



sonoma

magazine

2025 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 av. 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

Press Democrat News Group
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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



2025 Calendar

EDITORIAL AND PROMOTIONAL SECTIONS

THERE'S
ALWAYS
SOMETHING
GOING ON!

EDITORIAL SECTION	SPECIAL AD SECTION	DATES
January/ February 2025 On-sale Jan.2, 2025 The Essentials Issue: <i>what we can't live without: Day trips, food and wine picks. Plus, Real Weddings.</i>	Faces	Space Close Dec. 5, 2024 Art Close Dec. 9, 2024
March / April On-sale Mar. 1, 2025 The Farming Issue: <i>farmers, planting season, farm tours</i>	Experts Guide To Your Home	Space Close Feb. 6, 2025 Art Close Feb. 10, 2025
May/June On-sale May 2, 2025 The Food Issue: <i>best restaurants, entertaining menus, food culture</i>	Designer Showcase	Space Close April 3, 2025 Art Close April 7, 2025
July/August On-sale June 27, 2025 The Summer Issue: <i>The Russian River</i>	Aging Well; Women Entrepreneurs	Space Close May 29, 2025 Art Close June 5, 2025
September/ October On-sale Aug. 29, 2025 The Harvest Issue: <i>tasting itineraries, winemaker profiles</i>	Rescue Pets; Wealth Management	Space Close July 31, 2025 Art Close Aug. 4, 2025
November/ December On-sale Oct. 31, 2025 The Holiday Issue: <i>local gifts, holiday foods and decor.</i>	Wineries, Winemakers and Their Wines; Experts Guide To Your Health	Space Close Oct. 2, 2025 Art Close Oct. 6, 2025
January/ February 2026 On-sale Jan.2, 2026	Faces; Real Weddings	Space Close Dec. 4, 2025 Art Close Dec. 8, 2025

*Dates and topics are subject to change

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 (6 Issues)

350 Newsstand Outlets, including:

- Safeway (dedicated pockets at check-out)
- Whole Foods (Sonoma, Napa, Marin and 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

Sources:

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



Third party Audit by
Circulation Verification
Council



For a complete list of retail
outlets by city, visit:

SONOMAMAG.COM/NEWSSTAND

#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

39%



Female

61%

Average Age



Years

49*

Marital Status



Married

68%



Single

32%

Education



Graduated/Attended
College

90%



Completed Post
Graduate Degrees

35%

Income



Average Reader
Household Income

\$226K

Average Market
Value of Home

\$1.2MM



\$100,000+

79%

Source: Circulation Verification Council Reader Survey and Audit 2024

*Audience Research 2022

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

YES!
68%



BY THE Numbers

What our readers plan to spend money on in 2025:

Retail



- 45%** Men's apparel
- 81%** Women's apparel
- 29%** Jewelry
- 25%** Florist/ Gift shops
- 25%** Cell Phone/ Service
(New or upgrade)

Home



- 51%** Furniture/Home Furnishings
- 34%** Home Improvements
- 35%** Landscaping/Lawn & Garden
- 34%** Cleaning Services
(Carpet, Air Ducts, Home)
- 22%** Major Home Appliances

Financial



- 31%** Tax Advisor
- 33%** Financial Planner (Wealth
Management)

Health



- 41%** Medical Services/Physicians
- 25%** Health Club/ Exercise Classes
- 41%** Pharmacist/ Prescription Service

Entertainment



- 77%** Dining and Entertainment
- 48%** Travel and Vacation
- 20%** Legal Gambling/Entertainment

Pets



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

Automotive

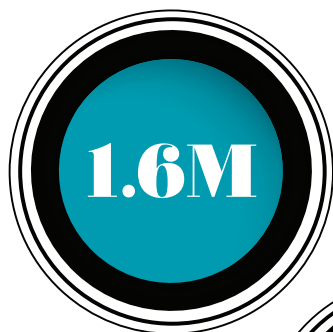


- 22%** New or Used Automobile
- 31%** Automobile Accessories

Digital Overview

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

We have the numbers!



MONTHLY PAGE VIEWS



MONTHLY UNIQUE VISITORS

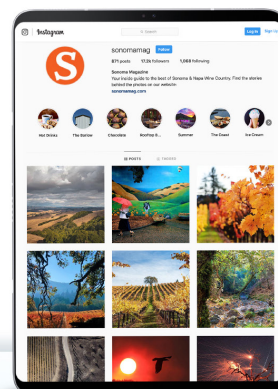
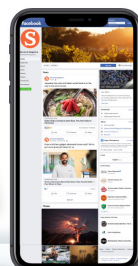


SOCIAL MEDIA

Facebook & Instagram Followers

*As of June 30, 2025

LIKE &
FOLLOW



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.

27,000+ subscribers

This week in sonoma

This Week in Sonoma

EVERY FRIDAY

Our top stories in one weekly email.

58,000+ 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

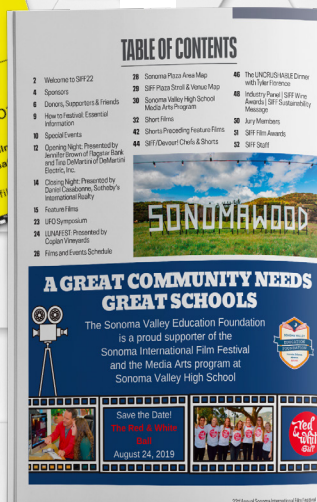
An insider's guide to the best of Sonoma County.

30,000+ 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.



2025

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

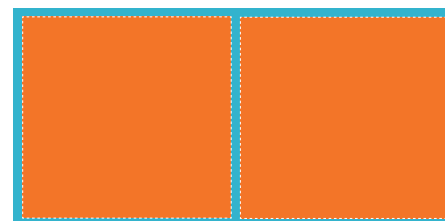
President, Magazine Division

Press Democrat News Group

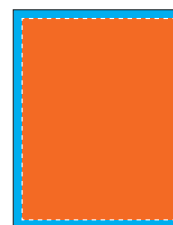
416 B Street, Suite A

Santa Rosa, CA 95401

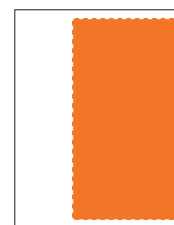
P: 707.521.5284 steve.childs@sonomamag.com



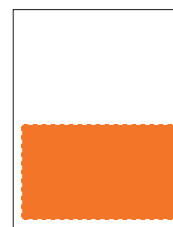
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Trim: 18" x 10.875"



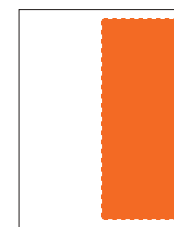
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9.25" x 11.125"
Trim: 9" x 10.875"



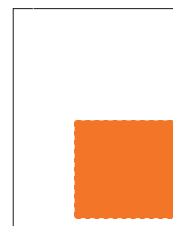
2/3 vertical
5.375" x 9.875"



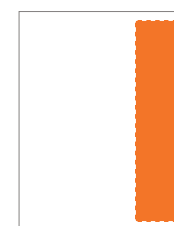
1/2 horizontal
8" x 4.75"



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"