

# THE MONTHLY

MEDIA FILE

## EDITORIAL PROFILE

**A**ward-winning. Compelling. Indispensable. These are just a few of the terms that have been used to describe The Monthly's editorial. Our readers also describe us as the most unpretentious high-quality lifestyle magazine in the Bay Area.

The Monthly is a forum for distinctive, intelligent, individual voices on every conceivable topic of interest to our East Bay audience—from passionate first-person narratives to personality profiles, as well as carefully reported features and cultural essays. No other local publication matches our journalistic thoroughness and literary flair.

The Monthly cuts to the quick, finding and featuring the diverse people, issues, and ideas that contribute to this region's particular brand of eclecticism, an eclecticism that is defined not only by the best of things, but by the best of thoughts as well. That's why we have the largest readership in our market.

Since its inception in 1970, The Monthly has won numerous awards, including the Western Publications Association's coveted "Maggie" award. In addition, our art department gives great thought and consideration to the ad design and placement in relation to the editorial product.

At The Monthly we always go the extra step because, quite frankly, we have to. The Monthly's readers are intelligent. Eighty-seven percent of our readers have attended college. One third have post-graduate experience. More than half are employed as professionals or managers. They are not an average group. Our readers consider The Monthly an exemplary product and a valuable community service. They expect nothing less than extraordinary quality. And we deliver.

