

sonoma

magazine

2019
MEDIA KIT



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.



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

Wine & Spirits

Food & Dining

Personality Profiles

Cultural Attractions

Style

Journalism



SECTION OPENERS

WITH MINI - TOC'S

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

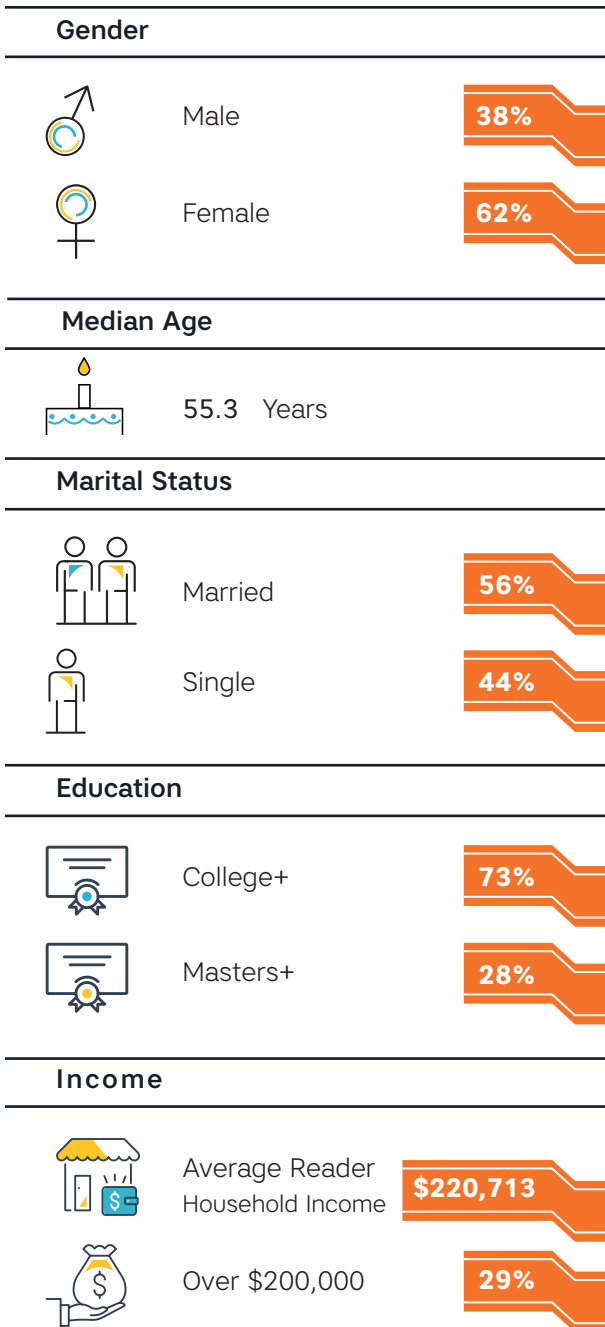


DEMOGRAPHICS

OVERVIEW

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

AFFLUENT, EDUCATED, ACTIVE



*Source: 2018 CVC Reader Survey



1 2 3 BY THE NUMBERS

Plan to purchase during the next 12 months:

18% New automobile, truck or SUV

68% Furniture & home furnishings

28% Major home appliance

42% Home improvements and supplies

63% Men's apparel

81% Women's apparel

39% Lawn care service
(Maintenance & landscaping)

91% Dining & entertainment

19% Carpet and flooring

45% Lawn & garden supplies

65% Vacations & travel

12% Real estate (sell or purchase)

32% Jewelry

69% Medical services & physicians

30% Pet supplies

41% Florists & gift shops

4 8

DISTRIBUTION

COVERING THE GREATER SONOMA REGION

Circulation **25,000**

Readers **100,000**

Issues **6** per year

Paid Subscribers (\$14.99 Per Year for 6 Issues)

Paid Newsstand (\$5.95)

- Airport Distribution at SFO
- Safeway Dedicated Pockets at Check-Out
- Whole Foods in Sonoma, Napa, Marin, San Francisco
- Barnes & Noble
- Olivers's Market

Select Retailers

Direct Mail List of High Income Households in
Sonoma County

Upscale In-Room Hotel Distribution in:
Sonoma, Napa, Marin, and San Francisco.

Partnership with InVino

Events/Wineries/Visitor Centers

Third party Audit by Circulation Verification Council (CVC)



#1
Magazine

Number One Magazine on
Newsstands in Sonoma County



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

Double Tree 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
America's Best Value
Inn and Suites Petaluma

YOUNTVILLE

Maison Fleurie
Lavender

SONOMA VALLEY

Gaige House
El Dorado Hotel
El Pueblo
Fairmont Sonoma Mission 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

RETAIL

Sonoma magazine is available at these retail locations:

ALAMEDA

De Lauer's News Stand
Nob Hill Foods

ALAMO

Safeway

AMERICAN

CANYON

Safeway
Walmart

APTOS

Deluxe Foods

BELVEDERE

TIBURON

CVS

BEN LOMONT

Ben Lomont Market

BENICIA

Raley's

BERKELEY

Books Inc.

CALISTOGA

Cal Mart
Copperfields Books

CARMEL

Safeway

CARMICHAEL

Raley's

CHICO

Barnes & Noble
Raley's
Safeway

CITRUS HEIGHTS

Barnes & Noble

CLEARLAKE

Safeway

CLOVERDALE

CVS
Colorado Springs
Barnes & Noble

CORTE MADERA

Barnes & Noble
Nugget Market
Safeway

COTATI

Oliver's Market

CUPERTINO

Safeway

DALY CITY

Safeway

DANVILLE

Draeger's Supermarket

DAVIS

Newsbeat Davis Inc.
Safeway

DUBLIN

Barnes & Noble
Safeway

EL CERRITO

Barnes & Noble
Safeway

EMERYVILLE

Barnes & Noble

EUREKA

Safeway
Fair Oaks
Safeway

FAIRFIELD

Barnes & Noble
Raley's

FOLSOM

Barnes & Noble
Raley's

FORT BRAGG

CVS
Safeway

FREMONT

Safeway

GILROY

Barnes & Noble

GLEN ELLEN

Glen Ellen Village Market

GREENBRAE

CVS
Mollie Stone's

GUALALA

Surf Supermarket

GUERNEVILLE

Safeway

HEALDSBURG

Big John's Market

COPPERFIELD'S

Books

CVS

Safeway

INCLINE VILLAGE

Raley's

IRVINE

Barnes & Noble
Kings Beach
Safeway

LAFAYETTE

Safeway

LAKEPORT

Safeway

LARKSPUR

Lucky Store

LAS VEGAS

Barnes & Noble

LOS ALTOS

Draeger's Supermarket

MENDOCINO

Harvest At Mendocino's

LENZO PARK

Draeger's Supermarket
Safeway

MIDDLETOWN

Hardester's Market

MILL VALLEY

CVS
Depot Bookstore & Cafe
Mill Valley Market
Safeway
Whole Foods

MODESTO

Safeway

MORGAN HILL

Book Smart

MOUNTAIN VIEW

Safeway

NAPA

Copperfield's
Books
CVS
Lucky Store
Nob Hill Foods
Raley's
Safeway
Target
Vallerga's
Walmart
Whole Foods

NEWPORT BEACH

Barnes & Noble

NOVATO

Copperfield's
Books
Costco
CVS
Harvest Market
Lucky Store
Nugget Market
Safeway
Whole Foods

OAK PARK

Target

OAKLAND

De Lauer's News Stand
Farleys East

PALM DESERT

Bristol Farms
Mac's Smoke Shop

PASADENA

Vroman's Bookstore

PETALUMA

Copperfield's
Books
CVS
Lucky Store
Petaluma Market
Raley's
Safeway
Sprouts
Target
Whole Foods

PLACERVILLE

Raley's

PLEASANTON

Safeway
Porterville
CVS
Rancho Mirage
CVS

REDWOOD CITY

Barnes & Noble

ROHNERT PARK

Costco
CVS
Raley's
Safeway
Walmart

ROSEVILLE

Barnes & Noble
Safeway

SACRAMENTO

Barnes & Noble
Raley's
Safeway

SAINT HELENA

Safeway
Sunshine Food
Vasconi's Pharmacy

SAN ANSELMO

CVS
Safeway
United Markets

SAN BRUNO

Barnes & Noble

SAN FRANCISCO

Books Inc.
Cal Mart
Compass Books
CVS
Fog City News
Juicy News SF
Lucky Store
Mollie Stone's
Safeway
SFO Bayreader #23
SFO Pg News & Gifts #1
SFO Pg News & Gifts #2
SFO Pg News & Gifts #4
SFO Pg News & Gifts #5
SFO Skyline News & Gifts
Smoke Signals

SAN JOSE

Barnes & Noble

SAN MATEO

Barnes & Noble
Draeger's Supermarket
Safeway

SAN RAFAEL

CVS
Marinwood Market
Safeway
Target

SANTA ROSA

Barnes & Noble
Copperfield's
Books
Costco
CVS
Lucky Store
Molsberry's Market
Oliver's Market
Pacific Market
Raley's
Safeway
Whole Foods
Sausalito
CVS
Heath Ceramics Ltd.
Sebastopol
Copperfield's
Books
CVS
Lucky Store
Pacific Market
Safeway
Whole Foods

SONOMA

CVS
Lucky Store
Pharmaca
Safeway
Sonoma Market
Whole Foods

SOUTH PASADENA

Bristol Farms

STOCKTON

Barnes & Noble
Podesto's Market & Deli

UKIAH

CVS
Lucky Store
Safeway

VACAVILLE

Costco

VALLEJO

Costco

VASHON

Vashon Thriftway

WALNUT CREEK

Amazon Books #11
Target

WILLITS

Safeway

WINDSOR

CVS
Oliver's Market
Raley's
Safeway
Walmart

WOODLAND HILLS

Whats News Jr.

YOUNTVILLE

Ranch Market

2019 EDITORIAL CALENDAR

There is always something going on!

COVER STORY	SPECIAL AD SECTION	DATES
JANUARY / FEBRUARY On-sale Jan. 01, 2019	Faces of Sonoma County	Space Close & Non-Camera Ready Materials Nov. 20, 2018 Camera Ready Close Dec. 04, 2018
MARCH / APRIL On-sale Jan. Mar. 01, 2019 Wedding Editorial Section		Space Close & Non-Camera Ready Materials Jan. 15, 2019 Camera Ready Close Jan. 29, 2019
MAY / JUNE On-sale May 01, 2019 Food Issue	The Experts Guide to Your Home	Space Close & Non-Camera Ready Materials Mar. 19, 2019 Camera Ready Close April 02, 2019
JULY / AUGUST On-sale July 01, 2019 Summer Fun	Extraordinary Women	Space Close & Non-Camera Ready Materials May. 21, 2019 Camera Ready Close June 05, 2019
SEPTEMBER / OCTOBER On-sale Sep. 01, 2019 The Harvest Issue	Experts Guide to your Health	Space Close & Non-Camera Ready Materials July 16, 2019 Camera Ready Close July 30, 2019
NOVEMBER / DECEMBER On-sale Nov. 01, 2019 Top 100 Wines	Winemaker Profiles	Space Close & Non-Camera Ready Materials Sept. 17, 2019 Camera Ready Close Oct. 01, 2019

*Dates and topics are subject to change

SPECIAL
EDITORIAL
SECTION

WEDDINGS



EDITORIAL FOCUS

The March/April issue we will feature a section dedicated to weddings in Sonoma. Editorial will feature “Crushes” (things we love) and several “Real Weddings” that happened in Sonoma County in the last year.

Issue	1X Open Rate	3X (5% Disc)	6X (15% Disc)
Spread	\$4,500	\$4,050	\$3,645
Full Page	\$2,500	\$2,250	\$2,025
2/3 Page	\$2,010	\$1,910	\$1,710
1/2 Page	\$1,629	\$1,550	\$1,385
1/3 Page	\$1,245	\$1,185	\$1,060
1/4 Page	\$925	\$880	\$785
1/6 Page	\$625	\$595	\$530

Advertisers have category exclusivity.



MARCH
APRIL

FACES OF SONOMA COUNTY

JAN
FEB



THE FACES BEHIND THE BUSINESSES

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.



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

Advertisers have category exclusivity.



MAY
JUN

THE EXPERTS'

GUIDE TO YOUR HOME

THE INDISPENSABLE RESOURCE

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.



BONUS DIGITAL **50,000** IMPRESIONS

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.

RATES		Past 12 Months Sonoma Magazine Advertiser *	May/June Sonoma Magazine Advertiser **
UNIT	Open Rate		
Spread	\$3,300	\$2,800	\$2,300

Advertisers have category exclusivity.

*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

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

EXTRAORDINARY

WOMEN

JUL
AUG

AN UNIQUE OPPORTUNITY

Sonoma Magazine presents an unique opportunity to tell the stories of our region's notable women. Distinguished by color photography, Extraordinary Women 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.

100 words of copy to be provided by you.*

RATES		Sonoma Magazine Advertiser	
Ad Size	Open Rate	3X	6X
Full Page	\$2,500	\$2,250	\$2,025

Advertisers have category exclusivity.

INCLUSIONS:

- Professional photography session (30 minute maximum)+-
- 10 copies of the magazine
- A digital version of your page hosted on sonomamag.com
- Access to a digital version of the "Extraordinary Women" section to post on your website
- Benefits associated with posts on Sonoma Magazine's official Facebook page promoting the "Extraordinary Women" section



SEP
OCT

EXPERTS

GUIDE TO YOUR HEALTH

BE THE EXPERT IN YOUR SPECIALTY

In the Sept/Oct issue, Sonoma Magazine will publish the Best Doctors in Sonoma County 2018. This list reveals the best medical professionals in a number of specialties.

Sonoma Magazine conducts a county-wide 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, physician groups and other health professionals to deliver their message and expertise with Sonoma Magazine's more than 100,000* educated, affluent readers.

Hospitals and clinics may run display ads, while health professionals can maximize their exposure in the magazine by electing to run an individual profile in a specially formatted section in the Sept/Oct issue of Sonoma Magazine.



RATES	
Ad Size	Open Rate
Spread	\$5,850
Full Page	\$3,250

DISTRIBUTION

BONUS

SEPT/OCT ISSUE

70,000

25,000 + 45,000 [BONUS] Annual Special Section to Press Democrat in Home Subscribers

WINEMAKER

PROFILES

NOV
DEC

TOP 100 WINES

In the November/December “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.



RATES			
Ad Size	Open Rate	3X	6X
Spread	\$4,500	\$4,050	\$3,645
Full Page	\$2,500	\$2,250	\$2,025
Half Page	\$1,630	\$1,470	\$1,320

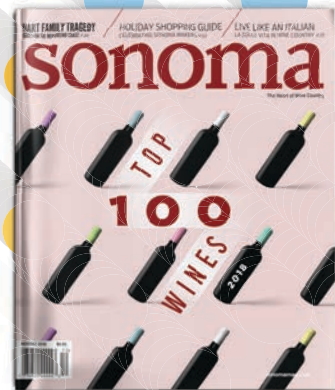
* Sonoma Magazine advertisers receive an additional 10% discount.



EDITIONS

6

JANUARY / FEBRUARY,
MARCH / APRIL,
MAY / JUNE,
JULY / AUGUST,
SEPTEMBER / OCTOBER,
NOVEMBER / DECEMBER



sonomamag.com

DIGITAL OVERVIEW

WE GOT THE NUMBERS!

Original content, blogs, photo galleries, calendars, Videos

2.1M
Page Views

+1,204% growth Dec. 2018
vs Dec. 2016.

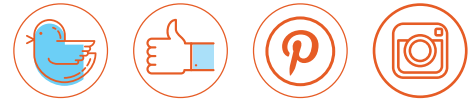
164K
Unique Visitors

+89% growth Dec. 2018 vs
Dec. 2016

17,131
Facebook Followers

SOCIAL MEDIA

*As of Jan. 07, 2019



UP **170%**

Growth Dec. 2018
Vs Dec. 2017 in
social media **likes**



NEWSLETTERS



20,000

Weekly email recipients interested in drink and food news in Sonoma County.

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

RATES

8,500

Weekly email recipients interested in shopping news in Sonoma County.

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



RATES

30,000

Out of area bi-weekly email recipients highlighting restaurants, wineries, hotels, arts, entertainment and style in Sonoma County.



Destination Sonoma	Position / Frequency		
	1-3x	4-7x	8-12x
Top	\$450	\$405	\$360
Second	\$430	\$387	\$344
Third	\$410	\$369	\$328
Fourth	\$390	\$351	\$312
Fifth	\$370	\$333	\$296

RATES

AWARDS

& NOMINATIONS

FOLIO:

FOLIO: EDDIE & OZZIE AWARDS

- 2018 Eddie Award: Best Full Issue, City & Regional (Jan/Feb 2018), **Winner**
- 2018 Eddie Award: Best Single Article, City & Regional ("October Inferno"), **Winner**
- 2018 Ozzie Award: Best Single Article, City & Regional ("Sonoma's Summer of Love"), Finalist
- 2018 Ozzie Award: Best Overall Design, City & Regional ("Fire Issue"), Finalist
- 2018 Ozzie Award: Best Cover, City & Regional ("Fire Issue"), Finalist
- 2018 Ozzie Award: Best Illustration, City & Regional ("The Great Wine Heist"), Finalist
- 2018 Ozzie Award: Best Photography, City & Regional ("October Inferno")-Finalist
- 2017 Ozzie Award: Best City & Regional Cover: (Jan/Feb), **Winner**
- 2017 Eddie Award: Best Single Article, City & Regional, "There Are No Walls in Windsor", Finalist
- 2017 Ozzie Award: Best Overall Design, City & Regional, Finalist
- 2017 Ozzie Award: Best Use of Photography, "The Faces of Harvest" Finalist
- 2016 Eddie Award: Best Regional Magazine: (May/June) Finalist
- 2016 Eddie Award: Best Single Article, Regional: ("Point of Conflict") Finalist
- 2016 Ozzie Award: Best One-Shot Cover Design: (Sonoma Weddings) Finalist
- 2016 Ozzie Award: Best Use of Digital Imagery: ("Cheap Eats") **Winner**
- 2015 Eddie Award: Best Regional Magazine (Sept/Oct) **Winner**
- 2015 Eddie Award: Best Regional Magazine Finalist (Mar/Apr)
- 2015 Eddie Award: Best Regional Magazine Finalist

2014 / 2015 2016 / 2017 / 2018

2014 / 2015 2016 / 2017



NATIONAL CITY & REGIONAL MAGAZINE AWARDS (CRMA)

- 2017 Sonoma Magazine, General Excellence, Finalist
- 2016 Sonoma Magazine, General Excellence, Finalist
- 2016 Sonoma Magazine, Cover Excellence, Finalist
- 2016 Sonoma Magazine, Best eNewsletter, Finalist
- 2015 Sonoma Magazine, General Excellence, **Winner**
- 2015 Sonoma Magazine, Best Feature Story, **Winner**
- 2014 Sonoma Magazine, General Excellence, Finalist



AWARDS & NOMINATIONS



WESTERN PUBLISHING ASSOCIATION (WPA) MAGGIE AWARDS

- 2016 Best Regional & State Magazine, **Winner**
- 2016 Best Feature Article "Point of Conflict", Finalist
- 2016 Best Interview or Profile "Mike Thompson", Finalist
- 2016 Best Single Editorial Illustration "BIG Guide to Cheap Eats", Finalist
- 2016 Best Single Editorial Photograph "Jardesca Holiday Spritz", Finalist
- 2016 Best Overall Publication Design, Sept/Oct, Finalist
- 2015 Best Regional & State Magazine, **Winner**
- 2015 Best Annual Publication: Sonoma Weddings, Finalist
- 2015 Best Feature Article "Amazing Grace" Finalist
- 2015 Best "How To" Article "Hidden Sonoma" Finalist
- 2015 Best Interview or Profile "Up Against The Wall" **Winner**
- 2015 Best News Story "A World Apart" Finalist
- 2015 Best Editorial Layout "Welcome to Beer Country" Finalist
- 2015 Best Cover "Mar/Apr On Top of the World" Finalist
- 2015 Best Overall Publication Design "July/Aug Hidden Sonoma" Finalist
- 2014 Best Regional & State Magazine Finalist
- 2014 Best Overall Publication Design "Sept/Oct Harvest Issue" Finalist
- 2014 Best Feature Article "Lost in Paradise" **Winner**
- 2014 Best News Story "Thirst" (about the drought in Mar/Apr 2014) Finalist
- 2014 Best Single Editorial Illustration "So You Want to Visit A Tasting Room" Finalist
- 2014 Best Single Editorial Photograph "Shaken" Finalist
- 2014 Best Cover "Sept/Oct Harvest Issue" Finalist
- 2014 Best Special Themed Issue "Sept/Oct Harvest Issue" Finalist



EDITOR & PUBLISHER EPPY AWARDS

- 2018 Best Digital Magazine with under 1 million unique monthly visitors: sonomamag.com, Finalist



SOCIETY OF PUBLICATION DESIGNERS (SPD)

- 2016 Best Use of Photo Illustration, "Sonoma's Big Guide to Cheap Eats" May/June 2016 Issue, **Merit Award Winner**
- 2014 Best Illustrated Cover, Mar/Apr 2014 Issue, **Merit Award Winner**

2014 / 2015 / 2016

2018

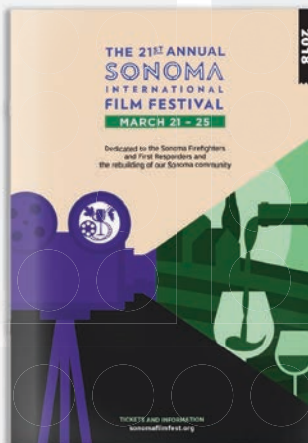
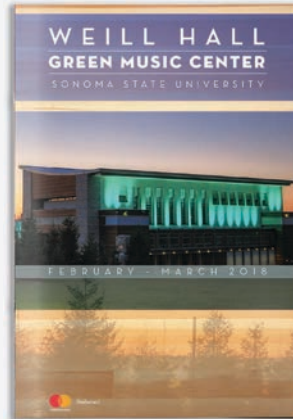
2014 / 2016

PUBLISHING

CUSTOM PUBLISHING

Sonoma Magazine is the exclusive publisher of the Green Music Center at SSU program book, as well as the Sonoma International Film Festival program book. If you're interested in discussing advertising opportunities in these publications, please contact your advertising sales representative.

If you're interested in how Sonoma Magazine can help your business with a custom publication, please contact **Michael Zivyak** at michael.zivyak@sonomamag.com



PLAY *Petaluma*



LET'S PLAY, PETALUMA!

For local businesses, your best and most loyal customers are the ones who are in the North Bay. Our residents spend more and visit here more frequently.

WHY **PLAY** PETALUMA?

- Produced and written by local writers and editors who know Petaluma
- High quality magazine with a long shelf life
- Expanded distribution at local events
- Useful, timely information on how to enjoy Petaluma
- Powerful, audited circulation/distribution

Print Distribution

44,000 copies guaranteed home-delivery via the region's top newspapers – The Press Democrat, Petaluma Argus-Courier and Sonoma Index-Tribune.

Digital Reach

- Inclusion in the Play Petaluma e-Newsletter
- Sponsored Content will feature things to do in Petaluma and will include an embed of the flip-able magazine
- SMI network digital display advertising in the North Bay, as well as in the greater SFDMA, to reach potential visitors
- Reach Extension of digital display ads to our exclusive whitelist of top sites, to spread the Petaluma word outside the area

Digital Distribution

Play Petaluma magazine will be converted into a digital flip-able publication, allowing anyone to page through it on any device. Users can also download and print any pages they desire – including ads!

Beats / Houston Porter

PETALUMA'S HAPPIEST HOURS

THE BEST DOWNTOWN OPTIONS FOR FOOD AND DRINK DEALS

Music / Daedalus Howell

LIVE FROM PETALUMA

LOCAL MUSIC VENUES SHOWCASE ROCK, PUNK AND JAZZ ACTS

ADVERTISING

SPECIFICATIONS & RATES

RATES			
Ad Size	Open Rate	3X (5% Disc)	6X (15% Disc)
Spread	\$6,640	\$6,305	\$5,645
Full Page	\$3,690	\$3,505	\$3,135
2/3 Page	\$2,965	\$2,820	\$2,520
1/2 Page	\$2,405	\$2,285	\$2,045
1/3 Page	\$1,840	\$1,750	\$1,565
1/4 Page	\$1,365	\$1,295	\$1,160
1/6 Page	\$920	\$875	\$780

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.

Color Space: CMYK only

Image Resolution: 300 dpi Line Screen: 150 dpi

Preferred Format: All materials should be sent as Press Quality PDF 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

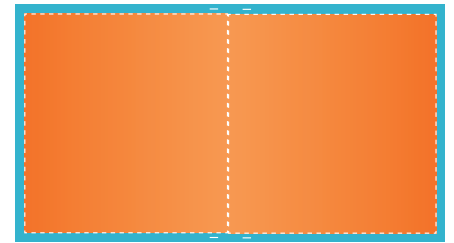
Attention: Sonoma Magazine Publications Account Executive and/or Client Services Assistant

Michael Zivvyak
President, Magazine Division

Sonoma Media Investments, LLC
427 Mendocino Avenue.
Santa Rosa, CA 95401

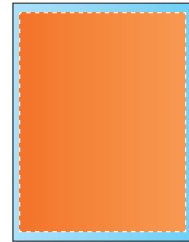
P: 707.521.5284

michael.zivvyak@sonomamag.com



2 Page spread bleed: 18.25" x 11.125"

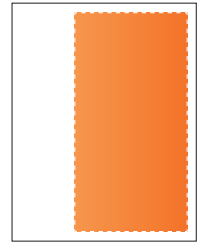
Trim: 18" x 10.875"



Full page bleed:

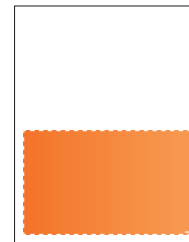
9.25" x 11.125"

Trim: 9" x 10.875"



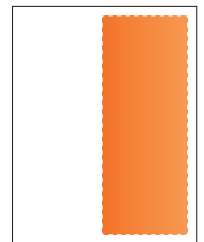
2/3 vertical

5.375" x 9.875"



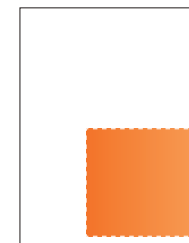
1/2 horizontal

8" x 4.75"



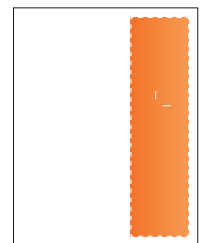
1/2 vertical

3.75" x 9.875"



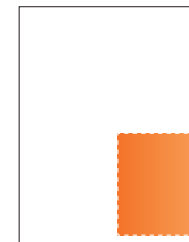
1/3 square

5.375" x 4.75"



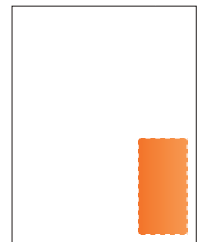
1/3 vertical

2.375" x 9.875"



1/4 page

3.75" x 4.75"



1/6 page

2.375" x 4.75"

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