

Diablo magazine Circulation

Diablo magazine's unique distribution model delivers a target readership of more than 126,000 per month. *Diablo's* circulation is audited by BPA International to provide assurance that all copies are distributed as promoted. Our core reader base is made up of affluent, loyal readers who receive *Diablo* mailed to their homes. By sending in their response cards, they convey their desire to continue receiving *Diablo* every month.



Total Distribution 43,500

Qualified circulation	40,000
Bonus distribution	3,500
Total monthly readership	126,000

Location Zip Code

zone 1	Clayton	94517
	Concord	94518, 94521
	Martinez	94553
	Pleasant Hill	94523
	Walnut Creek	94595, 94596, 94597, 94598
zone 2	Berkeley	94705, 94707, 94708
	Lafayette	94549
	Moraga	94556
	Oakland/Piedmont	94610, 94611, 94618
	Orinda	94563
zone 3	Alamo	94507
	Blackhawk	94506
	Danville	94526
	Diablo	94528
zone 4	Castro Valley	94552
	Dublin	94568
	Livermore	94550, 94551
	Pleasanton	94566, 94588
	San Ramon	94582, 94583

PLUS...

Newsstand: *Diablo* reaches new readers every issue with placement at premier East Bay newsstand locations that include Andronico's, Whole Foods, Draeger's, Lunardi's, Safeway, Barnes & Noble, Borders, and Elephant Pharm.

New Move-ins: Through a partnership with Our Town Hostess, *Diablo* is personally presented to people who move into our East Bay target area, giving advertisers the opportunity to reach new residents just as they are establishing new shopping patterns.

Professional Offices: Placed in more than 1,000 local medical waiting rooms, professional lobbies, gyms and spas, *Diablo* reaches a captive audience of patrons eager to read our latest issue.

Community Events and Partnerships: *Diablo* is distributed at top-tier events and fundraisers, reaching new readers who are active—and influential—in the community.

Key Transportation Outlets: *Diablo* magazine is placed in Black Tie Transportation vehicles and at Oakland airport newsstands, reaching thousands of visitors wanting an "insider's look" into the East Bay lifestyle.