

Welcome To

sonoma

magazine



MEDIA KIT 2017



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.

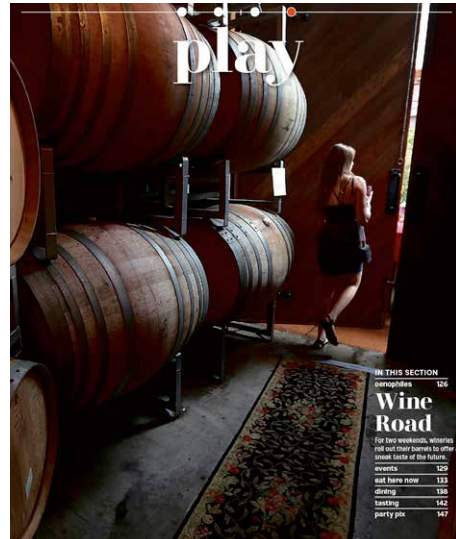


Michael Zivvyak, President

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

Michael Zivvyak,
President, Magazine Division
Sonoma Media Investments, LLC
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Santa Rosa, CA 95401
P: 707.521.5284
michael.zivvyak@sonomamag.com



IN EVERY ISSUE

gateway: THE BUZZ AROUND OUR REGION • **taste:** THE SCOOP ON ALL THINGS FOOD AND DRINK

place: OUR UNIQUE DESIGN AND STYLE • **play:** OUR GUIDE FOR GETTING OUT AND ABOUT

the finish: MEET SOMEONE COOL



Demographic Overview

Reaching active, devoted residents, weekenders and visitors from around the world

AFFLUENT, EDUCATED, ACTIVE

GENDER:

| | |
|--------|-----|
| Male | 37% |
| Female | 63% |

| | |
|-------------------|------------|
| MEDIAN AGE | 52.3 years |
|-------------------|------------|

MARITAL STATUS:

| | |
|---------|-----|
| Married | 74% |
| Single | 26% |

EDUCATION:

| | |
|---------------------|-----|
| Graduated College + | 75% |
| Masters+ Degree | 30% |

| | |
|---|------------------|
| AVERAGE HH INCOME OVER \$200,000 | \$231,952 31% |
|---|------------------|

Do you frequently purchase products or services from ads seen in Sonoma Magazine!

70.4% Yes



BIG DIRECTORS, SMALL TOWNS

Wine Country's quaint hamlets and seaside towns have attracted Hollywood hot shots including Alfred Hitchcock, George Lucas, and Francis Ford Coppola

by JAMES DALY
with Dan Taylor

124 sonomamag.com JAN/FEB 2016

photos courtesy Universal Pictures

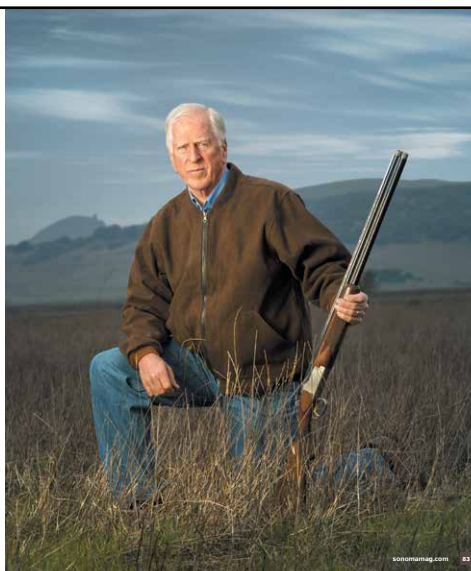
JAN/FEB 2016 sonomamag.com 125

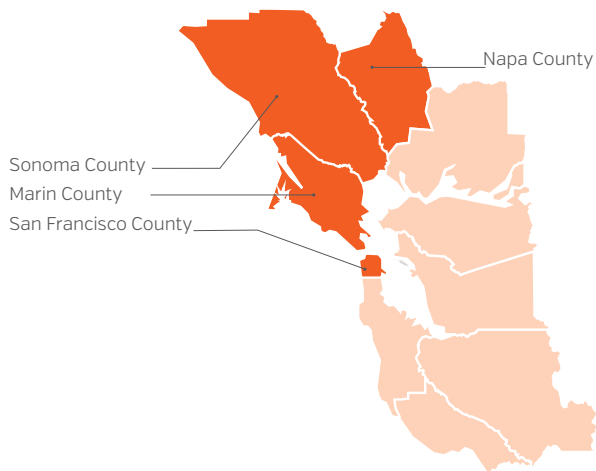
Gun Owner, Veteran, Congressman
Mike Thompson
AND
**The Taming
OF
Gun
Violence**

He has spent a lifetime around guns, but something changed for Mike Thompson after the 2012 massacre at Sandy Hook Elementary School. As the Democrats' point man on gun control, he is increasingly frustrated by inaction in Congress. He condemns it as a cowardly deviation of duty out of step with the American public.

by PAUL PAYNE
photographs by JARIN BEJES

122 sonomamag.com MARCH 2016



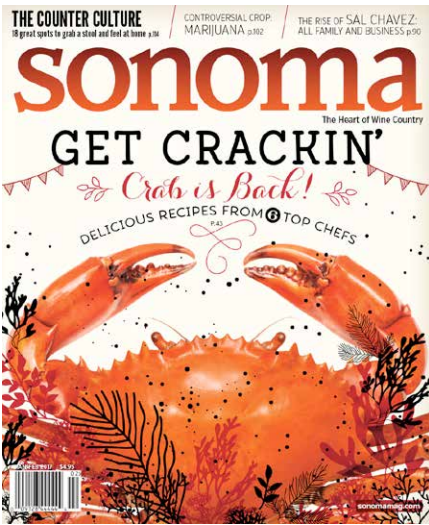


Distribution

Covering the Greater Sonoma region

- » 25,000 Circulation (100,000 readers)
- » 6 Issues Per Year, plus annual Wedding Issue
- » Paid Subscribers [\$14.99 Per Year for 6 Issues]
- » Paid Newsstand [\$4.95]
 - **#1 Magazine on newstands** in Sonoma County
 - **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
- » Partnership with **InVino**
- » Events/Wineries/Visitor Centers
- » Third party Audit by Circulation Verification Council [CVC]





Sonoma magazine is available at these retail locations:

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

- Santa Rosa**
Courtyard Marriott
Flamingo Conference
Resort and Spa
Fountaingrove Inn
Holiday Inn Express
Hotel Healdsburg
Hotel La Rose
Hyatt Vineyard
Creek
Sheraton Sonoma
County
Vintners Inn
- Rohnert Park**
DoubleTree by
Hilton
- Healdsburg**
Best Western
Dry Creek Inn
H2 Hotel
Healdsburg Inn
Holiday Inn Express
Hotel Healdsburg
- Marin**
Aqua Hotel
- Napa**
Blackbird Inn
Milliken Creek Inn
and Spa
- Petaluma**
Best Western
Petaluma Inn
Americas Best
Value
Inn and Suites
Petaluma
- Yountville**
Maison Fleurie
Lavender
- Sonoma Valley**
Gaige House
El Dorado Hotel
El Pueblo
Fairmont Sonoma
Mission Inn
Inn at Sonoma
Kenwood Inn and
Spa
MacArthur Place
Hotel
& Spa
Sonoma Creek Inn
Sonoma Valley Inn
The Lodge at
Sonoma
- 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
- Yosemite**
Ahwahnee Hotel

- Alameda**
De Lauer's News Stand
Nob Hill Foods
Safeway
- Alamo**
Safeway
- Antioch**
Barnes & Noble
- Aptos**
Deluxe Foods
- Arcadia**
Arcadia Newsstand
- Arnold**
Big Trees Market
- Ben Lomont**
Ben Lomont Market
- Benicia**
Raley's
- Berkeley**
Books Inc.
Safeway
- Brentwood**
Raley's
- Calistoga**
Cal Mart
Copperfield's Books
- Campbell**
Nob Hill Foods
Safeway
- Carmel**
Safeway
- Carmichael**
Raley's
- Castro Valley**
Safeway
- Chico**
Safeway
- Citrus Heights**
Barnes & Noble
- Clayton**
Safeway
- Clearlake**
Safeway
- Cloverdale**
CVS Pharmacy
- Concord**
Safeway
- Corte Madera**
Barnes & Noble
Safeway
- Cotati**
Oliver's Market
- Cupertino**
Safeway
- Daly City**
Safeway
- Danville**
Draeger's Market
Safeway
- Davis**
Newsbeat
Safeway
- Dublin**
Barnes & Noble
Safeway
- El Cerrito**
Barnes & Noble
Safeway
- Emeryville**
Barnes & Noble
- Eureka**
Safeway
- Fair Oaks**
Safeway
- Fairfield**
Barnes & Noble
Raley's
Safeway
- Folsom**
Raley's
Safeway
- Fort Bragg**
Harvest Market
Safeway
- Fremont**
Safeway
- Fresno**
Vons Market
- Gardnerville**
Raley's
- Gilroy**
Nob Hill Foods
Barnes & Noble
- Glen Ellen**
Nugget Market
- Grass Valley**
Raley's
Safeway
- Greenbrae**
Mollie Stone's
- Gualala**
Surf Supermarket
- Guerreroville**
Safeway Store
- Healdsburg**
Big John's Market
Healdsburg
Visitor's Bureau
CVS Pharmacy
Safeway
Copperfield's Books
Toyon Books
- Incline Village**
Raley's
- Irvine**
Barnes & Noble
- Kings Beach**
Safeway
- Lafayette**
Safeway
- Lakeport**
Safeway Store
- Las Vegas**
Barnes & Noble
- Livermore**
Safeway
- Loomis**
Raley's
- Los Altos**
Draeger's Market
- Los Angeles**
Circus of Books
Kosher News
- Los Gatos**
Safeway
- Martinez**
Nob Hill Foods
Safeway
- Mendocino**
Harvest at
Mendosa's
- Menlo Park**
Draeger's
Supermarket
Safeway
- Merced**
Barnes & Noble
- Middletown**
Hardester's Market
- Mill Valley**
Depot Bookstore
& Cafe
Mill Valley Market
Safeway
Whole Foods
- Milpitas**
Safeway
- Modesto**
Barnes & Noble
Raley's
Safeway
- Monterey**
Safeway
- Moraga**
Safeway
- Morgan Hill**
Book Smart
Nob Hill Foods
Safeway
- Mountain View**
Nob Hill Foods
Safeway
- Napa**
Copperfield's
Books
CVS Pharmacy
Nob Hill Foods
Raley's
Safeway
Target
Vallerga's Market
Whole Foods
- Newport Beach**
Barnes & Noble
- Novato**
Copperfield's Books
Costco
Harvest Market
Safeway
Whole Foods
- Oakland**
De Lauer's Newstand
Farley's East
Safeway
- Orinda**
Safeway
- Pacific Grove**
Safeway
- Palo Alto**
Macs Smoke Shop
- Palm Desert**
CVS
Bristol Farms
- Pasadena**
Vroman's Bookstore
- Petaluma**
Bodega Market
Copperfield's Books
CVS Pharmacy
Petaluma Market
Petaluma Visitor's
Center
Raley's
Sprouts
Whole Foods
- Placerville**
Raley's
- Pleasanton**
Safeway
- Rancho Cordova**
Bel Air Market
- Rancho Mirabe**
CVS Pharmacy
- Redwood City**
Nob Hill Foods
Safeway
- Reno**
Raley's
- Rohnert Park**
Costco
CVS Pharmacy
Raley's
Safeway
Target
Sonoma County
Visitor's Bureau
Target
Whole Foods
- Roseville**
Barnes & Noble
Bel Air Market
Raley's
Safeway
Target
- Sacramento**
Barnes & Noble
Bel Air Market
Raley's
Safeway
Target
Sunshine Foods
Vasconi's Pharmacy
- Salinas**
Star Market
Nob Hill Foods
- San Anselmo**
United Markets
- San Bruno**
Barnes & Noble
- San Francisco**
Books Inc.
Cal-Mart
Falletti Foods
Farley's
Fog City News
Juicy News SF
Mollie Stone's
Pharmaca
Safeway
SFO-News & Gifts
SFO-Aviator Books
SFO-Bayreader
Smoke Signals
Whole Foods
- San Jose**
Barnes & Noble
Safeway
- San Mateo**
Barnes & Noble
Draeger's Market
Safeway
Target
- San Rafael**
Marinwood Market
Safeway
Whole Foods
- San Ramon**
Nob Hill Foods
- Santa Clara**
Safeway
Target
- Santa Cruz**
Safeway
- Santa Rosa**
Barnes & Noble
Copperfield's Books
Costco
CVS Pharmacy
DeLoach Winery
Molsberry's Market
Oliver's Market
Pacific Market
Raley's
Sonoma County
Visitor's Bureau
Target
Whole Foods
- Saratoga**
Safeway
- Scotts Valley**
Nob Hill Foods
Safeway
- Seattle**
Barnes & Noble
- Sebastopol**
Copperfield's Books
CVS Pharmacy
Pacific Market
Safeway
Whole Foods
- Shingle Springs**
Bel Air Market
Safeway
- Sonoma**
Chateau Sonoma
CVS Pharmacy
Nugget Foods
Pharmaca
Ramekins
Safeway
Sonoma Valley
Visitors Bureau
Sonoma Valley
Chamber of
Commerce
Whole Foods
- Soquel**
Safeway
- South Lake Tahoe**
Raley's
Safeway
- South Pasadena**
Bristol Farms
- Stockton**
Barnes & Noble
Podesto's Market
- Sunnyvale**
Murphy's
Smoke Shop
Safeway
- Tahoe City**
Safeway
- Tracy**
Raley's
- Truckee**
Safeway
- Ukiah**
Raley's
Safeway Store
- Union City**
Safeway Store
- Vacaville**
Costco
- Vallejo**
Costco
- Vashon, WA**
Vashon
Thriftway
- Walnut Creek**
Barnes & Noble
Safeway
Target Store
- Willits**
Safeway
- Westlake Village**
Bristol Farms
- Windsor**
CVS Pharmacy
Raley's
Safeway
- Yountville**
Ranch Market Too

BY THE NUMBERS

Sonoma readers have upscale Lifestyles

TRAVEL TO SHOP



36%
Downtown San Francisco**

28%
Embarcadero Center**

34%
Westfield San Francisco Centre**

8%
Town Center at Corte Madera**

13%
The Village at Corte Madera**

18%
Union Square**

FAVORITE DEPARTMENT STORES

46%
Macy's**

2%
Neiman Marcus**

13%
Nordstrom**

18%
Bloomingdale's**

PLAN TO PURCHASE DURING THE NEXT 12 MONTHS

20%
New Automobile, Truck or SUV*

41%
Education/Classes*

23%
Major Home Appliance*

49%
Home Improvement/Home Improvement Supplies*

41%
Lawn Services* (Maintenance/Landscaping)

23%
Computers, Tablets or Laptops*

49%
Children's Apparel*

39%
Financial Planner (Retirement, Investing)

54%
Lawn & Garden Supplies*

93%
Dining/ Entertainment*

23%
Legal Gambling Entertainment*

49%
Home Improvement/Home Improvement Supplies*

26%
Jewelry*



20%
Antiques or Auctions*

59%
Men's Apparel*

66%
Vacation/Travel*

58%
Health Club or Exercise Class*

63%
Furniture or Home Furnishings*

35%
Television or Electronics

74%
Women's Apparel*

68%
Medical/Physicians*

81% Keep Sonoma Magazine around one month plus*

*2016 CVC Reader Survey, Products or Services they plan to purchase during the next 12 months
**Source: Scarborough Research, 2016 R2; shopped past 3 months

69%

Frequently purchase products or services from ads seen in Sonoma Magazine*



THEY STAY ACTIVE

63%

Gardening**



42%
Jogging/Running**

40%
Volunteering in Community**

38%
Hiking/Backpacking**

34%
Cycling**

26%
Boating**

19%
Yoga-Pilates**

15%
Golfing**

FOOD & DINING

57%
Buys organic food on a regular basis**

54%
Buys locally grown food on a regular basis**

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

38%
Shopped at Whole Foods Market this past week**

WINE (AND BEER) COUNTRY

Consumed in past 7 days



38%
Wine**

25%
Beer**

21%
Spirits**

25%

Attended Wine Festival in the past 12 months**

58%
Sonoma County Wine Country**

53%
Marin County**

44%
Calistoga/Napa Valley**

DAY TRIPPIN'

83%

San Francisco**

14%
Mendocino/North Coast**

ENJOYS A CULTURED LIFE

Attended in the past 12 months

33%
Art Museum**

33%
Live Theater**

21%
Live Concerts**

61%

Professional Sports Event**

16%
Symphony or Opera**

12%
Dance or Ballet performance**



Faces of Sonoma County

Sonoma Magazine presents a unique opportunity to show the faces behind some of our region's notable businesses.

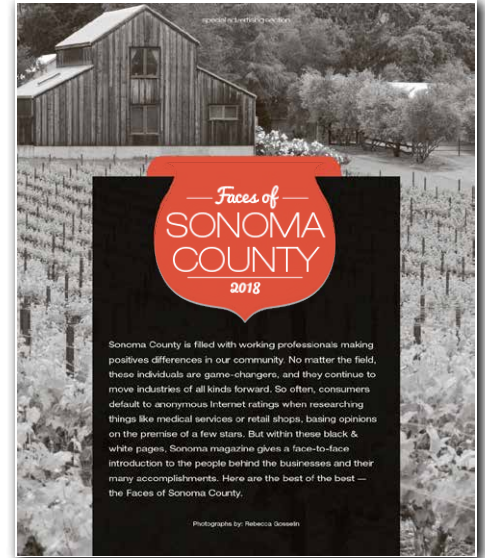
Distinguished by artistic black-and-white photography, "Faces of Sonoma County" is an editorialized, photo-driven special advertising section that provides an eye-catching platform for you to share your message with our 100,000+ readers.

Advertisers have category exclusivity.

Rates

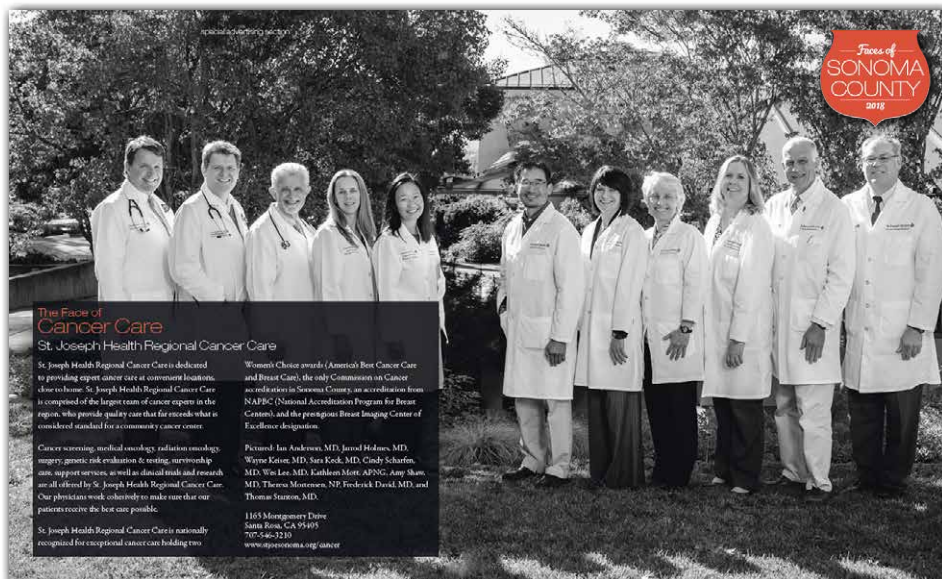
| Ad Size | Open Rate | Sonoma Magazine Advertiser | |
|-----------|-----------|----------------------------|---------|
| | | 3X | 6X |
| Spread | \$4,500 | \$4,050 | \$3,645 |
| Full Page | \$2,500 | \$2,250 | \$2,025 |

For example: If you have a 6x contract in Sonoma Magazine, your full page in Annual Faces Profiles \$2,025 in the Jan/Feb 2018 issue.



Distribution

- » 25,000 Distribution in Jan/Feb issue
- » Annual Special Section



The Experts' Guide to Your Home

In the May/June issue, this Special Advertising Section will become your indispensable resource for all of your home design needs. Experts in many categories share their thoughts and advice.

Advertisers have category exclusivity.

Rates

| Unit | Open Rate | Past 12 month Sonoma Magazine Advertiser* | May/June Sonoma Magazine Advertiser** |
|--------|-----------|---|---|
| Spread | \$3,300 | \$2,800 | \$2,300 |

The
Expert's Guide
to your home



Distribution

- » 25,000 Distribution in May/June issue of
- » Annual Special Section

To enhance your campaign, Spread packages will also appear online as Sponsored Content. Headlines will appear 50,000 times in the editorial content sections of the SMI network of sites. Those headlines will click through to a dedicated article page, containing all of the content and photos used in the Spread in a native format. Digital portion will run within 60 days from the print pub date.

*Sonoma Advertiser is any advertiser that has advertised in the past 12 months in Sonoma Magazine

** May/June Advertiser is any advertiser that also advertises in the May/June Issue of Sonoma Magazine

SPECIAL ADVERTISING SECTION

RESIDENTIAL CONSTRUCTION

EXPERT ADVICE

RYAN EAMES AND PAUL SORENSEN

EAMES CONSTRUCTION

RYAN EAMES AND PAUL SORENSEN. We were formed by two Civil Policy Construction Management graduates, Ryan Eames and Paul Sorenson. Our team is uniquely suited to building new construction and developing estate homes on new land in wine country.

At what point in a project should you contact a general contractor?
A contractor should be involved before any significant design work is done. Estimates can be established based on a preliminary floor plan and scope description. The goal is to avoid spending money on design and engineering services before construction that might have to be undone because of budget constraints.

What elements are involved in pre-construction services?
Establishing a thorough plan that is ready for execution. Heavy built-in plan support allows the team to focus on details and refinement when construction is underway. Through collaboration, the contractor establishes budgets, schedules and project goals, identifies potential obstacles, sets

deliverable milestones for key team players and helps the client in the driver seat by allowing for informed decision-making as the design process progresses.

What is "value engineering" and why is it important?
Value engineering is the key tool contractors use throughout the course of a project to maximize the scope versus budget equation. With every budget update, we generate a list of savings ideas for the owner to consider.

How do I know a property is suitable to build on before I buy?
A contractor can help to identify potential issues or advantages prior to the release of contingencies, allowing you to close the deal with confidence and avoid costly surprises.

Eames Construction Inc. | Single-family housing construction | 217 1st Street, Suite 102, Petaluma | 707.761.0255

Architect: ADA Architects | Photographer: Heidi & Sherry Photographers

Possible Categories of Expertise:

- » Appliances
- » Architects
- » Bath
- » Builders & Remodelers
- » Building Supplies
- » Carpet
- » Carpet Care
- » Closets
- » Contractors/Custom Builders
- » Custom Cabinets
- » Doors & Screens
- » Doors & Windows
- » Exterminator Services
- » Exterior Painting
- » Finance & Lenders
- » Fire Damage
- » Fireplaces
- » Flooring
- » Garage Door
- » Granite Tile
- » Home Accessories
- » Home Decor
- » Home Entertainment
- » Home Furnishings
- » Home Improvement
- » Home Office
- » Home Remodels
- » Home Technology
- » HVAC
- » Interior Design
- » Kitchen
- » Landscape Design
- » Lighting
- » Moving Services
- » Outdoor Living
- » Painting
- » Patio & Hearth
- » Plumbing
- » Pools
- » Real Estate
- » Restoration
- » Roofing
- » Shutters
- » Spas
- » Storage
- » Tile & Stone
- » Window Coverings
- » Windows



Top Doctors

In the Sept/Oct issue, Sonoma Magazine will publish the Best Doctors in Sonoma County 2017. This list reveals the best medical professionals in a number of specialties.

Sonoma Magazine conducted a countywide search by using the third-party company, PRS with a survey available to local doctors and medical professionals with a California Medical License number, asking them to vote for their peers. This issue presents an incredible opportunity for doctors, hospitals, clinics, and physician groups to deliver their message and share this honor with Sonoma Magazine's more than 100,000* educated, affluent readers.



Distribution

- » 25,000 + 45,000 [bonus] = 70,000 Distribution in Sept/Oct issue
- » Annual Special Section

Rates

| Ad Size | Open Rates |
|-----------|------------|
| Spread | \$5,850 |
| Full Page | \$3,250 |



Integrative Medicine
Tru Health Medicine, PC

PHOTOGRAPH BY Kristin Hoffman (M.D.), Dr. Justin Hoffman (M.D.)

The Health Medicine is Sonoma County's premier Integrative Medical Center. The doctors are nationally recognized specialists in the field of integrative medicine. Integrative medicine is an evidence-based process of healing that utilizes natural and non-invasive therapies.

These primary care physicians, with over 50 years of combined specialty qualifications, the doctors are highly skilled in diagnosis and integrative analysis of the complicated conditions that contribute to each patient's unique health problems.

In the last two years alone the doctors have been locally recognized with the following honors:
Vital Top Doctors in Sonoma County - 2016
Vital Top Doctors Best Primary Care Doctors - 2015 and 2016

At Tru Health Medicine, patients receive an exceptional level of medical care. They acknowledge that your time is very valuable and it is their goal to ensure that you do not experience the common and



DID YOU KNOW?
The doctors are guided by the following principles: Treating the whole person through individualized natural medicine, creating the underlying cause of a patient's symptoms, working with the leading practitioners of natural medicine, advancing prevention, empowering patients and working together with patients, working to prevent disease and illness before it develops, advocating for patients and their unique needs.

PHOTOGRAPH BY Holly Dunbar (Vitalist M.D.), Dr. Shannon Hudson (M.D.), Dr. Debra Gambrell (D.O.), Dr. Kristin Hoffman (M.D.), Dr. Justin Hoffman (M.D.), and staff

Enhancing experiences of the typical doctor's office, out of the common respect for patients, the doctors strive to deliver the most care and the best results that your time is efficient and begins as promptly as possible.

These doctors specialize in the following areas: Women's health, hormone imbalances, chronic and alcohol problems, gastrointestinal conditions, weight loss, pediatric care, autoimmune conditions, orthopedic and emergency medicine, acupuncture (IV) acupuncture therapy, vitamin injections (B12), pediatrics, and more. In 2015 they launched their very popular "TV Day CABG" membership service, for anyone wanting to improve their quality of life, regardless their health and overcome their stress as quickly as possible.

1180 North Dutton Ave., Suite 200 | Santa Rosa, CA 95401 | www.TruHealthMedicine.com



Cardiac and Thoracic Surgery
Northern California Minimally Invasive Cardiovascular Surgery

PHOTOGRAPH BY Ramon Deak M.D.

Dr. Deak is dedicated to extending the lives of his patients and providing quality procedures ranging from aortic dissection surgery to complex heart surgery. He does this through clinical experience and expertise, the most current technology and techniques, and compassionate care to every patient.

Dr. Deak practices the latest surgical techniques and technology, including minimally invasive valve surgery, off-pump bypass, robotic surgery and hybrid MAZE. He was the first to perform robotic heart surgery in Northern California and has been recognized by his peers as a top heart surgeon in the Napa/Solano community. He is currently serving the Sonoma community as chief

DID YOU KNOW?

- Hybrid MAZE is available for aortic dissection
- Women have a higher risk of operative mortality after CABG and benefit more from off-pump operation
- Minimally invasive surgery offers less pain, results in shorter ICU/hospital stays, quicker recovery, decreased complications, and 25-40% cost savings over conventional surgery

5000 Dogleg Park Drive, Suite G-06 | Santa Rosa, CA 95405 | 707-578-7100 | www.drdeak.com

Winemaker Profiles

Winemaker Profiles

In the Nov/Dec "Top 100 Wines of Sonoma" issue, Sonoma Magazine will publish Winemaker Profiles.

Showcase the winemaker that makes your winery one of the best in the world by telling their story in the pages of Sonoma Magazine.

Distribution

- » 25,000 Distribution in Nov/Dec issue of
- » Annual Special Section

Rates

| Ad Size | Open Rates* |
|-----------|-------------|
| Spread | \$5,555 |
| Full Page | \$3,090 |
| Half Page | \$2,010 |

* Sonoma Magazine advertisers receive an additional 10% discount.



special advertising section

Winemaker Profiles

JAKE HAWKES
HAWKES WINERY & TASTINGS

The Stone Vineyard, which is also our Home Ranch, is bordered to the north by forest of Douglas Fir and oak, and to the south by a tributary of the Russian River, is planted in Cabernet Sauvignon, Merlot, and Chardonnay.

The Stone Vineyard itself takes the shape of a small valley, with Cabernet Sauvignon and Merlot planted in the thin chukly soils of its surrounding hills and Chardonnay growing in the slightly richer soils of the foothills below. As a result of this layout, the Cabernet and Merlot receive the benefits of greater exposure to the elements and exceptional drainage, while the Chardonnay often spreads much of the day absorbed in the big blowing off the Pacific Ocean and through the Russian River Valley.

CONTACT
Huddellburg 9274 Highway 128, Huddellburg, CA 95448
(707) 432-9295 OPEN 10am to 5pm. Drop-ins welcome.
Sonoma: 383 First Street West, Sonoma, CA 95476
(707) 938-7620 OPEN 11am to 6pm
www.hawkeswine.com

PICTURED: Paula, Stephen and Jake Hawkes

special advertising section

Winemaker Profiles

STEPHEN AND PAULA HAWKES
VINEYARD TASTINGS

In 1971, Stephen and Paula Hawkes moved to Sonoma County and bought 65 acres of land in the southern Alexander Valley, where they have been living and farming grapes ever since.

The Stone Vineyard, which is also our Home Ranch, is bordered to the north by forest of Douglas Fir and oak, and to the south by a tributary of the Russian River, is planted in Cabernet Sauvignon, Merlot, and Chardonnay.

The Stone Vineyard itself takes the shape of a small valley, with Cabernet Sauvignon and Merlot planted in the thin chukly soils of its surrounding hills and Chardonnay growing in the slightly richer soils of the foothills below. As a result of this layout, the Cabernet and Merlot receive the benefits of greater exposure to the elements and exceptional drainage, while the Chardonnay often spreads much of the day absorbed in the big blowing off the Pacific Ocean and through the Russian River Valley.

The Stone Vineyard's unique geography, together with minimal irrigation and a program of aggressive thinning in the Spring, work with the soil grapes to lower clusters of thick-skinned, densely flavored berries. This is particularly true of the Cabernet Sauvignon, where the upper hills often yield less than two tons to the acre. The Chardonnay, because of the rounded crest it enjoys, is allowed to ripen slowly and late, developing a complex citrus character.

The Red Winery Vineyard, 22 acres in all, is planted in Cabernet Sauvignon and Merlot. It is a long, narrow rectangle, resting from the base of the Alexander Valley, up to the base of the Mayacamas Mountains. We have been working this farm for more than 30 years now, searching for rootstocks to match the field's unusually varied soils. That we chose the Red Winery Vineyard for the source of our inaugural vintage is a testament to the fine results of this long effort.

In 2002, when we decided to launch our own label, we asked Herman Froeh, an old family friend who has been making wine from our grapes since the early 1980s, to be our winemaker. He accepted Sonoma's intimate familiarity with our farming philosophy and the character of our grapes produce wines that show a knowledge and respect for the particularities of each vineyard and variety. Each year we choose a small percentage of the grapes we grow for our own wine. We preserve the

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CONTACT
Huddellburg 6744 Highway 128, Huddellburg, CA 95448
(707) 432-9295
OPEN 11am to 5pm
Drop-ins welcome.

Sonoma
383 First Street West
Sonoma, CA 95476
(707) 938-7620
OPEN 11am to 6pm
Seated tasting by reservation.
315 Corbett Release Tasting
www.hawkeswine.com

special advertising section

Winemaker Profiles

JAKE HAWKES
HAWKES WINERY & TASTINGS

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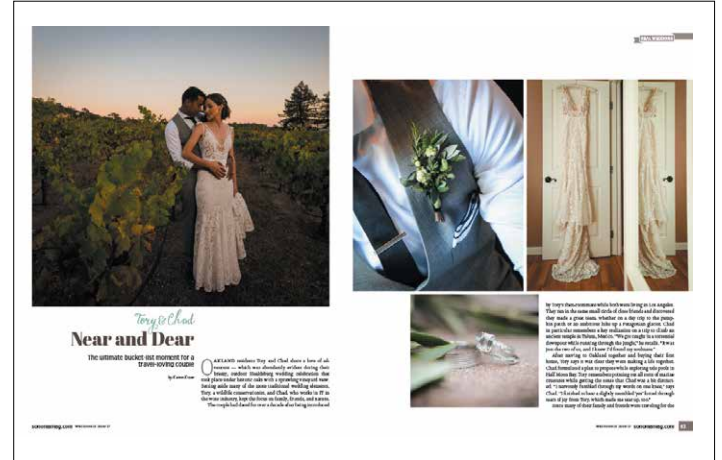
Editorial Focus

- » Editorial Lineup for December 2017
 - » Crushes (things we love)
 - » Expert Advice From:
 - » Wedding Planner, Venue Scout, Caterer, Health/Beauty Expert, Travel Agent (honeymoon)
- » Real Weddings
- » 5 Things I've Learned (from a new bride)

Annual Distribution

Sonoma Weddings

- » 13,000 Distribution (52,000 readers)
- » Special Annual Publication
- » 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



2017-18 Editorial Calendar

| | Space Close and Non-Camera Ready Materials | Camera Ready Close |
|--|--|-----------------------|
| <i>Sonoma Magazine</i> | | |
| May/June (on-sale May 1, 2017) Food Issue: Best Burgers Special Ad Section: The Experts Guide to Your Home | Mar. 20, 2017 | April 3, 2017 |
| July/August (on-sale July 1, 2017) Fairs, Festivals & Fun | May 22, 2017 | June 6, 2017 |
| September/October (on-sale Sep. 1, 2017) The Wine Harvest Issue Special Ad Section: Top Doctors | July 17, 2017 | July 31, 2017 |
| November/December (on-sale Nov. 1, 2017) Top 100 Sonoma County Wines Special Ad Section: Winemaker Profiles | Sept. 18, 2017 | Oct. 2, 2017 |
| January/February (on-sale Jan. 1, 2018) Special Ad Section: Faces of Sonoma County | Nov. 21, 2017 | Dec. 5, 2017 |
| March/April (on-sale Mar. 1, 2018) | Jan. 16, 2018 | Jan. 30, 2018 |
| <hr/> | | |
| Sonoma Weddings (on-sale Dec. 1, 2017) | Oct. 16, 2017 | Oct. 30, 2017 |

*Dates and topics are subject to change

Sonomamag.com Website Engages Anywhere

Original content, blogs, photo galleries, calendars, Videos

By the Numbers

800% growth since January 2016

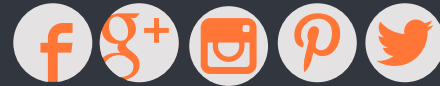
198,917

MONTHLY PAGE VIEWS

733% growth since January 2016

107,913

MONTHLY UNIQUE VISITORS



Social Media

10,488

FACEBOOK LIKES*

UP
400%
growth since
January 2017

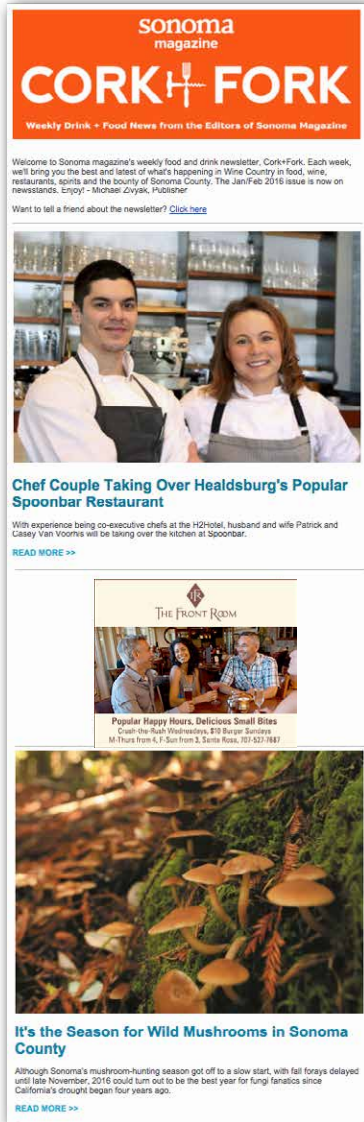
Events

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

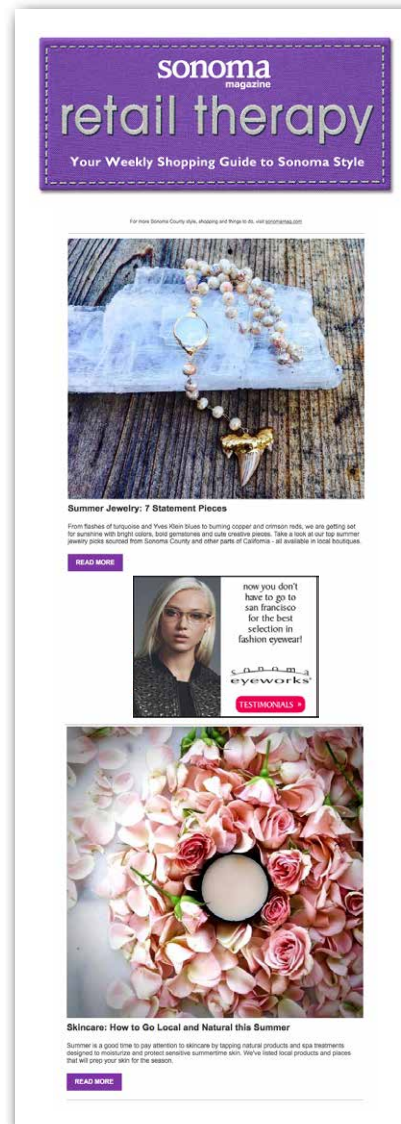
*as of 07/28/17

Mobile

Weekly eNewsletters



20,024 weekly email recipients interested in drink and food news in Sonoma County.



8,500 weekly email recipients interested in shopping news in Sonoma County.

Rates

Cork & Fork

| Position/Frequency | 1 - 3x | 4 - 7x | 8 -12x | 13-25x | 26 - 47x | 48+ |
|--------------------|--------|--------|--------|--------|----------|-------|
| Top | \$450 | \$405 | \$360 | \$315 | \$270 | \$225 |
| Second | \$430 | \$387 | \$344 | \$301 | \$258 | \$215 |
| Third | \$410 | \$369 | \$328 | \$287 | \$246 | \$205 |
| Fourth | \$390 | \$351 | \$312 | \$273 | \$234 | \$195 |

Retail Therapy

| Position/Frequency | 1 - 4x | 5 - 12x | 13-25x | 26x |
|--------------------|--------|---------|--------|-------|
| Top | \$300 | \$270 | \$210 | \$210 |
| Second | \$280 | \$252 | \$224 | \$196 |
| Third | \$260 | \$234 | \$203 | \$182 |
| Fourth | \$240 | \$216 | \$172 | \$168 |

All prices per email - must run consecutive to receive discount. Single placements subject to preemption by longer contracts.

Awards & Nominations

FOLIO:

Folio: Eddie & Ozzie Awards

Best Single Article, Regional "Point of Conflict" May/June 2016, *Finalist*

Best Regional Magazine May/June 2016, *Finalist*

Best Use of Digital Imagery "Cheap Eats" May/June 2016, 2016 **Winner**

Best One-Shot Cover Design: Sonoma Weddings 2015

Best Regional Magazine Sept/Oct 2014, 2015 **Winner**

Best Regional Magazine Mar/April 2015, 2015 *Finalist*

Best Regional Magazine May/June 2014, 2014 *Finalist*



Western Publishing Association 2014 Awards



Best Regional & State Magazine, *Finalist*

Best Overall Publication Design, *Finalist*
Sept/Oct Harvest Issue

Best Cover, *Finalist*
Sept/Oct Harvest Issue

Best Special Themed Issue, *Finalist*
Sept/Oct Harvest Issue



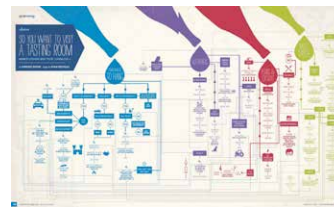
Best Feature Article, **Winner**

"Lost in Paradise"
Jan/Feb 2014



Best News Story, *Finalist*

"Thirst" Mar/Apr 2014



Best Single Editorial Illustration, *Finalist*

"So You Want to Visit A Tasting Room",
Sept/Oct 2014



Best Single Editorial Photograph, *Finalist*

"Shaken" Nov/Dec 2014



Society of Publication Designers Awards



Society of Publication Designers
Merit Award, **Winner**
Best Illustrated Cover,
March/April 2014



Society of Publication Designers
Merit Award, **Winner** *Best Illustrated*
"The BIG Guide to Cheap Eats",
May/June 2016



National City & Regional Magazine Awards



General Excellence 2016, *Finalist*
[Awards May 22] [Circ under 30K]

Best E-Newsletter 2016, *Finalist*
[Awards May 22]
Cork+Fork

General Excellence 2015, **Winner**
[Circ under 30K]

Cover Excellence 2016, *Finalist*
[Awards May 22] [Circ under 30K]
Jan/Feb, May/June, Sept/Oct

General Excellence 2014, *Finalist*
[Circ under 30K]



Best Feature Story 2015, **Winner**
[Circ under 60K]

“Up Against the Wall”
March/April 2015



Western Publishing Association 2016 Awards



Best Regional & State Magazine, *Finalist*
“Point of Conflict” May/June 2016



Western Publishing Association 2015 Awards



Best Regional & State Magazine, **Winner**
May/June Issue



Best Annual Publication, *Finalist*
Sonoma Weddings



Best Cover, *Finalist*
[Circ under 75K]
March/April
“On Top of the World”



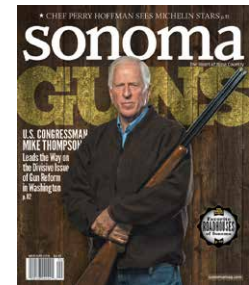
Best Single Editorial Illustration, *Finalist*
“The BIG Guide to Cheap Eats”,
May/June 2016



Best Interview or Profile, **Winner**
[Circ under 75K]
“Up Against the Wall”



Best Overall Publication Design, *Finalist*
[Circ under 75K]
July/August
“Hidden Sonoma”



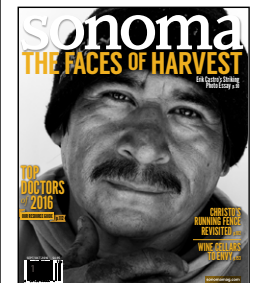
Best Interview or Profile, *Finalist*
“Mike Thompson and the End of Gun Violence”
March/April 2016



Best News Story, *Finalist*
“A World Apart”
the Sonoma Developmental Center story



Best Feature Article, *Finalist*
[Circ under 75K]
“Amazing Grace”



Best Overall Design, *Finalist*
Sept/Oct 2016



Best “How To” Article, *Finalist*
“Hidden Sonoma”



Best Editorial Layout, *Finalist*
[Circ under 75K]
“Welcome to Beer Country”



Best Single Editorial Photograph, *Finalist 2016*
“Jardessa’s Holiday Spritz”

2017 Advertising Specifications and Rates

sonoma
magazine

| Ad Size | Open Rate | 3X [5% Disc] | 6X [15% Disc] |
|-----------|-----------|--------------|---------------|
| Spread | \$6,085 | \$5,780 | \$5,170 |
| Full Page | \$3,380 | \$3,210 | \$2,875 |
| 2/3 Page | \$2,720 | \$2,585 | \$2,310 |
| 1/2 Page | \$2,200 | \$2,090 | \$1,870 |
| 1/3 Page | \$1,675 | \$1,590 | \$1,425 |
| 1/4 Page | \$1,255 | \$1,190 | \$1,065 |
| 1/6 Page | \$835 | \$790 | \$710 |

sonoma
weddings

| Ad Size | Open Rate | Sonoma Advertiser |
|-----------|-----------|-------------------|
| Spread | \$3,050 | \$2,745 |
| Full Page | \$1,695 | \$1,525 |
| 1/2 Page | \$1,105 | \$995 |
| 1/3 Page | \$855 | \$770 |

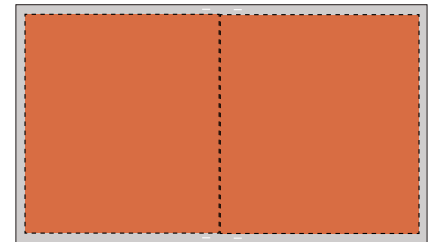
Premium Positions

Back Cover 30% Inside Covers 20% Opposite TOC's 15%
Color ad/per issue. All rates are NET

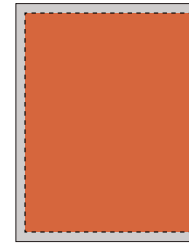
Advertisements assigned to premium positions are subject to creative approval prior to placement confirmation. The Publisher may reject or cancel any advertising for any reason at any time.

Michael Zivyak,
President, Magazine Division
Sonoma Media Investments, LLC
427 Mendocino Avenue
Santa Rosa, CA 95401
P: 707.521.5284
michael.zivyak@sonomamag.com

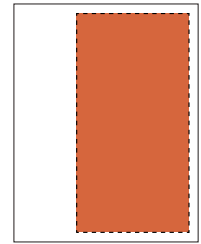
Locally owned by
Sonoma
Media
Investments LLC



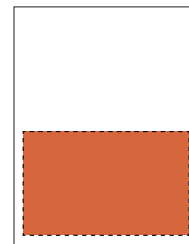
2 Page spread bleed = 18.25" x 11.125"
Trim = 18" x 10.875"



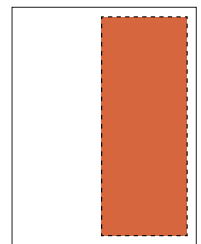
Full page bleed
9.25" x 11.125"
Trim = 9" x 10.875"



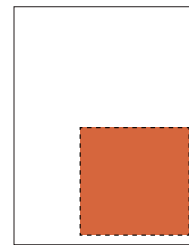
2/3 vertical
5.375" x 9.875"



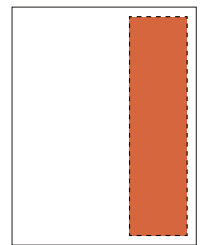
1/2 horizontal
8" x 4.75"



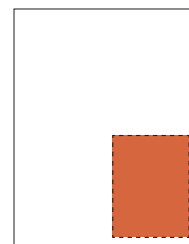
1/2 vertical
3.75" x 9.875"



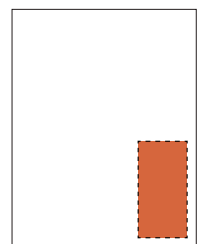
1/3 square
5.375" x 4.75"



1/3 vertical
2.375" x 9.875"



1/4 page
3.75" x 4.75"



1/6 page
2.375" x 4.75"

Color Space: CMYK only

Image Resolution: 300 dpi Line Screen: 150 dpi

Preferred Format: All materials should be sent as Press Quality PDF's to your Account Executive and/or Client Services Assistant

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

Binding Method: Perfect Bound

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