

Fresh faces of the
new generation, pro
surfer Conner Coffin
with model Grace
Johnson.



Santa Barbara Magazine

Voted Best City and Metropolitan Magazine
MAGGIE AWARDS, WESTERN PUBLICATIONS ASSOCIATION

SANTA BARBARA MAGAZINE - 2064 ALAMEDA PADRE SERRA, SUITE 120, SANTA BARBARA, CA 93103

TEL 805.965.5999 - FAX 805.965.7627 - WWW.SBMAG.COM

PUBLICATION DATES EDITORIAL HIGHLIGHTS

Winter

NOVEMBER / DECEMBER / JANUARY 2018

Celebrating the Holidays • New Year, New You
Our Annual Gift Guide

Space closing and ad materials deadline: October 13
Publication date: November 9

Home & Garden

FEBRUARY / MARCH 2018

Home • Garden • Food & Wine
Style • Design • Arts, and More!

Space closing and ad materials deadline: December 29
Publication date: January 25

Spring

APRIL / MAY 2018

Spring Fashion • Living Green
Our Annual Weddings Guide

Space closing and ad materials deadline: March 2
Publication date: March 29

Summer

JUNE / JULY / AUGUST 2018

Summertime on the American Riviera
Sand, Surf & Style Hot Spots • Health & Beauty

Space closing and ad materials deadline: May 11
Publication date: June 7

Fall

SEPTEMBER / OCTOBER 2018

Fall Fashion • Home
Autumn in Wine Country

Space closing and ad materials deadline: July 27
Publication date: August 23

208,000 potential customers
Readers per copy: 5.2

READER DEMOGRAPHICS

Average household income	\$223,000
Male	21%
Female	79%
Education	82% college graduate 46% post graduate
Own their own home	74%
Own more than one home	30%
Homes valued at over \$1 million	51%
Dine out	1-3 times per week
Travel three times or more per year	74%
Made purchases from our pages	58%
Keep the magazine more than 3 months	71%

CIRCULATION

Total average readership	208,000
Total circulation	40,000
Paid subscribers (print + online)	20,000
Newsstand distribution	10,000
In-room hotel copies	10,000

DISTRIBUTION

1,000 newsstands and growing...

NATIONAL BOOKSTORES

Barnes & Noble, Bookstar

KEY RETAILERS

Gelson's, Whole Foods, Bristol Farms, Cantwell's, Haagen's, CVS,
Lazy Acres Market, Ralphs, Albertsons, Rite Aid, Vons, Walgreens

AIRPORTS

Los Angeles International Airport, Santa Barbara Airport

...in more than 10,000 guest rooms

EXCLUSIVE

Bacara Resort & Spa, Cabrillo Inn at the Beach, Eagle Inn,
Four Seasons Biltmore, Hotel Indigo Santa Barbara,
Hotel Santa Barbara, Hotel Oceana, San Ysidro Ranch, Santa Ynez Inn

PROMINENT DISPLAY

Ala Mar Motel, Alisal Guest Ranch & Resort, Avania Inn of Santa Barbara, Ballard
Inn, Hotel Californian, Canary Hotel, Casa del Mar, Casa del Sol,
Chantico Inn & Suites, Chumash Casino & Resort, Coast Village Inn, CordeValle
Rosewood Resort, Country Inn by the Sea, El Capitan Canyon, El Encanto,
Fess Parker's DoubleTree Resort, Fess Parker's Wine Country Inn, Franciscan Inn, The
Goodland, Harbor View Inn, Hotel Mar Monte, Inn of the Spanish Garden,
Inn on Summer Hill & Spa, Montecito Inn, Ojai Valley Inn, Old Yacht Club Inn,
Santa Ynez Vacation Rentals, Simpson House Inn, Tiffany Inn, Upham Hotel,
Villa Rusa, Villa Rosa, Westlake Village Inn, White Jasmine Inn

NET ADVERTISING RATES

DISPLAY (4-COLOR)	1X	5XCONTRACT
Spread	\$10,950	\$9,350
Full page	\$5,475	\$4,675
2/3 vertical	\$5,150	\$3,975
1/2 horizontal	\$4,950	\$3,750
1/4 page	\$2,350	\$1,850

Back cover: \$10,000

Inside front cover: \$8,500

Facing inside front cover (page 1): \$7,750

Inside back cover: \$6,825

Black-and-white: Deduct 15%

Bleed: Add 15%

All rates are net, per insertion.

ALL RATES ARE NET A 3% prepublication cash discount is earned if publisher is paid by the date specified on the requested prepay form. First-time advertisers must remit a 50% deposit.

CONTRACT INFORMATION Cancellations must be received in writing prior to space reservation deadline. If fewer insertions are run than contracted for, advertiser agrees to pay the difference between rates paid and rates earned (short rate) within 10 days of billing. All advertisements are accepted upon the representation that agency and advertiser are authorized to publish the entire contents thereof. Agency (if any) accepts responsibility for payment as advertiser's representative. Publisher shall not be liable for any cost of damages if, for any reason, an advertisement fails to be published. Advertiser will be billed for advertising when cancellation occurs after reservation closing date. Positioning of advertisement is at the discretion of the publisher except when advertiser pays for preferred position and/or publisher promises a specific position in writing. Publisher may reject or cancel any advertisement for any reason, at any time. The word "advertisement" shall be printed on advertisements that, in the opinion of the publisher, might be confused with editorial matter. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by the ad materials deadline. If materials are not received, advertiser is liable for the space rate. Publisher retains copyright on ads produced by the magazine, and digital files remain the property of the magazine.

GIFT SUBSCRIPTIONS Advertisers receive special discounts when purchasing *Santa Barbara Magazine* for clients.

PRODUCTION SPECIFICATIONS

Santa Barbara Magazine accepts advertisements supplied to press quality, PDF/X-1A standards

	WIDTH X HEIGHT
SPREAD BLEED	16.5" x 11.125"
SPREAD TRIM	16.25" x 10.875"
SPREAD LIVE AREA	15.75" x 10.375"
FULL PAGE BLEED	8.375" x 11.125"
FULL PAGE TRIM	8.125" x 10.875"
FULL PAGE LIVE AREA	7.625" x 10.375"
2/3 PAGE BLEED	5.25" x 11.125"
2/3 PAGE NON-BLEED	4.5" x 9.75"
HALF PAGE BLEED	8.375" x 5.5"
HALF PAGE NON-BLEED	7.125" x 4.75"
QUARTER PAGE NON-BLEED	3.75" x 4.75"
FILE FORMAT	PDF / X-1A
COLOR CRITICAL	Santa Barbara runs to SWOP standards
CONTRACT PROOFS	Recommended, but not required
SEND TO	production@sbmag.com
CONTACT US	<i>Santa Barbara Magazine</i> 2064 Alameda Padre Serra, Suite 120 Santa Barbara, CA 93103 805.965.5999

If a contract quality, SWOP-Certified color proof is not supplied, *Santa Barbara Magazine* cannot guarantee color or layout, and the client or agency assumes all responsibility for the ad, its color, and content.