

# THE MONTHLY

MEDIA FILE

## ADVERTISER TESTIMONIALS

show that *The Monthly* is the most cost-effective medium because it simply works the best!

**"I** can tell when *The Monthly* hits the street. Every month it's the same; our phone will ring and the voice at the other end reports: 'I'm looking at your ad in *The Monthly* . . .' With advertising dollars tight and efforts difficult to quantify, *The Monthly* offers an important and refreshing difference: Results."

—Mark McQuillan,  
**Harry Clark Plumbing & Heating**

**"Very effective."** —Chun Wong,  
**Draperies by Susan**

**"I** have advertised the KPFA Fair in the December issue of *The Monthly* for years and years. Budget crunch, changing technology... This year I had made a decision not to do it.

I went home that evening and there on my table was the November issue of *The Monthly*, which had been delivered as usual, free to my door. The cover illustration was beautiful. I sat down in my comfortable chair with mixed feelings and proceeded to read it cover to cover. I found it fascinating. There in print were thoughtful, well written articles on the very issues I'm currently facing with my aging parents. The guilt I had been feeling gave way to appreciation and loyalty. I fell in love with *The Monthly* all over again.

In a day or two I realized that my thinking about advertising had shifted. It was a combination of things, but overall my decision to advertise again came from the enjoyment I received from reading that issue of *The Monthly*, and how timely it was that it called me to be read at that exact moment.

I imagine thousands of readers having the pleasure of reading *The Monthly*, and how much a part of the culture and community it is here in the East Bay. You'll see my ad in the December issue!"

—Jan Etre, Coordinator  
**KPFA Crafts & Music Fair**

**"I** have been advertising in *The Monthly* for over 25 years, and it has reliably generated work and name recognition for our landscape design and construction company, out of proportion to size and cost. It's been a definite win.

One thing business consultants will counsel is that a constant advertising presence is much more effective in the long run than occasional ad placement, and the very reasonable cost for *Monthly* ads makes this easy to do, even in our current tough economy, when reaching potential clients and customers is even more important, and every dollar is counted carefully.

*The Monthly's* consistently beautiful cover art, always invites picking it up and opening it—two simple acts so critical to actually having an ad meet a receptive pair of eyes—and where many other advertising venues often come up short.

Educated and affluent people read, or at least skim *The Monthly*, and issues have a relatively long 'shelf life' in most homes. People tend to pay a lot of attention to the advertising as there is a very high percentage of purveyors of premium quality goods and services which appeal to people who have made discerning lifestyle choices. I feel we're in very good company!

The folks at *The Monthly* have been very helpful with ad design modifications, graphic assistance, and the staff is always friendly, professional, and immediately available. I feel a great deal of loyalty to *The Monthly* for having been 'there' for me over so many years of my company's growth and development."

—Chris Hecht  
**Chris Hecht Design & Landscape Construction, Inc.**

**"I** advertise in *The East Bay Monthly* because it is a good way to reach the most readers who may [not] all read one newspaper."

—Donna Weinberg,  
**Good and Plenty Catering**

**"The Monthly** really helped us get going. I've always loved *The Monthly*."

—Marilyn Rinzler,  
**Poulet**

**"We** are very happy with our long term partnership with *The Monthly*. It speaks to the community we serve and the community we would like to reach. I think people are more dependent on *The Monthly*, than on other magazines in the area. In today's economy we have to make careful decisions on how to best use advertising funds, *The Monthly* is consistently a good investment. The quality of the publication reflects the quality of programming we have supported at Bentley School for over 90 years. We look forward to their continued voice on issues of the day."

—Devereaux Smith, Director  
of Development and Communications  
**Bentley School**

**"I** have been regularly advertising in a variety of publications over the past several years. I advertise in some of the larger circulation Bay Area newspapers, some of the local small town papers, as well as some special interest, statewide newspapers. I don't know how to explain it, but my call-to-close ratio from *The Monthly* readers far exceeds any other advertising campaign I have ever done. My calls from *The Monthly* readers are motivated and eager to start working with me almost immediately. I wish all my calls were like that. It seems that advertising in *The Monthly* provides additional credibility to my business which makes the advertisement even more effective. Now I see why there is incredible longevity with *Monthly* advertisers. Count me in. Keep up the great work!"

—David Chee, Certified  
Public Accountant  
**Security One Lending**

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# MORE ADVERTISER TESTIMONIALS

**"I've advertised in The Monthly for ten plus years. I chose them first because I really like the publication. The articles are dead-on relevant to what's going on in the culture, in a very upbeat way. They always manage to address something I've been pondering. I consider them to be largely responsible for people knowing about my business. Many people say, 'I've seen your name for years.' I always know it's because I've advertised consistently in The Monthly.**

*As a photographer, it has been immensely helpful to show a variety of work over the years. Hiring a photographer is a very personal matter, so it's great for the clients to feel they know my work, and me, through my ads. I also know that my ads will reach my target audience: sophisticated people who value quality as well as their relationships with people and with animals. I also feel proud to be a colleague of the other businesses who advertise in The Monthly. For me, it is a community of people who really care about the work they are doing. It's the first place I go to find a reputable, personal business. I continue to advertise with The Monthly because it works on so many levels."*

—Nan Phelps  
**Nan Phelps Photography**

**"The Focal Point opened in 1976 and our goal was and remains to provide the highest-quality optical care and the most exciting frame lines in the world. During the past 26 years, we have counted upon The Monthly to communicate our "vision." Monthly readers are educated, well-traveled, and astute shoppers. No other media in the East Bay offers us the opportunity to stay in the "eyes" of our clients like The Monthly. Here's to another 26 years!"**

—David Salk  
**Focal Point**

**"It's widely read, and usually kept for several weeks."**

—Jared Lee,  
**Lee's Florist and Nursery**

**"The Professional Tree Care Co. has been advertising in The East Bay Monthly for over twenty years. As a business located in Berkeley and doing business all over the East Bay, The Monthly is the one place where we have consistently received the best "bang for our advertising dollar. I think it's safe to say that we will continue to rely on The East Bay Monthly for advertising results."**

—Charles Slesinger, Marketing Director  
**The Professional Tree Care Co.**

**"We've been advertising in The Monthly for over 10 years. About four years ago, we dropped all print advertising for a while, including The Monthly. We started over with interior product and design publications, as well as with major newspapers. Nothing worked. We were beginning to think that the only successful advertising was our websites. Meanwhile, Karen was calling to remind us that The Monthly was still there. Well, we're back—it's our only regular print advertising because it's the only one that consistently gives us calls. Readers even bring in our ads to show us where they heard about us!"**

*The Monthly speaks to the East Bay community that forms the core of the customer base we've established over the past 30 years. If your business is in or near Berkeley/Oakland/Emeryville, advertising in The Monthly is a good investment—it works!"*

—Doreen Hazel  
**Marsh Interiors**

**"We keep a record of every call, and source them to how people know about us. Yellow Page ads today are declining in leads. We took a look at 2011 for calls due to The Monthly. What we found was a majority of new clients with large projects heard about us from The Monthly. The quality of leads was tops. Monthly readers are, in spite of the recession, spending money."**

—Karl Kardel,  
**Karl Kardel Consultancy**

**"A customer came in today and said, 'I just saw your ad in The Monthly, and it reminded me you are there.' As a locally owned store that is off-the-beaten path in Berkeley, it is important to remain visible, and The Monthly helps me do that. I have been advertising continuously since I first opened 2 1/2 years ago because, as a Berkeley native, I know everyone reads The Monthly!"**

—Laura Leventer  
**Personal Pizazz**

**"I've been building my tree care business here in the Bay Area for 37 years and part of my ability to connect well with both commercial and residential clients has been the great visibility that my ads in The Monthly have provided over the last 2 decades. When someone is trusting you to take down a 60 foot redwood that is leaning towards their house, they need to have confidence. I think that some of that confidence has come from The Monthly's Marketplace environment and it's connection with the local community. I've appreciated the assist!"**

—Hans Waller  
**Coastal Tree Service**

**"Talk about visibility! I have two ads running in The Monthly for the longest time, with my photo in each of them: one for my tennis coaching and the other for my guitar teaching and playing. Prospective students, teachers, moms, dads, kids . . . even while waiting at the doctor's office someone will say—"You're Eddie Pasternak . . . I saw your ad in The Monthly," or "You're the guy with two different ads in The Monthly!" It's amazing how many people read the ads in The Monthly."**

—Eddie Pasternak,  
**Guitarist, Tennis Instructor**

**"Ever since we had a business, we've been advertising in The Monthly."**

—Tom Clark,  
**Ironwood Engineers**

## A READER SUMS IT UP

**"Your magazine is a beautifully produced publication. It is beloved by readers and advertisers alike.**

*Since the magazine has been in publication for thirty-eight years, many of us consider it a local institution. When I spot a new issue, I never fail to pick it up to see who's who among the writers and contributors. I do spend time perusing the advertisements, to see who is still in business, and who has changed or updated their image or logo. I can feel the pulse of the Bay Area local economy and culture when I read the magazine. The articles are well written, timely and interesting.*

*The look and feel of the magazine is unpretentious, not flashy or trendy and is not too glossy. The tone is confident and reliable. It is a cherished part of living in the East Bay, and I offer you my congratulations on your longevity. Oh yes, the covers are sensational! Love the artwork!"*

—Beth Stone, GIS Analyst  
Land Acquisition Division, East Bay Regional Park District