

# sonoma

magazine



2021  
MEDIA KIT





# The Heart OF WINE COUNTRY

**S**onoma 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.



**Stephen Childs**  
**President, Magazine Division**

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

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Wine & Spirits

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Food & Dining

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Personality Profiles

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Cultural Attractions

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Style

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Journalism



6

EDITIONS

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

**sonoma**  
magazine





# Section Openers



## 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





# 2021 Editorial CALENDAR

There is always something going on!

EDITORIAL SECTION	SPECIAL AD SECTION	DATES
<b>MARCH / APRIL</b> On-sale Mar. 01, 2021 <b>Spring Day Trips, Sonoma's Creative Class</b>	<b>The Experts Guide to Your Home</b>	Space Close ..... Feb. 8, 2021   Art Close ..... Feb. 10, 2021
<b>MAY / JUNE</b> On-sale May 01, 2021 <b>Food Issue</b>	<b>Sonoma Designer Showcase</b>	Space Close ..... April 5, 2021   Art Close ..... April 7, 2021
<b>JULY / AUGUST</b> On-sale July 01, 2021 <b>Real Estate, Summer Fun</b>	<b>Extraordinary Women</b>	Space Close ..... June 7, 2021   Art Close ..... June 09, 2021
<b>SEPTEMBER / OCTOBER</b> On-sale Sep. 01, 2021 <b>Harvest Issue</b>	<b>Aging Well Experts Guide to Your Health</b>	Space Close ..... Aug. 9, 2021   Art Close ..... Aug. 11, 2021
<b>NOVEMBER / DECEMBER</b> On-sale Nov. 01, 2021 <b>Wine, Holidays</b>	<b>Private Schools Top Lawyers</b>	Space Close ..... Oct. 4, 2021   Art Close ..... Oct. 6, 2021
<b>JANUARY / FEBRUARY</b> On-sale Jan. 01, 2022 <b>Weddings Editorial Section</b>	<b>Faces of Sonoma County</b>	Space Close ..... Dec. 6, 2021   Art Close ..... Dec. 8, 2021

\*Dates and topics are subject to change



# Distribution

SONOMA, NAPA, MARIN,  
& SAN FRANCISCO COUNTIES

Circulation .....	<b>25,000 copies</b>
Readers .....	<b>111,748</b>
Issues .....	<b>6</b> per year
Newsstand Price .....	<b>\$5.95</b>
Subscription Cost.....	<b>\$14.99</b> (Per Year for 6 Issues)

## 350 Newsstand Outlets Including:

- Safeway Dedicated Pockets at Check-Out
- Whole Foods in Sonoma, Napa, Marin, San Francisco
- Oliver's Market
- Nugget Markets
- Nob Hill
- Raley's
- Bel-Air
- United
- Barnes & Noble
- Copperfield's

## Other Outlets

- Mailed/Delivered copies to subscribers
- 100 Upscale Hotels and Wineries in Sonoma County
- Doctors' waiting rooms, high-end spas and salons throughout county
- Real Estate Brokerages & Visitor Centers
- Events throughout the year



For a complete list of retail  
outlets by city visit

[SONOMAMAG.COM/BUY-SONOMA-MAGAZINE](http://SONOMAMAG.COM/BUY-SONOMA-MAGAZINE)

#1

**Magazine**

In readers and newsstand  
sales in North Bay












# Our Readers

## OVERVIEW

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

### AFFLUENT, EDUCATED, ACTIVE

Gender		
	Male	35%
	Female	65%
Average Age		
	Years	48
Marital Status		
	Married	68%
	Single	32%
Education		
	Graduated/Attended College	90%
	Completed Post Graduate Degrees	24%
Income		
	Average Reader Household Income	\$216,000
	Average Market Value of Home	\$951,000
	\$100,000+	81%

\*Sources:  
Scarborough Research, 2020  
Circulation Verification Council Audit 2020

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

**YES!**  
**64%**





# BY THE Numbers

## What our readers plan to spend money on in 2021:

### Retail

- 74%** Men's apparel
- 54%** Women's apparel

### Home

- 61%** Furniture / Home Furnishings
- 35%** Home Improvements or Home Improvement Supplies
- 33%** Landscaping & Lawn Maintenance
- 41%** Lawn & Garden Supplies
- 32%** Television or Electronics
- 42%** Cleaning Services (Carpet, Air Ducts, Home cleaning)
- 25%** Major Home Appliance

### Financial

- 41%** Tax Advisor / Tax Services
- 32%** Financial Planner (Retirement, Investing)

### Health

- 63%** Physicians & Medical Services
- 42%** Health Club / Exercise Class
- 54%** Pharmacist / Prescription Service

### Entertainment

- 82%** Dining & Entertainment
- 56%** Travel & Vacation

### Pets

- 33%** Veterinarians
- 32%** Pet Supplies

### Automotive

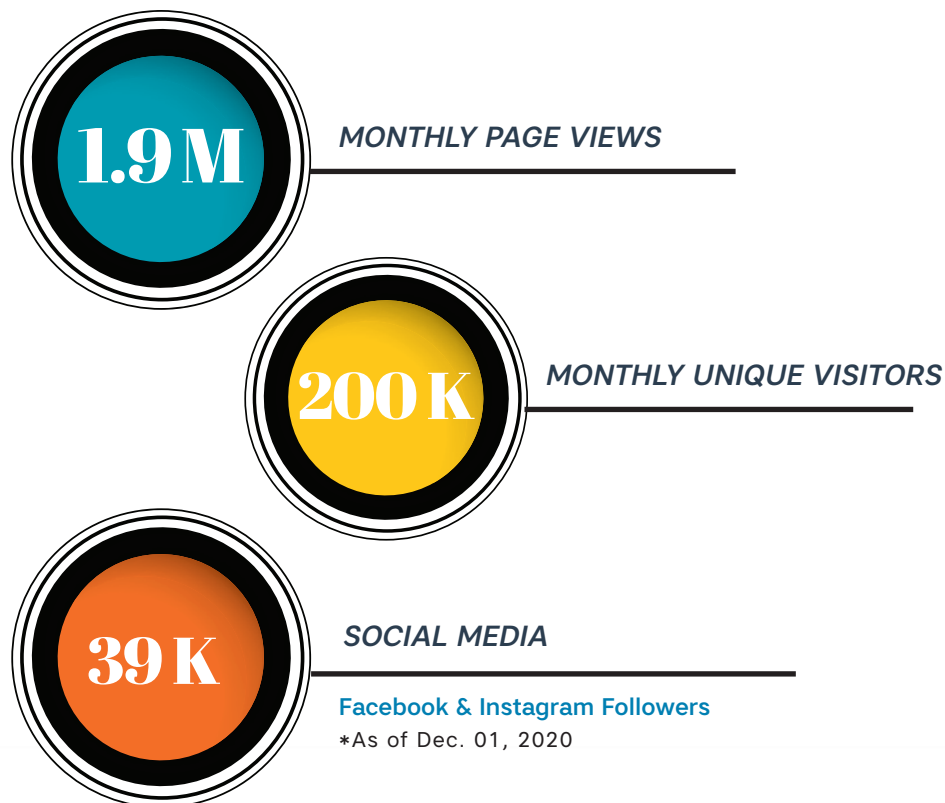
- 28%** New or Used Automobile, SUV or Truck
- 39%** Automobile Accessories (tires, brakes or service)



# Digital Overview

Original content, blogs, photo galleries, calendars, videos...

We have the numbers!

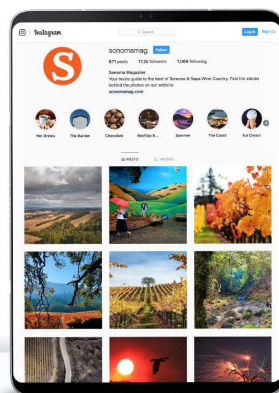
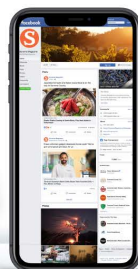


[facebook.com/SONOMAmagazine](https://facebook.com/SONOMAmagazine)

[instagram.com/sonomamag](https://instagram.com/sonomamag)

[pinterest.com/sonomamag](https://pinterest.com/sonomamag)

[twitter.com/sonomamag](https://twitter.com/sonomamag)

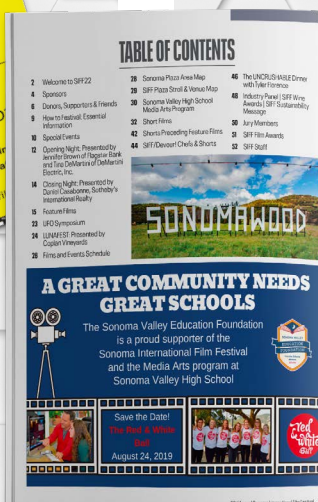


Source: Google Analytics  
Monthly Averages, 2020

# Custom Publishing

The Magazine Division's Custom Publishing Group is the exclusive publisher of the program books for the Green Music Center at SSU program, the Luther Burbank Center for the Arts, and the Sonoma International Film Festival. It also publishes association directories and resource guides, visitor and tourism booklets, and specialty content publications for both a consumer or business audience.

To discuss advertising opportunities in these publications, please talk to your sales representative. If you're interested in how we can help your business or association with a custom publishing project, please contact Stephen Childs at [steve.childs@sonomamag.com](mailto:steve.childs@sonomamag.com).





**2021**

# Advertising

## SPECIFICATIONS & RATES

### Premium Positions

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

Color ad/per issue. All rates are NET

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

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 Account Manager

Publication Trim Size: 9" x 10.875"

Safety Area: 8.25" x 10.125"

Safe area from trim: 0.375"

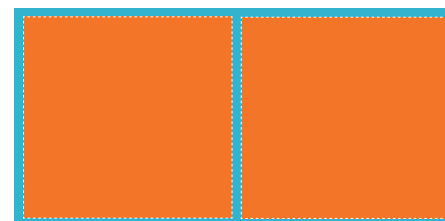
Binding Method: Perfect Bound

Materials Shipping Address: 427 Mendocino Avenue, Santa Rosa, CA 95401

Attention: Sonoma Magazine Publications Account Executive and/or Account Manager

**Stephen Childs**  
**President, Magazine Division**

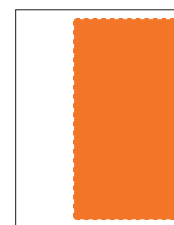
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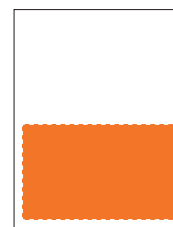
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Trim: 18" x 10.875"



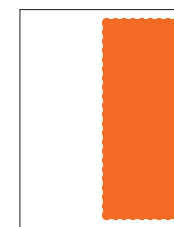
Full page bleed:  
9.25" x 11.125"  
Trim: 9" x 10.875"



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"



