

sonoma

magazine

2024 Media Kit



“The Chosen Spot of All This Earth”

THAT WAS HOW renowned horticulturalist Luther Burbank described Sonoma County nearly 150 years ago. Echoing Burbank's sentiment today, Sonoma County was recently named one of the top travel destinations in the world by both Frommer's Travel Guides and Forbes Magazine, and Travel and Leisure featured Sonoma in its prestigious annual list of “The 50 Best Places To Travel” for 2024. Indeed, the allure of vine-covered hillsides, lush pastures, a majestic coastline, and charming small towns replete with noteworthy restaurants and boutiques makes this amazing place a world unto itself. Combined with an enduring sense of community and strong identity, Sonoma embodies urban sophistication in an idyllic, rural setting. It is a destination, 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, along with the personalities, homes, outdoors, cultural attractions, and style with a fresh, informed voice, a curatorial point of view, and gorgeous visuals. 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. Sonoma Magazine and Sonomamag.com are essential for people who live in Sonoma and for those who wish they did, appealing to the hearts and minds of loyal readers who want to take a piece of Sonoma home with them.

Sonoma Magazine's

aim is to capture and celebrate this landscape and lifestyle:

- Food and Wine
- Personality Profiles
- Cultural Attractions
- The Outdoors
- The Arts and Artisans
- Design and Style

“The insider's voice of the magazine contributes to, informs, and unites the region in a manner befitting Sonoma.”

Steve

Stephen Childs

PRESIDENT AND PUBLISHER,
MAGAZINE DIVISION

Sonoma Media Investments, LLC
416 B Street, Suite A
Santa Rosa, CA 95401

P: 707.521.5284

steve.childs@sonomamag.com

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ISSUES





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



2024 Editorial CALENDAR

THERE'S
ALWAYS
SOMETHING
GOING ON!

EDITORIAL SECTION	SPECIAL AD SECTION	DATES
March / April On-sale Feb. 29, 2024 Food Lovers' Getaways	Experts Guide To Your Home	Space Close Feb. 1, 2024 Art Close Feb. 5, 2024
May/June On-sale May 2, 2024 Best Restaurants	Designer Showcase	Space Close Apr. 4, 2024 Art Close Apr. 8, 2024
July/August On-sale June 27, 2024 The Summer Issue	Women Entrepreneurs	Space Close May 30, 2024 Art Close June 3, 2024
September/ October On-sale Aug. 29, 2024 The Harvest Issue	Aging Well; Lawyers of Excellence	Space Close Aug. 1, 2024 Art Close Aug. 5, 2024
November/ December On-sale Oct. 31, 2024 Small Town Escapes	Wineries, Winemakers and their Wines; Experts Guide To Your Health	Space Close Oct. 3, 2024 Art Close Oct. 7, 2024
January/ February 2025 On-sale Jan.2, 2024 The Essentials Issue	Real Weddings; FACES	Space Close Dec. 5, 2024 Art Close Dec. 9, 2024

Distribution

SONOMA, NAPA, MARIN,
& SAN FRANCISCO COUNTIES

Circulation**25,000 copies**
Readers**93,000**
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/NEWSSTAND

Sources:
-Circulation Verification Council
Reader Survey and Audit 2022
-CMG National Distributor Newsstand Reports



Third party Audit by
Circulation Verification
Council

#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

38%



Female

62%

Average Age



Years

48

Marital Status



Married

68%



Single

32%

Education



Graduated/Attended
College

92%



Completed Post
Graduate Degrees

20%

Income



Average Reader
Household Income

\$218,700

Average Market
Value of Home

\$1,151,000 est.



\$100,000+

81%

Source:
-Circulation Verification Council
Reader Survey and Audit 2022



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

YES!

66%



BY THE Numbers

What our readers plan to spend money on in 2024:

Retail

- 51%** Men's apparel
- 79%** Women's apparel

Home

- 55%** Furniture / Home Furnishings
- 28%** Home Improvements or Home Improvement Supplies
- 36%** Landscaping & Lawn Maintenance
- 38%** Lawn & Garden Supplies
- 29%** Television or Electronics
- 38%** Cleaning Services (Carpet, Air Ducts, Home cleaning)
- 26%** Major Home Appliance

Financial

- 30%** Tax Advisor / Tax Services
- 30%** Financial Planner (Retirement, Investing)

Health

- 56%** Physicians & Medical Services
- 29%** Health Club / Exercise Class
- 46%** Pharmacist / Prescription Service

Entertainment

- 79%** Dining & Entertainment
- 57%** Travel & Vacation

Pets

- 34%** Veterinarians
- 33%** Pet Supplies

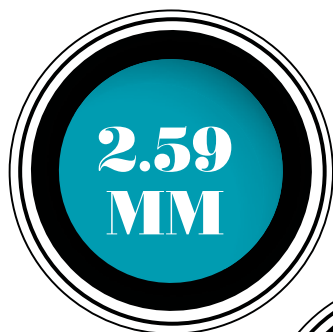
Automotive

- 25%** New or Used Automobile, SUV or Truck
- 30%** 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, 2023

LIKE &
FOLLOW



Source: Google Analytics,
Monthly Averages, 2023

DIGITAL Solutions

Desktop & Mobile Billboards:

These high impact placements run for an entire week (Mon. – Sun.) and display your message prominently to all users upon entry to **sonomamag.com**.

Desktop: Leave a lasting impression on desktop and tablet with our largest ad unit (970 x 250) displayed at the top of the page.*

Mobile: Make your message stick with a 320x100 ad unit that adheres to the bottom of the page as users scroll through content on a mobile device.*

Total Weekly Reach:

Reach every website visitor in the SFDMA for one week (Mon-Sun) with a cross-platform 300x250 ad unit.*

BiteClub Section Targeting:

Tap into a passionate audience with a craving for all things culinary eager to explore all that Wine Country has to offer. Multiple ad sizes available.

Dedicated Emails:

Let us introduce you! Share your exclusive message, as our partner, with our active and loyal newsletter readership. Audiences include: Cork & Fork, Sonoma at Home, This Week in Sonoma and Destination Sonoma.

*Frequency cap: 2x per user/day

Digital Ad Specifications:

Desktop Billboard

970 x 250 px
Max file size: 200k

Mobile Billboard

320 x 100 px
Max file size: 150k

Medium Rectangle (Desktop/Mobile)**

300 x 250 px
Max file size: 150k

Color Space: RGB only

Image Resolution: 72 dpi

Preferred Format: JPG, PNG, GIF, HTML5**

**Rich media requires additional fees

Mobile
Billboard >



Newsletters

For businesses seeking to connect with the many residents and visitors who shape and sustain Sonoma's vibrant local economy, the portfolio of digital newsletters from Sonoma Magazine offers a highly targeted approach. With a collective readership of over **100,000+ subscribers** across various interest areas, our newsletters provide partner brands with an invaluable platform to authentically engage with an affluent, passionate audience constantly on the lookout for inspiration, insider tips and new experiences that will enhance their enjoyment the region.



CORK + FORK

Cork + Fork

EVERY WEDNESDAY OR THURSDAY

The latest updates on where to eat and drink well.

26,000+ subscribers

This week in sonoma

This Week in Sonoma

EVERY FRIDAY

Our top stories in one weekly email.

63,000+ subscribers

sonoma at HOME

Sonoma at Home

EVERY OTHER TUESDAY

A peek inside stunning homes, plus interior design inspiration.

14,000+ subscribers

DESTINATION sonoma

From the editors of Sonoma Magazine

Destination Sonoma

EVERY OTHER TUESDAY

An insider's guide to the best of Sonoma County.

34,000+ subscribers

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, 707-521-5284.



2024

Advertising

SPECIFICATIONS

Premium Positions

Inside Pages:

Table of Contents (Features) 15%

Table of Contents (Departments) 15%

Editor's Letter 10% / Opener to Gateway 10%

Opener to Taste 10%

Back Cover, Inside Front Cover: 30% premium

Inside Back Cover: 20% Premium

RATES

Ad Size	Open Rate	3X (5% Disc)	6X (15% Disc)
Spread	\$6,790	\$6,390	\$5,770
Full Page	\$3,870	\$3,590	\$3,290
2/3 Page	\$3,125	\$2,965	\$2,650
1/2 Page	\$2,525	\$2,395	\$2,145
1/3 Page	\$1,945	\$1,845	\$1,655
1/4 Page	\$1,425	\$1,355	\$1,210
1/6 Page	\$965	\$920	\$820

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

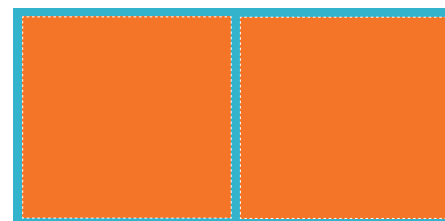
President, Magazine Division

Sonoma Media Investments, LLC

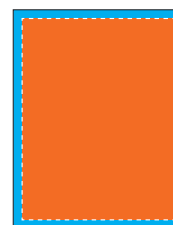
416 B Street, Suite A

Santa Rosa, CA 95401

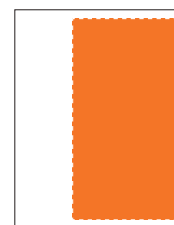
P: 707.521.5284 steve.childs@sonomamag.com



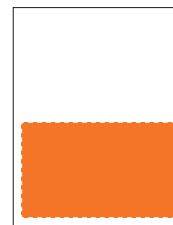
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Trim: 18" x 10.875"



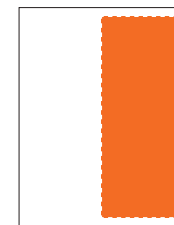
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Trim: 9" x 10.875"



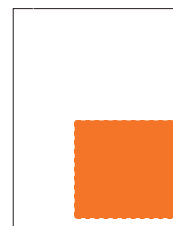
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5.375" x 9.875"



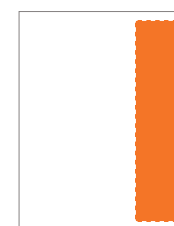
1/2 horizontal
8" x 4.75"



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"