

sonoma magazine

2023
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.



Stephen Childs
President, Magazine Division

Sonoma Media Investments, LLC
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Santa Rosa, CA 95401
P: 707.521.5284
steve.childs@sonomamag.com

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

Wine & Spirits

Food & Dining

Personality Profiles

Cultural Attractions

Style

Journalism

6

ISSUES

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



2023 Editorial CALENDAR

There is always something going on!

EDITORIAL SECTION	SPECIAL AD SECTION	DATES
MARCH / APRIL On-sale Mar. 01, 2023 Spring Planting, Local Artists	Experts Guide To Home	Space Close Feb. 7, 2023 Art Close Feb. 9, 2023
MAY / JUNE On-sale April 28, 2023 The Food Issue: Restaurants and Chefs	Designer Showcase	Space Close Mar. 30, 2023 Art Close Apr. 3, 2023
JULY / AUGUST On-sale June 30, 2023 Ultimate Guide to the Coast, Summer Fun	Women Entrepreneurs	Space Close June 1, 2023 Art Close June 5, 2023
SEPTEMBER / OCTOBER On-sale Sep. 01, 2023 The Harvest Issue - Best Tasting Rooms	Aging Well / Experts Guide To Your Health	Space Close Aug. 3, 2023 Art Close Aug. 7, 2023
NOVEMBER / DECEMBER On-sale Oct. 27, 2023 Made in Sonoma	Wineries, Winemakers and their Wines Lawyers of Excellence	Space Close Oct. 5, 2023 Art Close Oct. 9, 2023
JANUARY / FEBRUARY 2024 On-sale Dec. 29, 2024 Local Music and Small Towns	Faces of Sonoma County	Space Close Nov. 30, 2023 Art Close Dec. 4, 2023

*Dates and topics are subject to change

Distribution

SONOMA, NAPA, MARIN,
& SAN FRANCISCO COUNTIES

Circulation	25,000 copies
Readers	111,748
Issues	6 per year
Newsstand Price	\$5.95
Subscription Cost.....	\$14.99 (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

#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 2023:

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

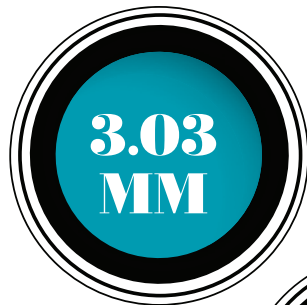
Automotive

- 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!



MONTHLY PAGE VIEWS



MONTHLY UNIQUE VISITORS



SOCIAL MEDIA

Facebook & Instagram Followers

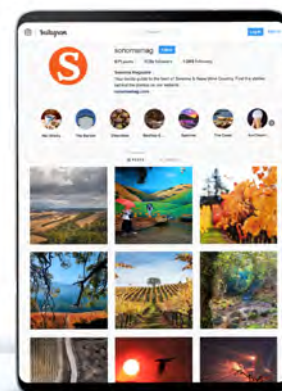
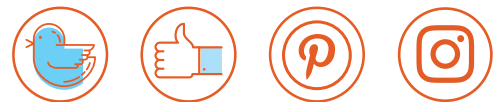
*As of Dec. 01, 2022

facebook.com/SONOMAmagazine

instagram.com/sonomamag

pinterest.com/sonomamag

twitter.com/sonomamag



Source: Google Analytics,
Monthly Averages, 2022

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.



2023

Advertising SPECIFICATIONS

Premium Positions

Back Cover 30% | Inside Covers 30%
Inside Back Cover 20% | Table of Contents 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

Rich Black formula: Solid black backgrounds and graphics must use rich black formula: Cyan 40%, Magenta 60%, Yellow 20%, Black 100%.

Image Resolution: 300 dpi at camera-ready image size
(NOTE: images lose resolution as they are enlarged).

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"

Live Area (text and images): 7.75" x 10.125"
3/8" in from top and bottom trim line
5/8" in from left and right trim line

Binding Method: Perfect Bound

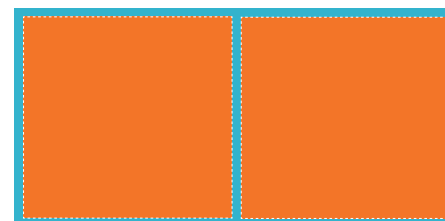
Materials Shipping Address: 416 B Street, Suite A, Santa Rosa, CA 95401
Attention: Sonoma Magazine Publications Account Executive and/or Account Manager

Stephen Childs

President, Magazine Division

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416 B Street, Suite A
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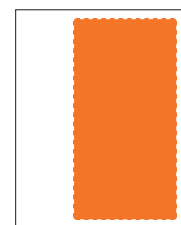
P: 707.521.5284 steve.childs@sonomamag.com



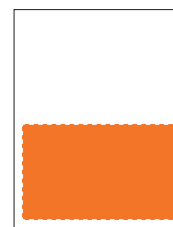
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Trim: 18" x 10.875"



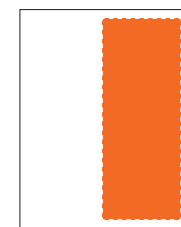
Full page bleed:
9.25" x 11.125"
Trim: 9" x 10.875"



2/3 vertical
5.375" x 9.875"



1/2 horizontal
8" x 4.75"



1/2 vertical
3.75" x 9.875"



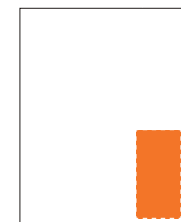
1/3 square
5.375" x 4.75"



1/3 vertical
2.375" x 9.875"



1/4 page
3.75" x 4.75"



1/6 page
2.375" x 4.75"