings from Cajun to Vietnamese and everything in between. Plus find full coverage of food events, which restaurants are child friendly and more! And for those of you that would just like stay in for the night, the recipes section will feature delicious Texas tapas your family will love. In each issue you'll also discover a local community hero that tirelessly works to make the place we live so much better.

EXPLORE! San Antonio and you'll find a publication just like the one that has won over the hearts of Houstonians for the last 20 years. We've grown with our readers, and partnering with this great city, consistently listening to their needs, adding and updating content to stay relevant and intriguing. So enjoy a copy, sip a cocktail and stay a while.



EXPLORE SAN ANTONIO



***DON'T** tell me how good you make it.
Tell me how good **IT MAKES ME** when I use it.*

- Leo Burnett