

N CJ

NORTH COAST JOURNAL OF POLITICS, PEOPLE & ART



The *North Coast Journal* is the premier source for in-depth coverage of the news, events, arts, culture and characters of Humboldt County. Every week, it provides thoughtful and nuanced news and entertainment features, dynamic opinion pieces, political cartoons, insightful art and stage reviews and all the calendar listings you need to plan your weekend.

Since its founding in 1990, the *North Coast Journal* has consistently been recognized for its editorial excellence by the California First Amendment Coalition, the Humboldt County League of Women Voters, the Society of Professional Journalists' Freedom of Information Committee, the Association of Alternative Newsmedia and the California Newspaper Publishers Association. In recent years, the *Journal* has taken home dozens of awards in the association's California Journalism Awards in categories including Arts and Entertainment Coverage, Investigative Reporting, Sports Writing, In-depth Reporting, Writing, Features, Local Government Coverage, Layout and Design, Lifestyle Coverage, Photo Illustration and Special Section, while earning the association's First Amendment award in 2017. Jennifer Fumiko Cahill, the *Journal's* arts and features editor has been honored twice with a national award for her food writing and The Society of Professional Journalists Northern California awarded Thadeus Greenson, the *Journal's* news editor, the James Madison Freedom of Information Award in 2017.



WE'RE WITH YOU
WHEREVER
YOU GO

BY THE NUMBERS

WEEKLY PRINT:

18,000 weekly copies*
52 weeks a year
260+ locations

REGISTERED NCJ.COM MEMBERS:

25,000+

NEWSLETTER SUBSCRIBERS:

NCJ Daily Update: 12,000+ subscribers
Weekly Update: 13,000+ subscribers
Events This Weekend (Thursday and
Friday editions): 7,000+ subscribers
Total Subscriptions: 42,119 (4 newsletters)
Unique Subscribers: 14,056

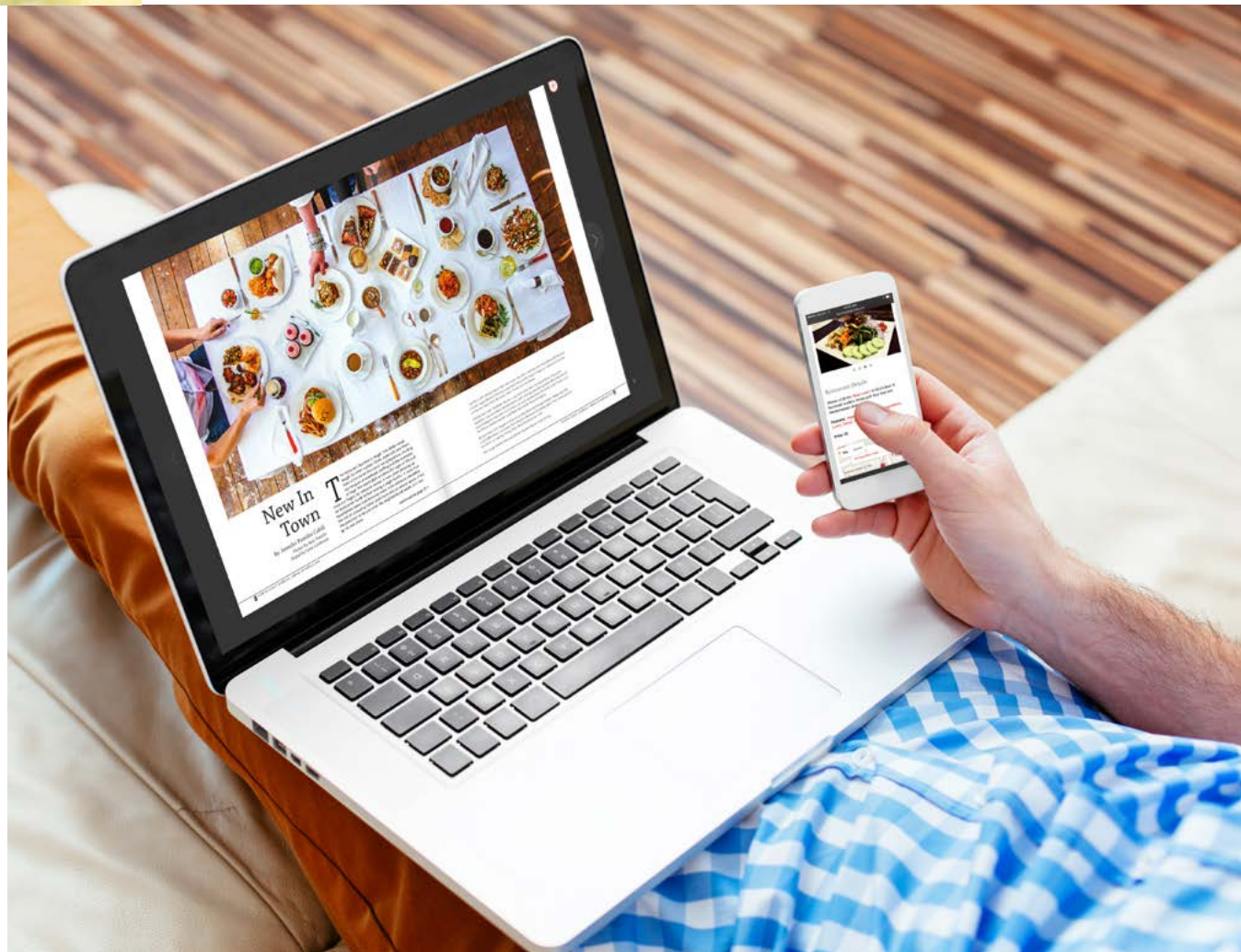
DIGITAL READERS:

Mobile readers: 58%
Desktop readers: 38%
Tablet readers: 4%

March 14 - March 20, 2022

SOCIAL:

Facebook: 17,700+ followers
Twitter: 6,000+ followers
Instagram: 8,700+ followers



OUR READERS

48.9% OF HUMBOLDT COUNTY RESIDENTS
READ THE *NORTH COAST JOURNAL*

Average estimated readers per edition: 2.6
Male readers: 48%
Female readers: 52%

YOUNG, EDUCATED, AFFLUENT

EDUCATION DEMOGRAPHICS:

Attended college: 95%
Have a college degree or higher: 70%

INCOME:

9%	Under \$25,000
30%	\$25,000 - \$49,999
24%	\$50,000 - \$74,999
16%	\$75,000 - \$99,999
21%	\$100,000 and over

AGE:

8%	21 - 24
27%	25 - 34
27%	35 - 44
21%	45 - 54
12%	55 - 64
4%	65 +



75.4% OF READERS FREQUENTLY PURCHASE PRODUCTS OR SERVICES SEEN IN NCJ

AUTOS & MECHANICS

14% New Automobile
25% Used Automobile
63% Automobile Accessories
6% Motorcycles / ATV's

ELECTRONICS

19% Computers / Tablets / Laptops
24% Television / Electronics
29% Cell Phone or Smart Phone & Service

FINANCIAL PLANNING

21% Financial Planner
49% Tax Advisor / Services

HOME & GARDEN

10% Antiques / Auctions
42% Furniture / Home Furnishings
15% Major Home Appliance
32% Home Improvements & Supplies
15% Carpet / Flooring
38% Lawn & Garden Supplies
15% Home Heating,
A/C Service & Equipment
21% Lawn Care Service
38% Cleaning Services
8% Real Estate

LIFESTYLE

15% Childcare
39% Education / Classes
8% Attorney
26% Veterinarian
15% Chiropractor
33% Health Club / Exercise Class
14% Weight Loss
57% Pharmacist / Prescription Service

SHOPPING

59% Men's Apparel
69% Women's Apparel
39% Children's Apparel
18% Jewelry
10% Wedding Supplies
32% Athletic & Sports Equipment
25% Art & Crafts Supplies
21% Florist / Gift Shops

TRAVEL & ENTERTAINMENT

66% Vacations / Travel
84% Dining & Entertainment
30% Legal Gambling Entertainment





PICK US UP AT OVER
260+ LOCATIONS

DISTRIBUTION

COPIES

750	4%	TRINIDAD AND NORTH
845	5%	WILLOW CREEK & BLUE LAKE
2240	13%	MCKINLEYVILLE
3815	21%	VALLEY WEST, ARCATA & BAYSIDE
5850	33%	EUREKA
3500	20%	FORTUNA, FERNDALE & SOUTHERN HUMBOLDT
400	2%	MAIL DELIVERY (BUSINESSES, VIP & SUBSCRIPTIONS)
475	3%	OFFICE & GRATIS

*Circulation numbers confirmed by the Circulation Verification Council, an independent agency. All news racks are closely monitored. Weekly rack return rates vary from 7–12%.

LOCALLY PRINTED • SOY BASED INK • FSC CERTIFIED



PRINT ADS

FULL	10" W x 10.75" T
3/4	7.4167" x 10.75" T
5/8	7.4167" W x 8" T
1/2 V	4.8125" W x 10.75" T
1/2 H	10" W x 5.25" T
3/8 V	4.8125" W x 8" T
3/8 H	7.4167" W x 5.25" T
1/4 V	2.25" W x 10.75" T
1/4 H	10" W x 2.5" T
1/4 SQ	4.8125" W x 5.25" T
3/16 V	2.25" W x 8" T
3/16 H	7.4167" W x 2.5" T
1/8 V	2.25" W x 5.25" T
1/8 H	4.815" W x 2.5" T
1/16	2.25" W x 2.5" T



NCJ DAILY

Not just a weekly, through www.northcoastjournal.com, the *Journal* covers the news as it happens, with a depth and context readers won't find anywhere else.

MOBILE READERS

Mobile readers: 58%

Desktop readers: 38%

Tablet readers: 4%

*March 14 - March 20, 2022

DIGITAL AD SIZES:

Leaderboard: 728 x 90 px

Pencil: 940 x 45 px

Medium Rectangle: 300 x 250 px

Half Page: 300 x 600 px

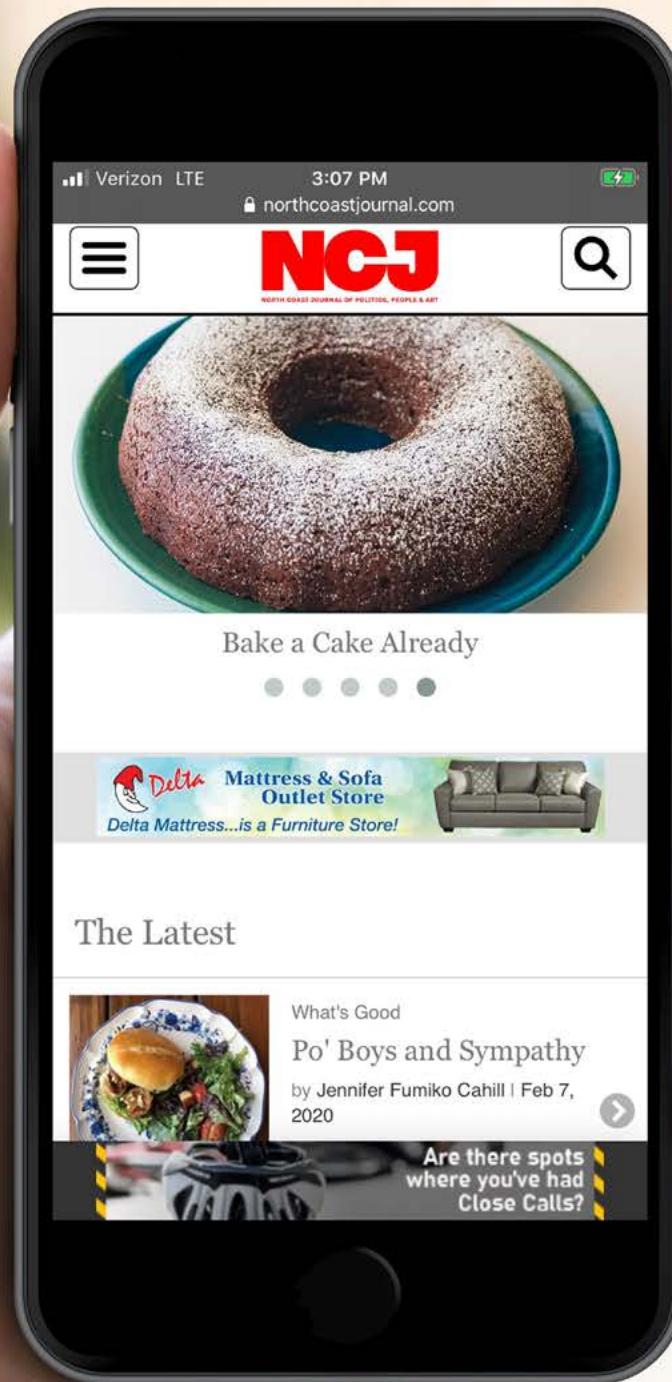
Mobile: 3200 x 50 px



Mobile
Leaderboards
(320x50)

Top

Fixed



MOBILE

Easy-to-use Mobile Interface:

- Keep up with the latest local news
- More than 400 on-going event listings, including live music and entertainment
- Search restaurants by your location, Cuisine, Neighborhood, Price, A-Z
- Browse events by day, location or category
- Find films near you or by the day of the week

MOBILE READERS: 58%

*March 14 - March 20, 2022

ENTERTAINMENT

Journal readers plan their nights on the town and their weekend fun by browsing and searching the 400+ ongoing events in the eight-day calendar and Music & More listings — both in print and online. You can get your upcoming event listed in the North Coast's definitive arts and entertainment guide by logging in at www.northcoastjournal.com. Issues hit newsstands Wednesday and deadline is the preceding Thursday.

Submit your events online at northcoastjournal.com or email calendar@northcoastjournal.com

2022 NCJ SPECIAL EDITIONS

SPECIAL EDITIONS:

HEALTH & WELLNESS
CANNABIS ISSUE
GREEN ISSUE
SUMMER OF FUN
BEST OF HUMBOLDT
FLASH FICTION
TOP 10 STORIES

SPECIAL PUBLICATIONS:

HUMBOLDT CANNABIS
FEBRUARY, SEPTEMBER

HUMBOLDT INSIDER
MAY, OCTOBER

MENU OF MENUS
MAY

HOLIDAY GIFT GUIDE
NOVEMBER

WEDDING & PARTY GUIDE
FEBRUARY

JANUARY

S	M	T	W	T	F	S
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1/20 HEALTH & WELLNESS

FEBRUARY

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MARCH

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3/17 CANNABIS ISSUE

APRIL

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4/14 GREEN ISSUE

MAY

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5/5 BEST OF HUMBOLDT
NOMINATIONS
5/12 SUMMER OF FUN

JUNE

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6/2 BEST OF HUMBOLDT
VOTING

JULY

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AUGUST

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8/4 BEST OF HUMBOLDT

SEPTEMBER

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9/22 BURGER WEEK

OCTOBER

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11/24 HOLIDAY
GIFT GUIDE

DECEMBER

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FLASH FICTION
12/29 TOP 10 STORIES

2022 SPECIAL PUBLICATIONS



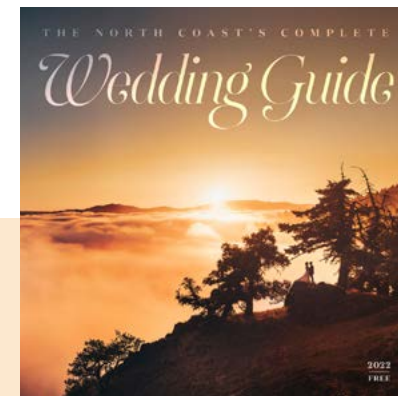
Humboldt Insider

A visitor magazine with an annual distribution of 100,000.



+ Menu of Menus

The North Coast's complete restaurant directory included in the spring edition of the Humboldt Insider



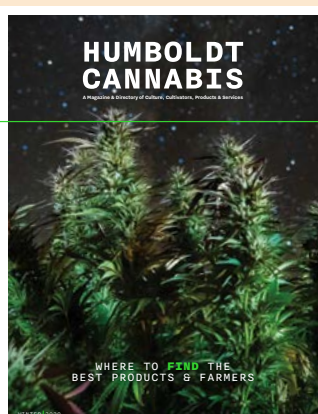
Wedding Guide

Local stories and photos submitted by local wedding photographers to help you plan your special day



Humboldt Cannabis

A semi-annual cannabis B-2-B directory



Fortuna Rodeo

Official program of the Fortuna Rodeo, Humboldt County, CA.



Holiday Gift Guide

Handmade and locally made items, specialty treats and just plain beautiful things — no big box madness required.