

Santa Barbara MAGAZINE



Photo: Charlotte Hourston courtesy of Dewey Nicks

2022 MEDIA KIT

VOTED BEST CITY AND METROPOLITAN MAGAZINE
MAGGIE AWARDS, WESTERN PUBLICATIONS ASSOCIATION

For information, contact: Amy Lipson, Publisher 949.290.9510 amy@sbmag.com

Santa Barbara Magazine 2064 Alameda Padre Serra, Suite 120 Santa Barbara, CA 93103 sbmag.com @santabarbaramag

EDITORIAL CALENDAR

SPRING

Home + Garden • What's Now • Living Green

Space Close + Ad Material Deadline February 18

Publication Date March 22

SUMMER

The Best of Summertime on the American Riviera • S.B. Blackbooks

Health & Beauty • Outdoors • Staycations

Space Close + Ad Material Deadline May 13

Publication Date June 14

FALL

Ones to Watch in Wine Country

Outdoor Tasting Rooms Shine in Wine Country • Winery Guide

Space Close + Ad Material Deadline August 5

Publication Date September 6

WINTER

Culture Issue featuring Arts, Film, Photography & Music
Celebrating the Holidays • Giving Back • Our Annual Gift Guide

Space Close + Ad Material Deadline October 28

Publication Date November 29

*ALL DATES ARE SUBJECT TO CHANGE

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DISTRIBUTION

AIRPORTS

Los Angeles International Airport
Santa Barbara Airport

BOOKSTORES & NEWSSTANDS

Al's Newsstand
Barnes & Noble
Bobs News & Books
Centerfold Newsstand
Century World News
Chicago-Main Newsstand
City News
Copperfields Books
Current Events News
Fog City News
Hillcrest News
Larchmont Above The Fold
Laurel Canyon News
Malibu Newsstand
Newsbeat Davis
Read N Post
River House Books
Santa Barbara News & Gifts
Tecolote Book Store
The Kosher News
University City News
What's News

HOTELS & RESORTS

Avania Inn by the Sea
Ballard Inn
Cabrillo Inn at the Beach
Canary Hotel

Casa del Mar
Chantico Inn & Suites
Chumash Casino & Resort
Coast Village Inn
Cordevalle Rosewood Resort
Eagle Inn
El Capitan Canyon
Fess Parker Wine Country Inn
Franciscan Inn
Harbor View Inn
Hideaway Santa Barbara
Hilton Santa Barbara Resort
Hotel Californian
Hotel Indigo Santa Barbara
Hotel Oceana
Hotel Santa Barbara
Hyatt Centric - Santa Barbara
Inn of the Spanish Gardens
Inn on Summer Hill
Mar Monte Hotel
Montecito Inn
Ojai Valley Inn
Old Yacht Club Inn
Rosewood Miramar Beach
San Ysidro Ranch
Santa Barbara Inn
Santa Ynez Inn
Santa Ynez Vacation Rentals
Simpson House Inn
The Alisal Guest Ranch & Resort
The Kimpton Goodland
The Landsby
The Presidio

The Ritz-Carlton Bacara
Santa Barbara
Tiffany Inn
Upham Hotel
Villa at Sunstone
Villa Rosa
Westake Village Inn
White Jasmine Inn

KEY RETAILERS

Albertsons
Bristol Farms
Cantwell's Market
CVS
Draeger's Market
Gelson's Market
Lazy Acres Market
Lunardi's Market
Montecito Village Grocery
Pavilions
Pioneer Market
Prestige Car Wash
Ralphs
Rite Aid
Safeway
SB Historical Society
Target
Vons
Walgreens
Whole Foods
...and more

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READER DEMOGRAPHICS

AVERAGE HOUSEHOLD INCOME \$490,000

Female 80% Male 20%
education Graduate 90% Post Graduate 40%

Own their own home 80% Own more than 1 home 35%

Median home value \$2.5 million

2/3 readers made purchase from our pages

More than 80% of our readers keep the magazine more than 3 months

FASHION + BEAUTY are two of our top spending categories, and the majority of our readers plan to spend up to \$10,000 this year

90% of our readers plan to spend on JEWELRY + WATCHES, with 30% spending over \$1000 and 10% spending over \$10,000

2/3 of our readers spend over \$1000 on TECHNOLOGY each year

90% of our readers are interested in FOOD + WINE

ART, HOME + DESIGN

Nearly 100% of our readers spend significantly on art, home + design each year

70% of our readers have built or renovated their own home

60% of our readers spend significantly on home improvements every year, with 90% spending significantly every two years

TRAVEL

95% of our readers plan to travel in California this year, and 10% plan to spend significantly to do so

65% of our readers plan to travel internationally in the next year or so

80% of our readers are interested in travel

CIRCULATION

Total Audience	160,000
Total Circulation	30,000

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ADVERTISING RATES

DISPLAY (4-COLOR)	1X	4XCONTRACT
Spread	\$10,950	\$9,350
Full page	\$5,475	\$4,675
2/3 vertical	\$5,150	\$3,975
1/2 horizontal	\$4,950	\$3,750
1/4 page	\$2,350	\$1,850

Back cover: \$10,000
 Inside front cover: \$8,500
 Facing inside front cover (page 1): \$7,750
 Inside back cover: \$6,825
 Black-and-white: Deduct 15%
 Bleed: Add 15%

All rates are net, per insertion.

ALL RATES ARE NET A 3% prepublication cash discount is earned if publisher is paid by the date specified on the requested prepay form. First-time advertisers must remit a 50% deposit.

CONTRACT INFORMATION Cancellations must be received in writing prior to space reservation deadline. If fewer insertions are run than contracted for, advertiser agrees to pay the difference between rates paid and rates earned (short rate) within 10 days of billing. All advertisements are accepted upon the representation that agency and advertiser are authorized to publish the entire contents thereof. Agency (if any) accepts responsibility for payment as advertiser's representative. Publisher shall not be liable for any cost of damages if, for any reason, an advertisement fails to be published. Advertiser will be billed for advertising when cancellation occurs after reservation closing date. Positioning of advertisement is at the discretion of the publisher except when advertiser pays for preferred position and/or publisher promises a specific position in writing. Publisher may reject or cancel any advertisement for any reason, at any time. The word "advertisement" shall be printed on advertisements that, in the opinion of the publisher, might be confused with editorial matter. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by the ad materials deadline. If materials are not received, advertiser is liable for the space rate. Publisher retains copyright on ads produced by the magazine, and digital files remain the property of the magazine.

GIFT SUBSCRIPTIONS Advertisers receive special discounts when purchasing *Santa Barbara Magazine* for clients.

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PRODUCTION SPECIFICATIONS

Santa Barbara Magazine accepts advertisements supplied to press quality, PDF / X-1A standards

	WIDTH X HEIGHT
SPREAD BLEED	16.5" x 11.125"
SPREAD TRIM	16.25" x 10.875"
SPREAD LIVE AREA	15.75" x 10.375"
FULL PAGE BLEED	8.375" x 11.125"
FULL PAGE TRIM	8.125" x 10.875"
FULL PAGE LIVE AREA	7.625" x 10.375"
2/3 PAGE BLEED	5.25" x 11.125"
2/3 PAGE NON-BLEED	4.5" x 9.75"
HALF PAGE BLEED	8.375" x 5.5"
HALF PAGE NON-BLEED	7.125" x 4.75"
QUARTER PAGE NON-BLEED	3.75" x 4.75"
FILE FORMAT	PDF / X-1A
COLOR CRITICAL	Santa Barbara runs to SWOP standards
CONTRACT PROOFS	Recommended, but not required
SEND TO	production@sbmag.com
CONTACT US	<i>Santa Barbara Magazine</i> 2064 Alameda Padre Serra, Suite 120 Santa Barbara, CA 93103 805.965.5999

If a contract quality, SWOP-Certified color proof is not supplied, *Santa Barbara Magazine* cannot guarantee color or layout, and the client or agency assumes all responsibility for the ad, its color, and content.

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DIGITAL CAPABILITIES

SPONSORED POST *with* NEWSLETTER, WEBSITE AND INSTAGRAM PROMOTION ~ \$3,000

Written by *Santa Barbara Magazine* editors, your brand will receive a sponsored post on sbmag.com.

In addition, your post will include placement on SB Magazine's home page.

The post will include a story about your brand/product/listing with mix of supplied brand images and/or video and click-through to your site of choice. The post will also be promoted in SB Magazine's Instagram stories and weekly newsletter, reaching nearly 100K subscribers + followers.

ORGANIC + SPONSORED INSTAGRAM POST *or* STORY

Using supplied images and/or video, your brand will receive placement on SB Magazine's Instagram account, @santabarbaramag (~36K followers), with relative links and tags in any of the following options:

- (1) Instagram story (organic) – \$1,000 net
- (2) Instagram story (sponsored) - \$1,500 net
- (3) Instagram story (organic + sponsored) - \$2,000 net

WEBSITE BANNER AD ~ \$1,000

Your brand will receive a 30-day banner ad with exclusive placement on *Santa Barbara Magazine's* website home page, sbmag.com, with a click-through to your site of choice. The banner ad can include a single or mix of supplied brand images or video.

NEWSLETTER BANNER AD ~ \$500

Your brand's banner ad will be featured at the bottom of *Santa Barbara Magazine's* weekly newsletter, reaching more than 60K subscribers, with a click-through to your site of choice.

DEDICATED E-BLAST

Your brand will reach *Santa Barbara Magazine's* digital audience with an E-blast to opt-in subscribers in one of the following options:

- (1) A custom + dedicated E-blast featuring up to six supplied images that link directly to your brand's site - \$2,000 net
- (2) A custom + dedicated E-blast featuring a mix of supplied images and/or video, plus a 250-word story written by the editors of *SB Magazine*, with a direct link to your brand's site - \$2,500 net
- (3) A dedicated E-blast featuring supplied, final artwork with a click-through to your site of choice - \$1,500 net

VIDEO ~ \$2,500

Santa Barbara Magazine will feature your brand's supplied video on the following three digital platforms:

- (1) Instagram: @santabarbaramag, reaching ~36K followers (organic post + story) +
- (2) Web: sbmag.com + (3) Newsletter: reaching over 60K subscribers

*ALL DETAILS SUBJECT TO EDITORIAL APPROVAL

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