

Welcome To

sonoma

magazine



MEDIA KIT 2015



The Heart of Wine Country

Sonoma is a world unto itself. Its defining landscape combines scenic beauty and agricultural abundance. It is urban sophistication in an idyllic, rural setting. It is a destination, a haven, a state of mind, and a way of life.

Sonoma magazine's aim is to capture and celebrate this landscape and lifestyle. The magazine explores the food and wine culture that drives the region; the homes, outdoors, cuisine, personalities, cultural attractions, and style of the region with a fresh, informed voice, a curatorial point of view, and gorgeous visuals.

Sonoma magazine does more than simply reflect Sonoma's identity and the culturally rich, sophisticated community it is. The insider's voice of the magazine contributes to, informs, and unites the region in a manner befitting Sonoma. It showcases high-quality photography, intelligent feature writing and valuable service articles, while also providing in-depth reporting on locally relevant issues and short bits on fun stuff.

Promoting the area to its most active, devoted residents, weekenders, and visitors, Sonoma magazine is essential for people who live in Sonoma and for those who wish they did, appealing to the hearts and minds of loyal subscribers and newsstand browsers who want to take this amazing place home with them.



Michael Zivyak, President

Sonoma magazine's aim is to capture and celebrate this landscape and lifestyle:

- » wine & spirits
- » food & dining
- » home
- » personality profiles
- » cultural attractions
- » style
- » important issues

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gateway
daffodils 26 / bottles 29 / market 30 / an winery 32 / blogger 35 /
lifestyle 36 / hikes 38 / apps 40 / by the numbers 43

A Sure Sign of Spring
A handful of daffodils brightens the eye and heart, making of summer days yet to come.

108 sonomamag.com 25

taste
oysters 46 / bicultural 51 / young guns 57

Oyster Cult
Briny brine brines better in the gutter, but an oyster all their own.

A huge oyster is the star of the show at Oyster Cult.

108 sonomamag.com 25

place
entertaining 192 / homecoming 207

Right at Home
For Duff and Lisa Green, entertaining friends and clients enjoys the beauty of their historic Huntington home—a place designed with outdoor partnerships in mind.

108 sonomamag.com 191

the mix
table to farm 86 / shopping 95 / pastimes 101

Some Enchanted Evening
Metes & Bounds caterers put the farm back in farm-to-table eating with their fabulous “meals in a field.”

Globe lights add a festive touch to a Metes & Bounds dinner served in a field at the Berner family's Alexander Valley farm, north of Healdsburg.

Chris Hardy

SEPT/OCT 2014 sonomamag.com 85

play
theater 116 / events 118 / food tours 120
east 126 / winery tasting rooms 130 / party pic 135

The Show Goes On
Frasconcello's Theatre Company brings a sense of tradition to each performance with summer shows under the stars.

108 sonomamag.com 108

the finish
Mateo Granados

FOR A FORMER Mexican highway patrol officer and soccer player who landed his first American job washing dishes, Mateo Granados has come a long way.

AGE: 49
AGE HE FIRST LEARNED TO BUTCHER A COW: 8
THE SPENT AS HIGHWAY PATROL OFFICER IN MEXICO: 17
FAVORITE HOBBY: Mountain biking
FAVORITE BREED OF PUP: Mungo
ON CARRIBO GAVE HIM AHEAD THROUGH THE RESTAURANT: “Food is not something you want to hear about. You need to taste it to believe it. I don’t show them the eyes, how close they are, and how fresh it is.”
POSITION IN SOCCER: Right wing
WHAT HE LOVES ABOUT SOCCER AND COOKING: “You have to play as a team, just like in the kitchen. You may have someone in the kitchen, but it can never show in the food. And on the field, you still pass them the ball because you all have the same goal.”

by JOHN BECK
photograph by CHRIS HARDY

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IN EVERY ISSUE

gateway: Short, quick, hot hits • **taste:** Food and drink, our chefs, our winemakers
the mix: Shopping, hiking, personalities, hidden gems • **place:** At home indoors & out
play: Things to go do • **the finish:** Meet someone cool

Demographic Overview

Targeting active, devoted residents, weekenders and visitors around the world

AFFLUENT, EDUCATED, ACTIVE

GENDER:

Male	51%
Female	49%

AGE

Age: 18 -34	12%
Age: 35 -49	36%
Age: 50+	52%

MARITAL STATUS:

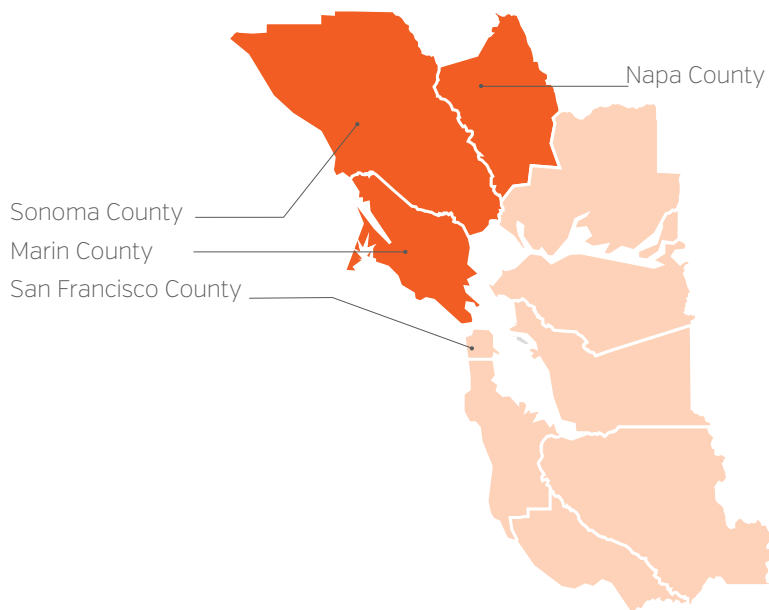
Married	74%
Single	26%

EDUCATION:

Any College	90%
Any Post Graduate Work/Degree	21%

MEDIAN HH INCOME \$188,050

MEDIAN MARKET VALUE OF OWNED HOME \$770,360



Source: Scarborough r1, 2014
Marin, Napa, Sonoma Counties HHI \$100k +



Our Favorite Things

BY MEG MCCONAHEY WITH JOHN BECK, VIRGINIE BOONE, HEATHER IRWIN AND DIANE PETERSON
ILLUSTRATIONS BY CHRIS TURNHAM

So much of what sets Sonoma apart is obvious to the wider world. But the favorite things we compiled here are out of the ordinary. They're quirky, iconic, hidden, endearing. Together, they're what give Sonoma its colorful personality, its spirit. Our "Favorites" provide an insider's view of our backyard and reflect the odd corners and offbeat details you'd miss if you drove by too fast. For these, you'll want to slow down.

sonoma

sonomamag.com 14.12.17.2014

Surf & Turf

by JOHN BECK
photography by CONNER JAY

When it comes to waves, locals rule.
(And don't forget it.)

98 sonomamag.com MAY/JUNE 2014

LOST & FOUND

A story of love, loss, and grieving, of violence and mystery, of devotion and renewed faith: The Jenner beach murder case that refuses to go cold.

by JEREMY HAY
photography by CHRISTOPHER CHUNG and CYBILLE CODISH

sonomamag.com 17.11.14.2014

IN EVERY ISSUE:
Full-length feature articles with insider info, like the fun "Our Favorite Things" feature. In-depth reports on locally relevant issues, like "Surf & Turf," which explored the local surfer culture, and "Lost & Found," which provided serious reporting on the unsolved case of a Midwestern couple slain on a remote Jenner beach.



Distribution

Sonoma Magazine

Covering the Greater Sonoma region

- » 25,000 Circulation [100,000 readers]
- » 6 Issues Per Year
- » Paid Subscribers [\$14.99 Per Year for 6 Issues]
- » Paid Newsstand [\$4.95]
 - #2 Magazine on newstands** behind "People"
 - Safeway** Dedicated Pockets at Check-Out
 - Whole Foods** in Sonoma, Napa, Marin and San Francisco
 - Barnes & Noble**
- » Upscale **In-Room** Hotel Distribution in Sonoma, Napa, Marin, San Francisco
- » Airport Distribution at **SFO**
- » Direct mail list of high HHI households in Sonoma County
- » Select Retailers
- » Partnerships with **InVino**
- » Events/Wineries/Visitor Centers
- » Audit pending with Circulation Verification Council [CVC]



Sonoma Magazine available for sale at these select retail locations:

Alameda DeLauers News Stand Safeway	Surf Supermarket	Pasadena Vromans Bookstore	Paradise Ridge Winery Raley's Supermarket
Alamo Safeway	Guerneville Safeway	Petaluma Copperfield's Books CVS Pharmacy Petaluma Market Raleys Supermarket Sprouts Whole Foods	Ray's Food Center Safeway St. Francis Winery Whole Foods
Angwin College Market	Healdsburg Big John's Market Jintown Store CVS Pharmacy Safeway Copperfield's Books	Rancho Mirage CVS Pharmacy	Scottsdale Barnes & Noble
Arcadia Arcadia Newsstand	Incline Village Raleys Supermarket	Redding Raleys Supermarket	Seattle Barnes & Noble
Auburn Bel Air Market	Irvine Barnes & Noble	Reno Raleys Supermarket	Sebastopol Copperfield's Books CVS Pharmacy Pacific Market Safeway Whole Foods
Bellevue Barnes & Noble	Juneau Juneau Drug	Rohnert Park Costco CVS Pharmacy Raleys Supermarket Safeway	Sonoma Chateau Sonoma CVS Pharmacy Pharmaca Ramekins Readers Books Safeway Sonoma Market Sonoma Valley Visitors Bureau Whole Foods Williams Sonoma
Benicia Raleys Supermarket	Lakeport Safeway	Roseville Safeway	South Pasadena Bristol Farms
Calistoga Cal Mart Copperfield's Books	Las Vegas Barnes & Noble	Sacramento Barnes & Noble Bel Air Market	Stockton Podestos Market
Carmel Safeway	Loomis Raleys Supermarket	Saint Helena Safeway Sunshine Foods Vasconis Drugs	Sunnyvale Smoke Shop
Chico Safeway	Los Altos Draegers Supermarket	San Anselmo United Markets	Tracy Raleys Supermarket
Clearlake Safeway	Los Angeles Circus of Books Kosher News	San Francisco Books Inc Cal Mart Super Market Falletti Foods Farleys Fog City News Juicy News SF Mollie Stone's Pharmaca Safeway SFO-News & Gifts SFO-Aviator Books SFO-Bayreader Whole Foods	Ukiah Safeway
Cloverdale CVS Pharmacy	Mendocino Harvest at Mendosa's	San Mateo Barnes & Noble Draegers Supermarket	Vacaville Costco Pauls Food Fair
Clovis Vons Market	Menlo Park Draegers Supermarket	San Rafael Marinwood Market Safeway Whole Foods	Vallejo Costco Raleys Supermarket
Corte Madera Barnes & Noble Paradise Foods Safeway	Middletown Hardester's Market	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Vashon Vashon Thriftway
Cotati Olivers Market	Mill Valley Depot Bookstore & Cafe Mill Valley Market Safeway Whole Foods	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Walnut Creek Barnes & Noble Target Store
Cupertino Safeway	Modesto Safeway	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Wenatchee Hastings
Danville Draegers Supermarket	Mountain View Nob Hill Foods	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	West Hollywood Circus Of Books
Emeryville Barnes & Noble	Napa Copperfield's Books CVS Pharmacy Raleys Supermarket Safeway Vallerga's Market Whole Foods	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Westlake Village Bristol Farms
Fairfield Barnes & Noble	Newport Beach Barnes & Noble	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Windsor CVS Pharmacy
Fairfield Raleys Supermarket	Novato Costco Paradise Foods Pharmaca Safeway Whole Foods	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Windsor Raleys Supermarket
Fairfield Safeway	Oakland De Lauer's Newsstand Farleys East	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	Yountville Ranch Market Too
Folsom Raleys Supermarket	Palm Springs Bristol Farms	Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	
Fort Bragg Harvest Market Safeway		Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	
Fresno Vons Market		Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	
Glen Ellen Benziger Family Winery Glen Ellen Village Market		Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	
Greenbrae Mollie Stone's		Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	
Gualala Anchor Bay Village Market		Santa Rosa Barnes & Noble Copperfield's Books Costco CVS Pharmacy DeLoach Winery Gracianna Winery Lazzini's Market Ledson Winery Molsberry's Market Oliver's Market Pacific Market	

In-room at these fine hotels, resorts and inns:

Santa Rosa Courtyard Marriott Flamingo Conference Resort and Spa Fountaingrove Inn Hotel La Rose Hyatt Vineyard Creek Sheraton Sonoma County Vintners Inn	Sonoma Valley Gaige House Inn at Sonoma Sonoma Creek Inn El Dorado Hotel El Pueblo Fairmont Sonoma Mission Inn Inn at Sonoma Kenwood Inn and Spa MacArthur Place Hotel & Spa Sonoma Valley Chamber of Commerce Sonoma Valley Inn The Lodge at Sonoma
Rohnert Park Red Lion Inn	San Francisco Cartwright Hotel Hotel Abri Hotel Triton JW Marriott San Francisco Parc 55 Hotel Sir Francis Drake Hotel The Fairmont San Francisco The Prescott Hotel The Ritz-Carlton Villa Florence Hotel
Healdsburg Best Western Dry Creek Inn H2 Hotel Healdsburg Inn Hotel Healdsburg	Windsor Holiday Inn Express
Marin Acqua Hotel	
Napa Blackbird Inn Milliken Creek Inn and Spa	
Petaluma Best Western Petaluma Inn Petaluma Valley Inn	
Yountville Maison Fleurie Lavender	



By the Numbers

They have upscale Lifestyles

DO THEY TRAVEL TO SHOP?

24%

The Village at Corte Madera



23%

Downtown San Francisco

19%

Town Center at Corte Madera

11%

Embarcadero Center

21%

Westfield San Francisco Centre

10%

Union Square

WEEKEND GETAWAYS

37%

Los Angeles

34%

Stayed in upscale hotel or B&B

28%

San Francisco

27%

Lake Tahoe

21%

Monterey/Carmel

20%

Mendocino/North Coast

17%

Sonoma County Wine Country

FAVORITE DEPARTMENT STORES

52%

Macy's

5%

Neiman Marcus

4%

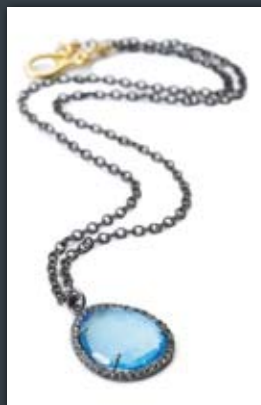
Bloomingdale's

37%

Nordstrom

2%

Saks Fifth Avenue



18%

Bought Fine Jewelry in the last 12 months

STAYS ACTIVE

63%
Gardening



42%
Jogging/Running

38%
Hiking/Backpacking

40%
Volunteering in
Community

34%
Cycling

26%
Boating

19%
Yoga-Pilates

15%
Golf

FOOD & DINING



57%
Buys organic food
on a regular basis

41%
Dined at up-scale
restaurant in
past 30 days

54%
Buys locally grown
food on a regular basis

38%
Shopped at Whole Foods
Market this past week

WINE (AND BEER) COUNTRY

Drank in past 7 days

38%
Wine

25%
Beer

21%
Spirits

25%

Attended Wine Festival
in the past 12 months

DAY TRIPPIN'

83%
San Francisco

53%
Marin County

44%
Calistoga/Napa Valley

58%
Sonoma County
Wine Country

14%
Mendocino/North
Coast

ENJOYS A CULTURED LIFE

Attended in the past 12 months

61%
Professional
Sports Event

33%
Art Museum

33%
Live Theater

21%
Concert

16%
Symphony or Opera

12%
Dance or Ballet performance



Editorial Focus

Sonoma is not just a place, it's a way of living.

Sonoma Home+Garden aims to inspire the sort of people who think of their homes not just as places to go when the workday is done, but also as reflections of the warm, inviting and unique style of Sonoma.

Sonoma Home+Garden is a celebration of quality, craftsmanship, authenticity and family—a trusted resource that respects the past, lives in the present and embraces the future. Each issue's beautifully designed, lush pages uncover the tastemakers, places, and things that inspire—transforming that inspiration into action for everyone.

Sonoma Home+Garden, The Heart of Your Home



Distribution

Sonoma Home+Garden

- » 15,000 Distribution [60,000 Readers]
- » Special Annual Publication
- » Paid Sonoma Magazine Subscribers
- » Direct Mail List of high HHI households in Sonoma
- » Paid Newsstand
 - Safeway** Dedicated Pockets at Check-Out
 - Whole Foods** in Sonoma, Napa, Marin and San Francisco
 - Barnes & Noble**
- » Airport Distribution at **SFO**
- » Select Retailers
- » Events/Wineries/Visitor Centers

Editorial Focus

Sonoma Weddings will feature beautiful and useful information for brides and grooms planning their weddings in Sonoma.

- » Editors Top Ten Picks - Cool stuff for your wedding
- » Expert Advice Section:
 - Local Advice: Top Ten Tips for Every Bride
 - Make Me Look Fabulous: Photographer Advice
 - Honeymoon Advice: Honeymoon Planner/Travel Expert
 - Real Weddings: We find the best, most exciting real Sonoma weddings
 - Trends: highlights of products, ideas and trends for weddings

Features :

- » Style: Amazing wedding dresses including some “statement” jewelry*
- » Food & Wine: The Perfect Cocktail Hour/ Perfect Pairings*
- » Design: Three Wedding Planners create a table setting for the ideal wine county wedding*

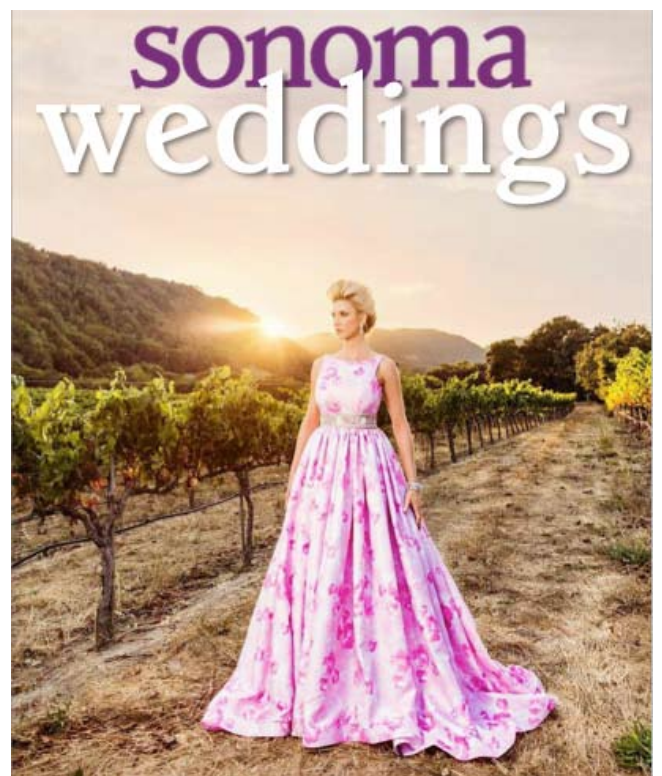
Directory – Locations, florists, caterers, bakeries, designers, entertainment, hotels, photographers, planners, jewelers, stationary, rentals, videographers

*Editorial subject to change

Distribution

Sonoma Weddings

- » 12,000 Distribution (48,000 readers)
- » Special Annual Publication
- » Targeted Female Subscribers of Sonoma Magazine
- » Upscale In-Room Hotel Distribution
- » Paid Newsstand
 - Safeway** Dedicated Pockets at Check-Out
 - Whole Foods** in Sonoma, Napa, Marin and San Francisco
 - Barnes & Noble**
- » Airport Distribution at **SFO**
- » Select Retailers
- » Bridal Events in the Bay Area
- » Bridal Shops in Sonoma, Napa, Marin and SF



50 Years of Sea Ranch / Hunter S. Thompson's Time in Glen Ellen

sonoma

The Heart of Wine Country

the Harvest ISSUE

MEET THE
INTERNS **PAGE 106**
*From Crush
to Blush* **PAGE 134**

Dry-Farmed
Vineyards **PAGE 62**
Find the Right
Tasting Room **PAGE 44**

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Charlie Palmer: Chef and Hunter / Boutique Chocolates

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The Heart of Wine Country

Romantic Weekend Getaways

Lose yourself on any
of three road trips
this winter p.90

Farm to Spa p.21
Winery Cottages p.57
Homeless Youth p.82



Where's All The Water? / Hike Among Wildflowers

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The Heart of Wine Country

OUR FAVORITE THINGS

53
relaxations
we love
living
here
p.88



Surf's Up / Wine's Young Guns / The Perils of Cycling

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The Heart of Wine Country

WHERE TO EAT NOW

Our 8 experts share their favorites p.80



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Home+Garden

WINE COUNTRY LIFE

• Perfect porches • Historic renovation • Whimsical yard art • Culinary gardens



sonomamag.com

sonoma weddings



2015 Editorial Calendar

	Space Close and Non-Camera Ready Materials	Camera Ready Close
<i>Sonoma Magazine</i>		
January/February (<i>on-sale Jan. 1, 2015</i>) The Romance Issue	Nov. 17, 2014	Dec. 1, 2014
March/April (<i>on-sale Mar. 3, 2015</i>) The Influencers Issue	Jan. 19, 2015	Feb. 2, 2015
May/June (<i>on-sale May 1, 2015</i>) The Food Issue [Beer!]	Mar. 16, 2015	Mar. 30, 2015
July/August (<i>on-sale July 1, 2015</i>) Summer in Sonoma Issue	May 18, 2015	June 1, 2015
September/October (<i>on-sale Sep. 1, 2015</i>) Harvest Issue	July 20, 2015	Aug. 3, 2015
November/December (<i>on-sale Nov. 3, 2015</i>) Holiday Issue	Sept. 21, 2015	Oct. 5, 2015
<i>Special Annual Publications</i>		
Sonoma Home + Garden (<i>on-sale June 1, 2015</i>)	April 13, 2015	April 27, 2015
Sonoma Weddings (<i>on-sale Dec. 1, 2015</i>)	Oct. 19, 2015	Nov. 2, 2015

Dates and topics are subject to change



CUTS OF BEEF

THE PRIMALS

by HEATHER BROWN
Illustrated by RYAN MESHEAU

DO YOU KNOW A RUMP FROM A SHANK? When you know the "primals" (the main sections) of an animal, it's easier to ask your butcher for the perfect roasting, braising, grilling or barbecuing cut. Think about these choices. Some choices, known as some of the "landed ribs" (see page 46), come from neighboring parts of the animal and are more popular with customers to experiment with.

There are seven and a half primal cuts throughout the animal," said Schmitt, because there's steps to the animal that create the primal cuts, and at a much better price if you're willing to do it.

Here's a cheat sheet from Steaks to Suck 'n Fry that lists 10 types of cuts categorized by the primal. Don't be afraid to ask your butcher for special cuts if you can't see them in this case.

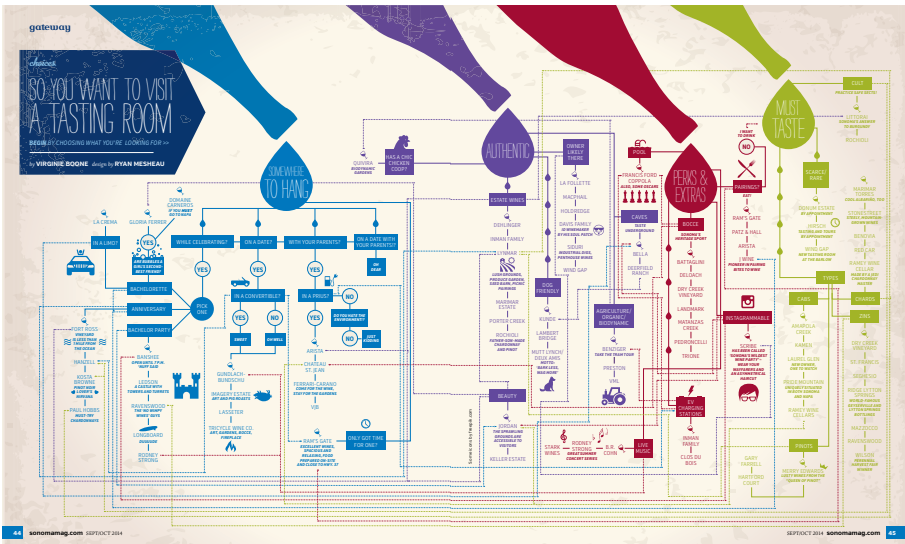
- CHUCK** Most often used for ground meat, and chuck steaks.
- RIB** One of the most sought-after sections of any primal. Steaks and roasts are available, including ribs and prime ribs.
- SHORT LOIN** A little more than ribs, but lots of cuts of ribs and steaks. Prime steaks worthy cut include Sirloin and porterhouse steaks.
- TENDERLOIN** Another high-end cut, tenderloin is most often used for steaks and Chateaubriand. It's also used for roasts.
- SIRLOIN** Many steaks are made from this primal. The perfect cut is made from the top sirloin, which is the most tender and flavorful.
- RUMP** Another cut perfect for roasting. Think brisket.
- NECK** One of the least popular, especially when it comes to grilling, steaks, and at a much better price if you're willing to do it.
- BRISKET** A darling of barbecue and slow-cooked fare. It's known as one cut and fatty on the other.
- PLATE** Best used for grilling and steaks. Prime ribs, French come from the front end.
- FLANK** A thick, heavy primal that's most often used for steaks, the most popular for grilling.
- ROUND** The back leg primal, lean and makes a great ground beef. Some steaks include other parts.
- SIRLOIN** Think beef Bourguignon for this tough muscle that's best braised beautifully with a rich sauce.

sonomamag.com NOV/DEC 2014



Once upon a time, an author named Hunter S. Thompson moved to the sleepy little hamlet of Glen Ellen, California. And he didn't like it one bit.

by JAMES DALY



KIDS RULE

by MARY CALLAHAN

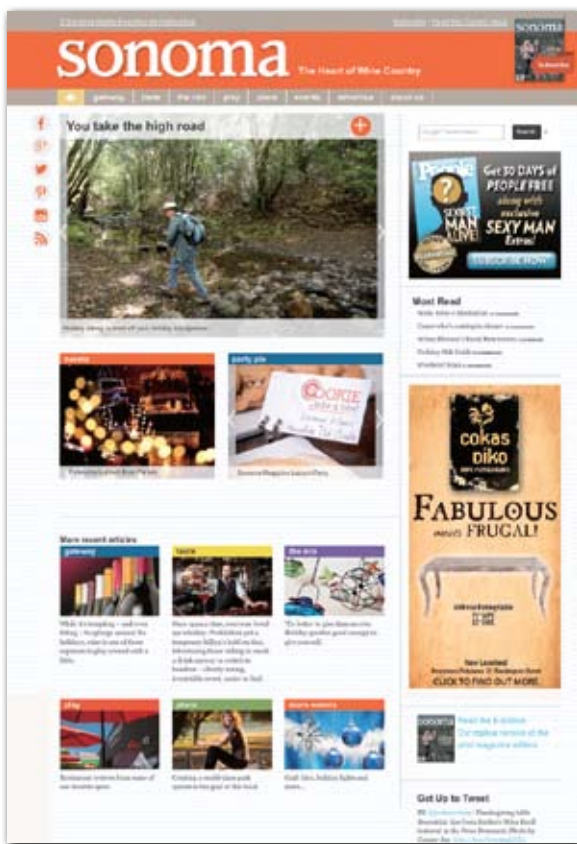
KIDS RULE (caption text) Kids' art projects are on display at the Children's Museum of Sonoma County. A local artist and the museum's director, Mary Callahan, says the kids' art projects are a great way to engage the community. The museum is open daily except for Mondays, Tuesdays, Wednesdays, and Thursdays. It's open from 10 a.m. to 5 p.m. on weekends and holidays. The museum is located at 1250 Highway 101 in Glen Ellen, California. For more information, visit www.childrensmuseum.org.

sonomamag.com SEPTEMBER 2014

New Website Engages Anywhere

sonomamag.com

Original content, blogs, photo galleries, calendars



Social Media

Dedicated Social Media Editor for Facebook, Twitter, Instagram, Google + and Pinterest

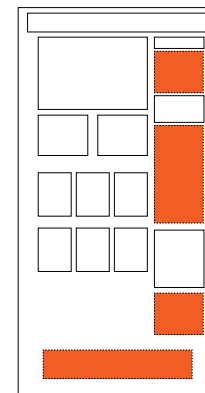


Events

Several series including custom events. Talk to your Account Executive for sponsorship opportunities.

sonomamag.com

AD SIZES



Square/Rectangle

300 x 250
File Size: 60KB

Standard Banner

300 x 600
File Size: 60KB

Leaderboard

728 x 90
File Size: 60KB

Homepage Takeover Available

100% Homepage Traffic
300 x 50 (x2)
300 x 600
728 x 90

Newsletter Ad Specifications

Ad sizes in pixels: 300 x 250
Files Size: 60KB

Dedicated E-Blast Specifications

Ad sizes in pixels: 300 x 250
Files Size: 60KB

E-Edition

All pages will be on the E-Edition
sonomamag.com



Materials Shipping Address:

427 Mendocino Avenue, Santa Rosa, CA 95401

Attention: Linda Hann or your Sonoma Magazine Publications Account Executive and/or Client Services Assistant

2015 Advertising Specifications and Rates

Rates

sonoma
magazine

Ad Size	Open Rate	3X (5% Disc)	6X (15% Disc)
Full Page	\$3,125	\$2,970	\$2,650
2/3 Page	\$2,515	\$2,390	\$2,140
1/2 Page	\$2,030	\$1,930	\$1,725
1/3 Page	\$1,550	\$1,475	\$1,320
1/4 Page	\$1,160	\$1,100	\$985
1/6 Page	\$775	\$735	\$660

sonoma
Home+Garden

Ad Size	Open Rate	Sonoma Advertiser
Full Page	\$1,875	\$1,690
2/3 Page	\$1,505	\$1,355
1/2 Page	\$1,220	\$1,100
1/3 Page	\$930	\$835
1/4 Page	\$700	\$630
1/6 Page	\$465	\$420

sonoma
weddings

Ad Size	Open Rate	Sonoma Advertiser
Spread	\$2,825	\$2,540
Full Page	\$1,570	\$1,415
1/2 Page	\$1,025	\$925
1/3 Page	\$790	\$710

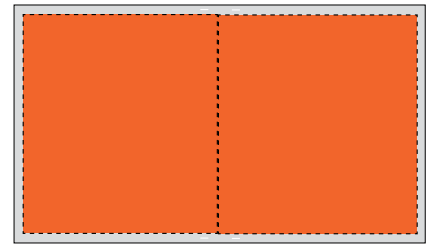
Premium Positions

Back Cover	30%
Inside Covers	20%
Opposite TOC's	15%

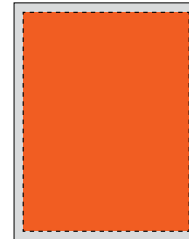
Color ad/per issue

All Rates are NET

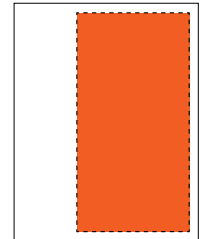
Advertisements assigned to premium positions are subject to creative approval prior to placement confirmation. The Publisher may reject or cancel any advertising for any reason at any time.



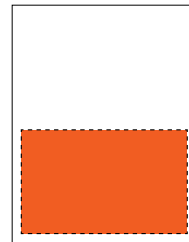
2 Page spread bleed = 18.25" x 11.125"
Trim = 18" x 10.875"



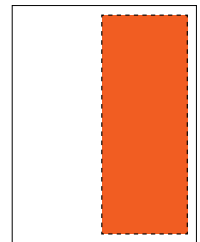
Full page bleed
9.25" x 11.125"
Trim = 9" x 10.875"



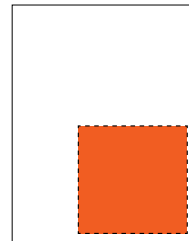
2/3 vertical
5.375" x 9.875"



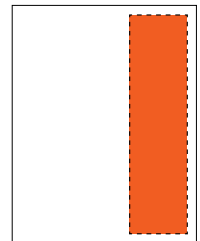
1/2 horizontal
8" x 4.75"



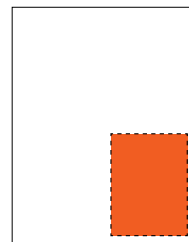
1/2 vertical
3.75" x 9.875"



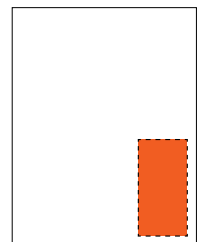
1/3 square
5.375" x 4.75"



1/3 vertical
2.375" x 9.875"



1/4 page
3.75" x 4.5"



1/6 page
2.375" x 4.75"

Color Space: CMYK only

Image Resolution: 300 dpi Line Screen: 150 dpi

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Publication Trim Size: 9" x 10.875"

Safety Size: 7.75" x 10.125"

1/2" in from the top and bottom bleed size
3/4" in from left and right bleed size

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