



December 17, 1990

Mrs. Takahashi
Takahashi Imports
200 Rhode Island
San Francisco, CA 94103

Dear Mrs. Takahashi:

I appreciate the time you have allowed me to spend with you, discussing both Northern California Home & Garden Magazine as well as the many other topics we covered. It was enjoyable.

Unfortunately, I did not do an excellent job of pointing out all the benefits of Northern California Home & Garden. Had I been successful, Takahashi Imports would have begun advertising in our magazine with the February 1991 issue, which focuses on Asian design.

I believe Takahashi Imports would be well served in a "home and garden" editorial environment. Our readers, both retail customers and industry professionals, look to Northern California Home & Garden for home ideas, whether it be for a tansu from Takahashi, or a bathroom sink from P.E. O'Hair.

Publishing is not what it used to be. We can now create a magazine that is targeted to a specific audience, and in our case, the home and garden enthusiast. As I'm sure you understand, this is very beneficial to our advertisers.

Mrs. Takahashi, enclosed are a few letters from clients which acknowledge a successful advertising campaign in Northern California Home & Garden. I thought you might find them informative.

I will follow up with a phone call next week in hopes of meeting with you again.

Sincerely,

Bruce Colton
Advertising Director
Northern California Home & Garden

G. Rice & Co.
san francisco

Adele Ranellone
NCHG
2317 Broadway
Suite 330
Redwood City, CA
94063

Dear Adele:

When I opened my shop last year,
I tried advertising in a variety of
publications with disappointing results,
until I hit on NCH+G.

My ad in NCH+G has consistently
paid for itself, and is now the
centerpiece of my advertising
campaign.

Thanks!

Georgina Kim

Benefit Guild
OF THE EAST BAY

November 12, 1990

Mr. Richard Acquaviva
Vice President/Assoc. Publisher
Westar Media
656 Bair Island Road
Redwood City, CA 94063

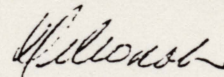
Dear Rick:

The Benefit Guild of the East Bay is most pleased that NORTHERN CALIFORNIA HOME & GARDEN will be the official magazine for its 1991 Designers' Showcase. The quality of your magazine is something that we have always admired and that, coupled with the added exposure and publicity that we will enjoy based on our liaison with you, delights us very much.

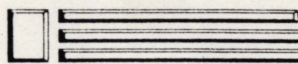
The home chosen for our 1991 Designers' Showcase is a lovely English Tudor home. We recently met at the house with the designers chosen for our April Showcase. The designers were most excited that their rooms would be photographed and editorialized in NORTHERN CALIFORNIA HOME & GARDEN. I am certain that the wide circulation and added exposure that your magazine provides are key reasons for the participation of these talented designers in the Benefit Guild's 1991 Designers' Showcase.

We have enjoyed meeting your staff and look forward to our work together on this exciting project.

Most Sincerely,



Deborah Van Nest
President

 **BAY MARBLE**
IMPORTING & MANUFACTURING

December 01, 1989

Westar Media, Inc.
Northern California Home & Garden
656 Blair Island Road
Redwood City, CA 94063

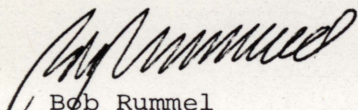
Dear Mr. Burish:

I wanted to take a moment and let you and your organization know how pleased we are with the results we have achieved by advertising in Northern California Home & Garden. I understand that magazine advertising is often difficult to measure, however, we have been tracking our results since our first insertion and can attribute many specific sales directly to our ads in Northern California Home & Garden.

Over the years we have found that NCH&G has the appropriate home and garden editorial and targeted readership for our marketing needs. For this reason, Northern California Home & Garden will continue to be an integral part of our advertising plans for the future.

I look forward to continued success with your magazine and hope you build on the recognition you've gained so far.

Sincerely,


Bob Rummel
Bay Marble

TILESHOP

November 1, 1989

Westar Media
656 Bair Island Road
Redwood City CA. 94063
Attention: Sloane Citron

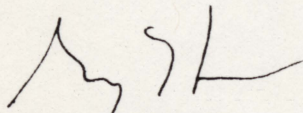
Dear Mr. Citron,

I have recently renewed my contract with your company to continue our advertising for the year 1990. I felt I should write you to let you know how successful our advertising program has been, using your publication.

We have a showroom in Van Nuys, and a number of distributors throughout the southern California area. All of the distributors, that are listed in our ad, have commented to me that they get a few customers each month that have seen our ad and have come into their store to investigate. We have also had an excellent response in our Van Nuys showroom.

I am very pleased, therefore, with the results and I am looking forward to a profitable 1990

Sincerely,



Greg Humes

JACK CHANDLER & ASSOCIATES
LANDSCAPE ARCHITECTS

Richard Burish
Westar Media
656 Bair Island Road
Redwood City, California 94063

30 May, 1990

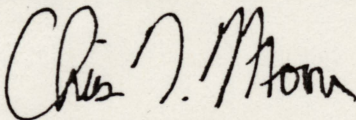
Dear Rick:

As we pass the mid-point in our current advertising campaign with Northern California Home & Garden, I'm taking the time to write you to let you know about all the positive feedback we've have on our ads and to thank you for a job well done in servicing our account.

The response to our ads has been literally overwhelming. We have increased our client base significantly and been able to make in-roads into geographic areas that we have never before been able to successfully develop. In addition, the response from other professionals in our field has been very positive and rewarding as well.

We feel that Northern California Home & Garden was the perfect choice for our first ever advertising campaign and we look forward to working with you in the months and years to come.

Sincerely,



Chris D. Moore, ASLA
Principal

CDM/sd



Great Things Antiques

P.O. BOX 5455 • CARMEL, CA 93921 • 408 624-7178

b
November 20, 1989

WESTAR MEDIA, INC.
Home and Garden
656 Bair Island Road
Redwood City, CA 94063

Dear Mr. Meagher:

We have once again chosen to renew our yearly contract with your advertising company. Our advertisements placed in your Home and Garden publications have been a big success.

Many customers have commented to me that they have seen our ads in the Home and Garden Issues over the last two years. We have had customers come into our Carmel showroom inquiring about the pieces featured in your magazines. We have also received telephone calls from customers outside our area who subscribe to your publications. The sales from both walk-in customers and telephone ordering have been significant.

I am very pleased with our success and look forward to profitable results again with the coming of the new year.

Sincerely,

John S. Kiewit
Great Antiques, Inc.