

WELCOME TO

ECHELON Professional

SOUTHERN CALIFORNIA EDITION

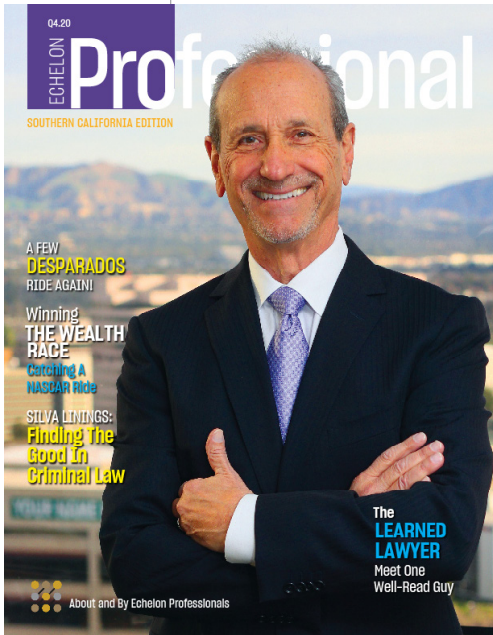
MAGAZINE

A magazine for, by and about the members of
Echelon Business Development,
their businesses and high net-worth clients.



MEDIA KIT 2021

Q1 2021 COVER



Who is reading *Echelon Professional Magazine*?

The magazine is specifically published in 3 places. It lives on the *Echelon Professional* Website www.echelonprofessional.com. In addition, it is posted on www.issuu.com which enables the magazine to reach a unique, technologically savvy international audience. And there is a print edition.

ONLINE*

Unique Visitors

5,000+ avg. per issue

Unique Page Views

20,000 avg. per issue

Pages per Visit

5.6 avg. pages visited per issue per reader

Gender

Male 60%

Female 40%

Age

55+ 55%

35-54 35%

18-34. 10%

PRINT

Echelon Professional is a digitally-based “Print-On-Demand” publication. Printed copies are delivered to Echelon members and approximately 3,000 other top professionals and their clients.

BONUS DISTRIBUTION

Every issue of *Echelon Professional* is delivered digitally and/or in print to key trade organizations, companies, government entities and individuals.

* Anticipated Google Analytics based on Southern California Professional Magazine and like-titled publications.

STANDARD Advertising & Printing Rates

RATES

PER ISSUE

Non-Member Echelon Member

Back & Inside Covers

\$2500

\$2000

- Includes 10 printed copies.
- Ad is in current issue for a minimum of 3 months with live links.
- Ad is archived in perpetuity in the issue under “Past Issues” as well as on issuu.com
- Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com

Full Page (inside)

\$1750

\$1200

- Includes 5 printed copies.
- Ad is in current issue for minimum of 3 months with live links.
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Half Page (inside)

\$1000

\$750

- Includes 2 printed copies.
- Ad is in current issue for minimum of 3 months with live links.
- Ad is archived in perpetuity in the issue under “Past Issues” as well as on issuu.com

Banner Ad

\$500/month

- Ad is a 300x250 px Banner ad, Run of Site, on EchelonProfessional.com
- 3-month minimum run

Printed Copies of Echelon Professional

\$5 each / 100 minimum

- Does NOT include tax and shipping.
- Call for quantity discounts over 500 copies

For more information, contact Brian Hemsworth at 818-713-1678 x702.
www.EchelonProfessional.com

INAUGURAL ISSUE Special Advertising Rates

	Non-Member	Echelon Member
<p>Back & Inside Covers</p> <ul style="list-style-type: none"> • First right of refusal for next issue • Includes 10 printed copies. • Ad is in current issue for a minimum of 3 months with live links. • Ad is archived in perpetuity in the issue under "Past Issues" as well as on issuu.com • Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com 	\$2000	\$1000
<p>Full Page (inside)</p> <ul style="list-style-type: none"> • Includes 5 printed copies. • Ad is in current issue for minimum of 3 months with live links. • Ad is archived in perpetuity in the issue under "Past Issues" as well as on issuu.com • Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com 	\$1500	\$600
<p>Half Page (inside)</p> <ul style="list-style-type: none"> • Includes 2 printed copies. • Ad is in current issue for minimum of 3 months with live links. • Ad is archived in perpetuity in the issue under "Past Issues" as well as on issuu.com 	\$750	\$300

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ONE-ON-ONE PROFILE Echelon Member Rates

Echelon Member

\$1000

One-on-One Conversation Advertorials

This unique opportunity is only available to Echelon Business Development Network Members.

You will be featured on a page within the magazine. It will feature a brief bio and a few questions about your practice and expertise.

All you have to do is provide a picture of yourself and answer a few simple questions.

This page will go:

1. On EchelonProfessional.com
2. On Issuu.com
3. In the print edition of the magazine

In addition, you will receive a digital PDF of the page to use in your sales collateral.

You may also order reprint copies of one page for use in your printed collateral.

The reprint cost is \$300 for 1000 copies.

CONVERSATIONS

ONE-ON-ONE with
Marlo Van Oorschot

Marlo Van Oorschot is a Principal of Law at Van Oorschot Law Group, P.C. in San Diego, California. She has been practicing law for over 15 years and is a member of the San Diego County Bar Association. She is also a past president of the San Diego County Bar Association. She is currently practicing law in San Diego, California. She is also a past president of the San Diego County Bar Association. She is currently practicing law in San Diego, California.

Q: How do you describe your practice?

A: My practice is focused on providing legal services to small and medium-sized businesses. I handle a variety of legal matters, including contract drafting, business structure, and dispute resolution. I also provide legal advice on a wide range of business issues, from intellectual property to tax planning. My goal is to help my clients understand their legal obligations and make informed decisions about their business operations.

Q: What advice do you have for other business owners?

A: My advice is to seek legal counsel early and often. It is often easier to address legal issues before they become more complex and expensive. I also encourage business owners to take the time to understand their legal obligations and to communicate effectively with their legal counsel. Finally, I advise business owners to stay up-to-date on changes in the law and to seek out continuing education opportunities.



Marlo Van Oorschot
Attorney at Law
VAN OORSCHOT LAW GROUP, P.C.
SAN DIEGO, CALIFORNIA
(619) 591-3444, ext. 202

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ONE-ON-ONE with
Jay Rubin

Jay Rubin is a Principal of Law at Van Oorschot Law Group, P.C. in San Diego, California. He has been practicing law for over 15 years and is a member of the San Diego County Bar Association. He is also a past president of the San Diego County Bar Association. He is currently practicing law in San Diego, California. He is also a past president of the San Diego County Bar Association. He is currently practicing law in San Diego, California.

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Jay Rubin
Principal
LEE & ASSOCIATES-A MCINTYRE VENTURA INC.
SAN DIEGO, CALIFORNIA
(619) 225-4200

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