

media kit 2011

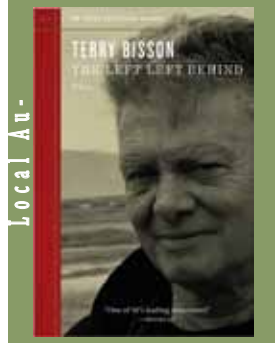


San Francisco  
**Book Review**

Sacramento  
**Book Review**

# San Francisco Book Review

Jan 10  
VOLUME 1, ISSUE 5  
FREE



## NEW AND OF INTEREST

**The Vows of Silence: A Simon Serrailer Mystery**  
Murder in Merry Old England  
Page 6

**The Sad Tale of the Brothers Grossbart**  
Grossbart is a great debut  
Page 8

**Expanded Sequential Art**  
Page 11

**Barack and Michelle: Portrait of an American Marriage**  
An inspirational page-turner  
Page 15

## Subversive With a Smile

By Terry Bisson  
PM Press, \$12.00, 121 pages  
Terry Bisson is one of the sharpest short story writers in science fiction today. Under his watchful eye, the country of England has returned across the ocean. Check out his new collection and laughably funny...

## We hung our shingle out when everyone else was taking theirs in.

During a time when print newspaper book review sections were on the decline, being canceled, or being moved into the Arts section of a daily newspaper, we challenged that trend by not only launching the *Sacramento Book Review* in 2008, but expanding to other cities, instead of shrinking.

## About Us

The *San Francisco Book Review* (SFBR) and *Sacramento Book Review* (SBR) are free, monthly publications aimed at readers interested in finding new books and local authors. Distributed through bookstores, libraries, coffee shops, and other high-traffic public areas, SBR and SFBR is a great way to reach more than 40,000 active readers and buyers.

SFBR followed on the heels of the successful *Sacramento Book Review*, launched in September 2008. In addition to the printed versions, digital versions of are created every month, providing unique electronic interactive avenues for downloading ebooks, purchasing a physical book copy, links in ads, and video display. In December 2010, *Portland Book Review* (PBR) was licensed from 1776 Productions. PBR will be a 16-page quarterly newspaper, beginning with their first print edition in March 2010.

SFBR and SBR provides more than 150 original reviews each month in more than 40 book categories. By collecting the reviews in categories, we provide a direct connection between readers interested in a subject and advertisers also providing services in that subject.

SBR distributes 10,000 copies around the greater Sacramento area. SFBR distributes 10,000 copies around the San Francisco Bay Area, reaching more than 40,000 active book readers and buyers every other month, in addition to about 1,000 digital readers every month. Providing a direct connection to the local literary market by reviewing local authors and using local reviewers, these publications will be a helpful addition to an already thriving community.

The San Francisco and Sacramento Book Reviews, are produced by 1776 Productions, located in Sacramento, California.

# Sacramento Book Review

**NEW AND OF INTEREST**  
Nebula Awards Showcase 2010  
Wench  
Finding an Awesome Female Protagonist  
Children's Book Week  
Local Calendar  
Brand Sense  
Taming the Gods

**After... Better Than Many Before**  
By Kristin Hannah  
Indecent books for young readers, \$16.95, 327 pages

# Portland Book Review

www.PortlandBookReview.com

**NEW AND OF INTEREST**  
Local Authors  
PBR is looking for book reviewers  
Book reviews in 30 different categories  
Hundreds of reviews online  
Support the literary community by advertising  
About 75 reviews INSIDE!

**A breathtaking tour of the quintessential American dream**  
By Linda Leigh Paul  
World, \$15.95, 287 pages

# 2011 SFBR/SBR Editorial Calendar



## January 2011

*Editions: SFBR/SBR*



## February 2011

*Editions: SFBR/SBR*


Focus: Romance, Relationships & Sex books



## March 2011

*Editions: SBR/SBR & PBR*

Focus: Expanded Science Fiction & Fantasy and Sequential Art section



## April 2011

*Editions: SFBR/SBR*

Focus: Home & Garden books



## May 2011

*Editions: SFBR/SBR*

Focus: Expanded Children's book section for Children's Book Week



## June 2011

*Editions: SFBR/SBR & PBR*

Focus: Travel & Vacation books



## July 2011

*Editions: SFBR/SBR*

Focus: Americana, History



## August 2011

*Editions: SFBR/SBR*

Focus: Back-to-School, Parenting & Families



## September 2011

*Editions: SFBR/SBR & PBR*

Focus: Expanded Science Fiction & Fantasy and Sequential Art section



## October 2011

*Editions: SFBR/SBR*

Focus: Cooking, Food & Wine books



## November 2011

*Editions: SFBR/SBR*

Focus: Cookbooks, Thanksgiving, holiday book previews



## December 2011

*Editions: SFBR/SBR, PBR*

Focus: Holiday Gift Guide

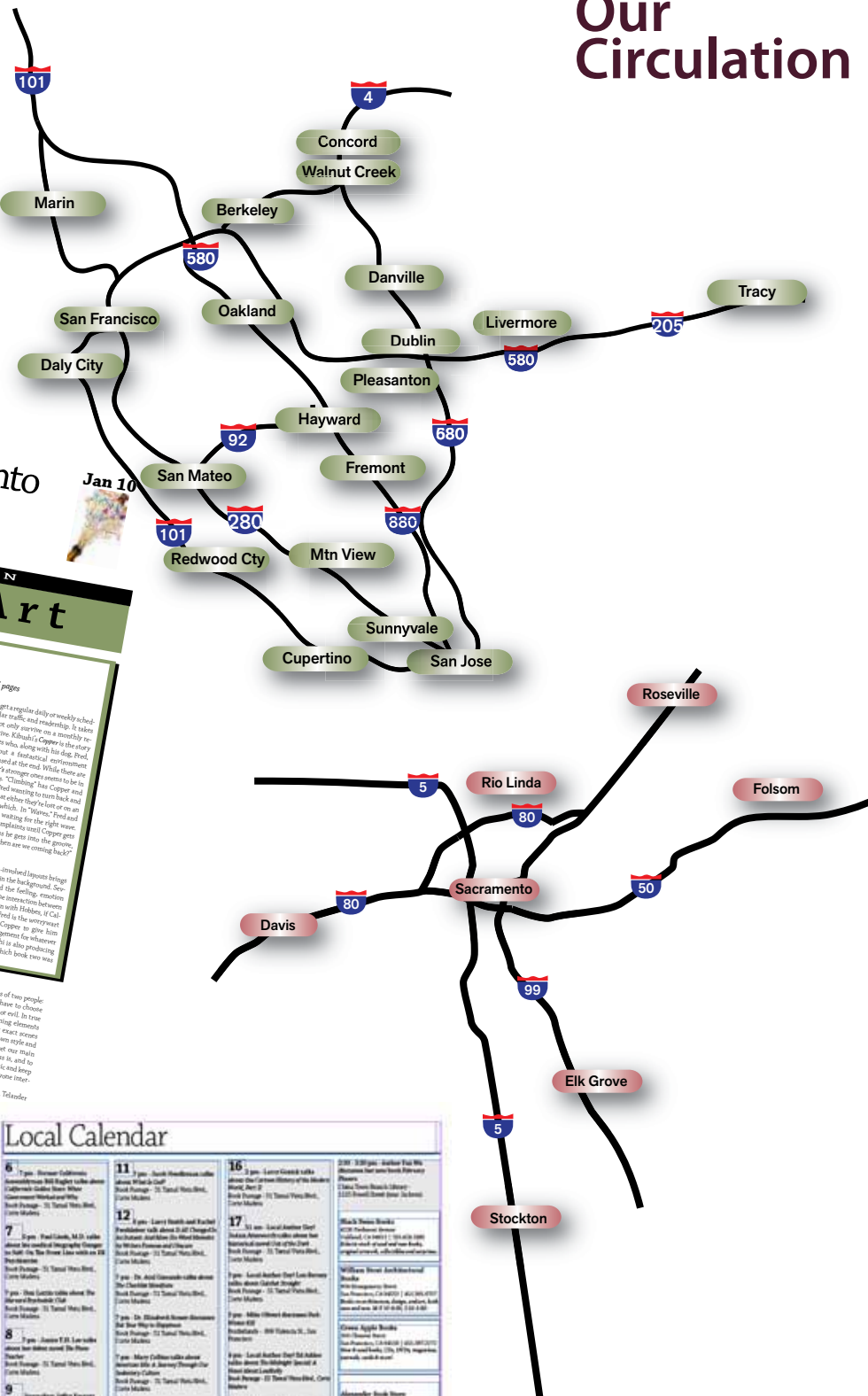


The *San Francisco Book Review* and *Sacramento Book Review* is distributed in more than 400 book stores, libraries, and coffee shops. Our demographics is your target audience: **book readers**.

Monthly Print Readership: 40,000  
 Monthly Digital Readership: 1,000  
 Monthly Website Readership: 6,086\*

\*Combined SBR & SFBR website traffic. Digital versions of each publication is accessible from the Home Page.

# Our Circulation



## San Francisco & Sacramento Book Review

EXPANDED SECTION

### Sequential Art



**Copper**  
 By Kazu Kibushi  
 GRAPHIX, \$12.99, 96 pages

Most comics try and get a regular daily or weekly schedule going to encourage regular traffic, and readership. It takes a special kind of courage to not only survive on a monthly frequency but also to thrive. Kibushi's *Copper* is the story of a young boy named Copper, a fantastical environment with a more than a few multi-page stories, chapters. While there are a few chapters complete, *Copper* straggles along to be for Copper selling him on the idea that either they're lost or as an adventure, and she gets to decide which. In *Warrior*, Fred and Copper are trying to a surfaced waiting for the right wave then on a wave. Fred allows us to be gone into the ground, as her are driving away. So, where are we coming back?

Kibushi's art is clean and his often-intriguing layouts bring a lot of the reading for the small details in the background. *Copper* and *Warrior* will show through. The interaction between the two is a reminder of *Cyberpunk* with *Warrior*, if *Cyberpunk* and *Warrior* are *Warrior*. Fred is the character that extra before self-doubting, needing *Copper* to give him the courage to go on. *Copper* is planning on an environment for whenever the comic series *Amulet* for *Warrior*. Kibushi is also producing art for *Warrior* for *Warrior*, which of which two was just released in September 2010.

Next population left. These people have chosen of two people who will be fighting on the side of good or evil. In the *Warrior* TV mini-series, as well as incorporating elements from the *Stand*, Perkins also establishes his own style and what extent he's going to go to in developing this view is, and to what extent he's going to go to in developing this view is, and to what extent he's going to go to in developing this view is.



**Stephen King's The Stand**  
 Vol. 1, Captain Trips  
 By Roberto Aguirre-Sacasa, Illustrated by Mike Perkins  
 Marvel, \$24.99, 360 pages

After the success of the popular graphic novel series of Stephen King's *The Stand*, Marvel has decided to take out of the *Stand* a government-made book that you get out of the *Stand* after an accident that has the now-infected virus spread in an alarming rate and soon only a select few are left.

Reviewed by Alex C. Telander

### Science Fiction & Fantasy

**The Sad Tale of the Brothers Groushart**  
 By Jesse Holmgren  
 OMM, \$18.99, 432 pages

**Are you a local author?**

**Send us your book for review**

8 January 10

### Local Calendar

6 7pm - **Barbara Colburn** presents the **2010 Book Festival** at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

7 7pm - **Fred Green**, **60** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

8 7pm - **James E. Lee** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

9 7pm - **Marshall Math** presents the **2010 Book Festival** at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

10 7pm - **David B. Brown** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

11 7pm - **Jack** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

12 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

13 7pm - **Chandler** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

14 7pm - **Barbara** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

15 7pm - **David** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

16 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

17 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

18 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

19 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

20 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

21 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

22 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

23 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

24 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

25 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

26 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

27 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

28 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

29 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

30 7pm - **Leah** will be at the **San Francisco Public Library**.  
 Book Festival: 11:30am-5pm, San Francisco, CA

40 book categories,  
 250+ reviews each month,  
 local readers, calendar of  
 events

# Sequential Art

# Publication Closing Dates

Date of Publication	Reservation Due	Artwork Due
January 2011	12/24	12/31
February 2011	1/21	1/28
March 2011	2/18	2/25
April 2011	3/18	3/25
May 2011	4/22	4/29
June 2011	5/20	5/27
July 2011	6/24	7/1
August 2011	7/22	7/29
September 2011	8/19	8/26
October 2011	9/23	9/30
November 2011	10/21	10/28
December 2011	11/18	11/25

## Complete Zot!

by Scott McCloud  
Harper Collins, \$14.95

Making Comics  
By Scott McCloud  
Harper Perennial  
\$22.95

Reinventing Comics  
By Scott McCloud  
Harper Perennial  
\$22.95

Understanding Comics  
By Scott McCloud  
Harper Perennial  
\$22.95

Scott McCloud is one of the major talents in the comics world. *Understanding Comics* and *Reinventing Comics* are almost mandatory reading for anyone interested in getting into the field of sequential art. Both use art and words to show how an artist can create a story in between the panels of comics, how art and words have been used in history to tell stories and some of the future implications of that, with the Internet and other technological trends. In *Making Comics*, McCloud gets into the how-to of modern comic story telling. From how to tell a story, to character development and using the right tools for your type of story telling, it is also a must have for an aspiring or even an experienced artist.

Not long after the release of *Making Comics*, comes McCloud's earliest work, a reprint of his late 80's series *Zot!* While the collection reprints all 26 the black and white issues, it doesn't include the first 10 color issues and that occasionally creates a situation where a new reader may wonder just where this new character or villain came from. Watching McCloud develop as an artist and storyteller over a five year period, particularly after having seen any of his Comics series makes one appreciate the lessons he shares in those books. In addition, McCloud provides many pages of history and commentary behind the stories or the times when he was writing them.

While *Zot!* starts as a manga-ish adventure story about Zot, a teenager from an alternate earth where the 60's did become that future with the flying cars, rocket boots, laser guns and robot help, it becomes a very realistic teen drama with the friendship between Zot and Jenny, a high school teenager from our earth. Even as Zot still battles his many enemies, the story stops being about the gee whiz aspects of superhero comics and more about relationships. It has a maturity that belies the thought that the only mature comics back in the late 80's and early 90's needed to have dark vigilantes or overly adult themes.

It would be nice to see the first 10 issues collected into a companion volume, either in color or in black and white. Otherwise many readers of the *Complete Zot!* will find themselves haunting used comic bins trying to piece together the set.

Images used with permission.  
Copyright 2008 - Scott McCloud.



# Cooking, Food & Wine

### Eat Me

by Kerry Shopkin  
Knopf, \$24.95

make one wonder how he's stayed in business so long (170), but after trying some of the many (120) recipes in the book one will see that a foodie just may put up with the attitude for another serving of bread Pudding French Toast.

Twelve pages of the book are a reproduction of his menu, with 74 different panache and french toast variations (including a macaroni and cheese pancake). In and among the recipes and Shopkin's musings include stories about his developing friendship with author Calvin Trillin (about Alka) and their wives, and the men eventually lost their wives, and the bonding they did as widowers, and the Trillin provided the foreword to the book.

### Bread Pudding French Toast

SERVES 2-4

Bread Pudding French Toast is made with chunks of crusty French bread and use your fingers to macerate the chunks in your favorite bread pudding mix. It's close to bread pudding except that it takes just a few minutes to cook in the griddle instead of an hour and a half in the oven.

**Ingredients**  
6 extra-large eggs  
1/4 cup heavy cream  
1 tsp Fox's U-Bet Vanilla Syrup or pure vanilla extract  
1 foot of baguette, roughly chopped into chunks (about 1 1/4 inches)  
Butter for the griddle  
Warm Grade B maple syrup for serving

**Instructions**  
While the eggs warm, and vanilla in a medium bowl, add the bread chunks and use your fingers to macerate the chunks in your favorite bread pudding mix. It's close to bread pudding except that it takes just a few minutes to cook in the griddle instead of an hour and a half in the oven. Continue adding the bread chunks until you've added 4 1/2 cups. Press the griddle according to The Art of Griddle (page 79), dump the bread chunks on the griddle, and turn the bread chunks over once. Turn the bread chunks over on your spatula, slide under the toast and then break it up with the spatula. Toss the pieces around on the stove and cook for a minute or so until the toast is golden brown. (If you're not a fan of the wide-mouthed bowl, you can use a wide-mouthed bowl instead.) (If you use a French fry scoop for this, but since you probably don't own one, use whatever you feel will work best.) Serve with butter and warm maple syrup.

### Frozen Desserts

by Francisco J. Mayo  
Wiley, \$60.00

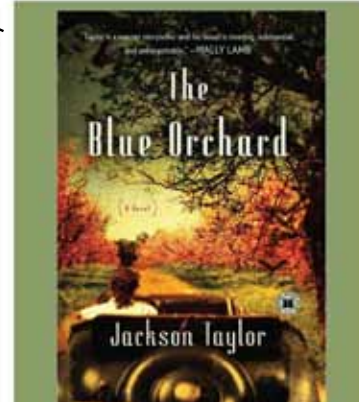
Coming from the Culinary Institute of America, one would assume that *Frozen Desserts* would read like a text book and it does. The first 100 pages are history of frozen desserts, followed by other tips for creation, analysis and some of the most amazing recipes ever will ever have. Most of the recipes have close-up pictures of the finished product.

**Fuzu Sorbet With Cotton Candy and Black Sesame Seeds**

YIELD: 10 PORTIONS  
COMMENTS  
30 g / 1.06 oz. Fuzu Sorbet (page 378)  
10 g / .35 oz. cotton candy (pink or white)  
5 g / .18 oz. toasted black sesame seeds

NOTES: While it is possible to make your own cotton candy, the best of the market is very high quality and easy to use. For the black sesame seeds, use the best quality you can find. For the cotton candy, use the best quality you can find. For the cotton candy, use the best quality you can find.

# San Francisco Book Review



NEW AND OF INTEREST

**Jetpack Dreams**  
Don't hog all the coconuts, Boba Fett  
Page 5

**Smart on Crime**  
San Francisco CA Kamala Harris  
Page 8

**Ruby's Spoon**  
Hooked by Ju Fly  
Page 9

**Henri Matisse**  
Gouache genius  
Page 30

**Science Fiction & Fantasy**  
Page 11

**Death in North Beach**  
I left my heart to San Francisco  
Page 15

**I am a Genius of Unspeakable Evil**  
How can unspeakable evil be so good?  
Page 20

**A unique perspective in America's history**  
By Jackson Taylor  
Touchstone, \$14.99, 416 pages

*The Blue Orchard* is an account of the life of the author's grandmother, Vera Krom, who came from a poor family in Pennsylvania and had to learn to help support the family's income. Even so, it is a unique perspective on the American social and political history from a perspective not often presented in literature. Taylor's dedication to an honest combination of fact and personal interpretation is obvious and commendable. His writing is excellent, and his subtle characterization (see BLER, page 7)

113 Reviews INSIDE!

# Advertising Rates

1776 Productions sells advertisement on a non-contractual basis. We realize that many advertisers do not have the budget or product release schedule to advertise on a monthly basis. We also realize that even contract advertisers wonder if someone else is getting a higher discount than they are. Therefore, we offer an ad rebate program to benefit the regular monthly advertiser and the occasional advertiser.

We charge all advertisers the same rate base for their first five ads. After five ads, we give advertisers an ad credit equal to the average price of the five ads, to be used as they wish. In

addition, they receive a 10% discount on their rate base for all advertising in the following 12 months. If the advertiser runs 10 paid ads within a calendar year of the first ad insertion, they will get all their paid ads in the second year discounted by 15%. In addition, they will also continue to get every sixth ad rebate already described. We call this the "Buy 5, Get 1 Free" program.

The rates below are broken down by each of the publications, a combination rate of advertising in SBR and SFBR and a combination rate of advertising in all three publications (SBR/SFBR/PBR).

Size	SBR		SFBR		SBR & SFBR		SBR, SFBR & PBR	
	B&W	Color	B&W	Color	B&W	Color	B&W	Color
1/16-page	\$75.00	\$95.00	\$100.00	\$125.00	\$157.50	\$200.00	\$225.00	\$280.00
1/8-page	\$112.50	\$140.00	\$150.00	\$185.00	\$225.00	\$275.00	\$337.50	\$415.00
1/4-page	\$165.00	\$210.00	\$225.00	\$280.00	\$330.00	\$415.00	\$500.00	\$630.00
1/2-page	\$300.00	\$375.00	\$400.00	\$500.00	\$595.00	\$750.00	\$900.00	\$1,125.00
Full-page	\$550.00	\$685.00	\$750.00	\$900.00	\$1,100.00	\$1,350.00	\$1,665.00	\$2,270.00

Rates effective 1/1/11. Subject to change, based on publication print run quantity.

SFBR = San Francisco Book Review  
 SBR = Sacramento Book Review  
 PBR = Portland Book Review

## Ad Design Rate

\$65/hour

## Why you should advertise in our publications

### Six in 10 Consumers Still Use Newspaper Ads



U.S. consumers say they rely on newspaper advertisements more than ads in any other medium when they are planning, shopping and making purchase decisions, according to early results from a study commissioned by the Newspaper Association of America (NAA), conducted by MORI Research. The research found that 59% of adults identify newspapers as the medium they use to help plan shopping or make purchase decisions. Among respondents who say they "took action" as a result of newspaper advertising 61% clipped a coupon, 50% bought something, 27% tried something for the first time. In addition, 73% of adults regularly or occasionally read newspaper inserts, and 82% have been spurred to action by a newspaper insert in the past month. "Newspaper advertising remains the most powerful tool for advertisers who want to motivate consumers to take action," said NAA President and CEO John Sturm.

# Electronic Guidelines

We accept the following file formats:

- Adobe InDesign (Mac or PC)
- Adobe Illustrator (Mac or PC)
- EPS
- TIF
- High-quality JPG
- PDF

For half tones reproduction, photos should range from 5% dot in the highlights to 85% dot in the shadows. Please do not use web graphics.

It is best to convert fonts to graphics or outlines when using Adobe Illustrator to create the ad. Flatten all layers when creating the ad in Adobe Photoshop.

Flat areas of screened color or grays must have a value of 15% or greater.

Total color percentages should not exceed 230% or offset will occur.

Sending us your files electronically:

Files of up to 20 MB may be emailed to:

[ads@1776productions.com](mailto:ads@1776productions.com)

Please provide instructions for your location and insertion date.

Mail files on CD-ROM • DVD to:

1776 Productions  
1215 K Street, 17th Floor  
Sacramento, CA 95814

Proofs:

Please supply a printed copy of your ad for image verification. If it is a color ad, we will need a color proof to check color accuracy. Although we try to match color as closely as possible to your proof, some variance should be expected.

Deadline:

(see Publication Deadlines)

## Contact Us

1776 PRODUCTIONS  
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Sacramento, CA 95814  
**877.913.1776**  
[sales@1776productions.com](mailto:sales@1776productions.com)

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[PortlandBookReview.com](http://PortlandBookReview.com)