

sonoma

magazine

2020

MEDIAKIT



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.



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

Wine & Spirits

Food & Dining

Personality Profiles

Cultural Attractions

Style

Journalism



Section Openers

WITH MINI - TOCs



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



Demographics

OVERVIEW

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

AFFLUENT, EDUCATED, ACTIVE

Gender



Male

38%



Female

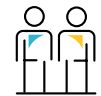
62%

Median Age



55.3 Years

Marital Status



Married

56%



Single

44%

Education



College+

73%



Masters+

28%

Income



Average Reader
Household Income

\$220,713



Over \$200,000

29%

*Source: 2018 CVC Reader Survey

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

YES!
70.4%



1

2

3

BY THE Numbers

Plan to purchase during the next 12 months:

63% Men's apparel

81% Women's apparel

39% Lawn care service (Maintenance & landscaping)

91% Dining & entertainment

18% New automobile, truck or SUV

68% Furniture & home furnishings

28% Major home appliance

42% Home improvements and supplies

32% Jewelry

69% Medical services & physicians

30% Pet supplies

41% Florists & gift shops

19% Carpet and flooring

45% Lawn & garden supplies

65% Vacations & travel

12% Real estate (sell or purchase)

6
8

Distribution

COVERING THE GREATER SONOMA REGION

Circulation **25,000**

Readers **100,000**

Issues **6** per year

Paid Subscribers (\$14.99 Per Year for 6 Issues)

Paid Newsstand (\$5.95)

- Airport Distribution at **SFO**
- **Safeway** Dedicated Pockets at Check-Out
- **Whole Foods** in **Sonoma, Napa, Marin, San Francisco**
- **Barnes & Noble**
- **Oliver's Market**

Select Retailers

Direct Mail List of High Income Households in
Sonoma County

Upscale In-Room Hotel Distribution in:
Sonoma, Napa, Marin, and San Francisco.

Events/Wineries/Visitor Centers

Third party Audit by Circulation Verification Council (CVC)



#1

Magazine

Number One Magazine on
Newsstands in Sonoma County



IN-ROOM

At these fine hotels, resorts, and inns:

SANTA ROSA

Courtyard Marriott
Flamingo Conference Resort and Spa
Fountaingrove Inn
Holiday Inn Express
Hotel Healdsburg
Hotel La Rose
Hyatt Vineyard Creek
Sheraton Sonoma County
Vintners Inn

ROHNERT PARK

Double Tree by Hilton
Healdsburg
Best Western Dry Creek Inn
H2 Hotel
Healdsburg Inn
Holiday Inn Express
Hotel Healdsburg

MARIN

Aqua Hotel

NAPA

Blackbird Inn
Milliken Creek Inn and Spa

PETALUMA

Best Western Petaluma Inn
America's Best Value
Inn and Suites Petaluma

YOUNTVILLE

Maison Fleurie
Lavender

SONOMA VALLEY

Gaige House
El Dorado Hotel
El Pueblo
Fairmont Sonoma Mission Inn
Inn at Sonoma
Kenwood Inn and Spa
MacArthur Place Hotel & Spa
Sonoma Creek Inn
Sonoma Valley Inn
The Lodge at Sonoma

SAN FRANCISCO

Cartwright Hotel
Hotel Abri Hotel Triton
JW Marriott San Francisco
Parc 55 Hotel
Sir Francis Drake Hotel
The Fairmont San Francisco
The Prescott Hotel
The Ritz-Carlton
Villa Florence Hotel

YOSEMITE

Ahwahnee Hotel

RETAIL

Sonoma magazine is available at these retail locations:

ALAMEDA

De Lauer's News
Stand
Nob Hill Foods

ALAMO

Safeway

AMERICAN

CANYON

Safeway
Walmart

APTOS

Deluxe Foods

BELVEDERE

TIBURON

CVS

BEN LOMONT

Ben Lomont Market

BENICIA

Raley's

BERKELEY

Books Inc.

CALISTOGA

Cal Mart
Copperfields Books

CARMEL

Safeway

CARMICHAEL

Raley's

CHICO

Barnes & Noble
Raley's
Safeway

CITRUS HEIGHTS

Barnes & Noble

CLEARLAKE

Safeway

CLOVERDALE

CVS
Colorado Springs
Barnes & Noble

CORTE MADERA

Barnes & Noble
Nugget Market
Safeway

COTATI

Oliver's Market

CUPERTINO

Safeway

DALY CITY

Safeway

DANVILLE

Draeger's Super-

market

DAVIS

Newsbeat Davis
Inc.
Safeway

DUBLIN

Barnes & Noble
Safeway

EL CERRITO

Barnes & Noble
Safeway

EMERYVILLE

Barnes & Noble

EUREKA

Safeway
Fair Oaks
Safeway

FAIRFIELD

Barnes & Noble
Raley's

FOLSOM

Barnes & Noble
Raley's

FORT BRAGG

CVS
Safeway

FREMONT

Safeway

GILROY

Barnes & Noble

GLEN ELLEN

Glen Ellen Village
Market

GREENBRAE

CVS
Mollie Stone's

GUALALA

Surf Supermarket

GUERNEVILLE

Safeway

HEALDSBURG

Big John's Market
Copperfield's

Books

CVS

Safeway

Incline Village

Raley's

IRVINE

Barnes & Noble
Kings Beach
Safeway

LAFAYETTE

Safeway

LAKEPORT

Safeway

LARKSPUR

Lucky Store

LAS VEGAS

Barnes & Noble

LOS ALTOS

Draeger's Super-
market

MENDOCINO

Harvest At Men-
dosa's

MENLO PARK

Draeger's Super-
market
Safeway

MIDDLETOWN

Harvester's Market

MILL VALLEY

CVS
Depot Bookstore
& Cafe
Mill Valley Market
Safeway
Whole Foods

MODESTO

Safeway

MORGAN HILL

Book Smart

MOUNTAIN VIEW

Safeway

NAPA

Copperfield's
Books
CVS
Lucky Store
Nob Hill Foods
Raley's
Safeway
Target
Vallerga's
Walmart
Whole Foods

NEWPORT BEACH

Barnes & Noble

NOVATO

Copperfield's
Books
Costco
CVS
Harvest Market
Lucky Store
Nugget Market

Safeway

Whole Foods

OAK PARK

Target

OAKLAND

De Lauer's News
Stand
Farleys East

PALM DESERT

Bristol Farms
Macs Smoke Shop

PASADENA

Vroman's Bookstore

PETALUMA

Copperfield's
Books
CVS
Lucky Store
Petaluma Market
Raley's
Safeway
Sprouts
Target
Whole Foods

PLACERVILLE

Raley's

PLEASANTON

Safeway
Porterville
CVS
Rancho Mirage
CVS

REDWOOD CITY

Barnes & Noble

ROHNERT PARK

Costco
CVS
Raley's
Safeway
Walmart

ROSEVILLE

Barnes & Noble
Safeway

SACRAMENTO

Barnes & Noble
Raley's
Safeway

SAINT HELENA

Safeway
Sunshine Food
Vasconi's Phar-
macy

SAN ANSELMO

CVS
Safeway

United Markets

SAN BRUNO

Barnes & Noble

SAN FRANCISCO

Books Inc.
Cal Mart
Compass Books
CVS
Fog City News
Juicy News SF
Lucky Store
Mollie Stone's
Safeway
SFO Bayreader #23
SFO Pg News &
Gifts #1
SFO Pg News &
Gifts #2
SFO Pg News &
Gifts #4
SFO Pg News &
Gifts #5
SFO Skyline News
& Gifts
Smoke Signals

SAN JOSE

Barnes & Noble

SAN MATEO

Barnes & Noble
Draeger's Super-
market
Safeway

SAN RAFAEL

CVS
Marinwood Market
Safeway
Target

SANTA ROSA

Barnes & Noble
Copperfield's
Books
Costco
CVS
Lucky Store
Molsberry's Market
Oliver's Market
Pacific Market
Raley's
Safeway
Whole Foods
Sausalito
CVS
Heath Ceramics
Ltd.
Sebastopol
Copperfield's
Books
CVS
Lucky Store
Pacific Market
Safeway

Whole Foods

SONOMA

CVS
Lucky Store
Pharmaca
Safeway
Sonoma Market
Whole Foods

SOUTH PASADENA

Bristol Farms

STOCKTON

Barnes & Noble
Podesto's Market
& Deli

UKIAH

CVS
Lucky Store
Safeway

VACAVILLE

Costco

VALLEJO

Costco

VASHON

Vashon Thriftway

WALNUT CREEK

Amazon Books #11
Target

WILLITS

Safeway

WINDSOR

CVS
Oliver's Market
Raley's
Safeway
Walmart

WOODLAND HILLS

Whats News Jr.

YOUNTVILLE

Ranch Market

2020 Editorial CALENDAR

There is always something going on!

COVER STORY	SPECIAL AD SECTION	DATES
JANUARY / FEBRUARY On-sale Jan. 01, 2020	Faces of Sonoma County	Space Close & Non-Camera Nov. 26, 2019 Ready Materials Camera Ready Close Dec. 10, 2019
MARCH / APRIL On-sale Jan. Mar. 01, 2020		Space Close & Non-Camera Jan. 28, 2020 Ready Materials
Wedding Editorial Section		Camera Ready Close Feb. 11, 2020
MAY / JUNE On-sale May 01, 2020	The Experts Guide to Your Home	Space Close & Non-Camera Mar. 31, 2020 Ready Materials
Food Issue		Camera Ready Close April 14, 2020
JULY / AUGUST On-sale July 01, 2020	Extraordinary Women	Space Close & Non-Camera May. 26, 2020 Ready Materials
Summer Fun		Camera Ready Close June 09, 2020
SEPTEMBER / OCTOBER On-sale Sep. 01, 2020	The Experts Guide to Your Health	Space Close & Non-Camera July 28, 2020 Ready Materials
The Harvest Issue		Camera Ready Close Aug. 11, 2020
NOVEMBER / DECEMBER On-sale Nov. 01, 2020	Winemaker Profiles	Space Close & Non-Camera Sept. 29, 2020 Ready Materials
Top 100 Wines		Camera Ready Close Oct. 13, 2020

*Dates and topics are subject to change



Faces OF SONOMA COUNTY

THE FACES BEHIND THE BUSINESSES

Sonoma Magazine presents a unique opportunity to show the faces behind some of our region's notable businesses.

Distinguished by artistic black-and-white photography, **"Faces of Sonoma County"** is an editorialized, photo-driven special advertising section that provides an eye-catching platform for you to share your message with our 100,000+ readers.

RATES		Sonoma Magazine Advertiser	
Ad Size	Open Rate	3X	6X
Spread	\$4,500	\$4,050	\$3,645
Full Page	\$2,500	\$2,250	\$2,025

Advertisers have Face title/category exclusivity.



Weddings

SPECIAL EDITORIAL SECTION

EDITORIAL FOCUS

The March/April issue will feature a section dedicated to weddings in Sonoma. Editorial will feature “Crushes” (things we love) and several “Real Weddings” that happened in Sonoma County in the last year.

Issue	1X Open Rate	3X (5% Disc)	6X (15% Disc)
Spread	\$4,500	\$4,050	\$3,645
Full Page	\$2,500	\$2,250	\$2,025
2/3 Page	\$2,010	\$1,910	\$1,710
1/2 Page	\$1,629	\$1,550	\$1,385
1/3 Page	\$1,245	\$1,185	\$1,060
1/4 Page	\$925	\$880	\$785
1/6 Page	\$625	\$595	\$530

SPECIAL AD SECTION



COVER STORY

MARCH
APRIL



MAY
JUN

The Experts'

GUIDE TO YOUR HOME

THE INDISPENSABLE RESOURCE

In the May/Jun issue, this Special Advertising Section will become your indispensable resource for all of your home design needs. Experts in many categories share their thoughts and advice.

BONUS DIGITAL **50,000** IMPRESSIONS

To enhance your campaign, Spread packages will also appear online as Sponsored Content. Headlines will appear **50,000 times** in the editorial content sections of the SMI network of sites. Those headlines will click through to a dedicated article page, containing all of the content and photos used in the Spread in a native format. Digital portion will run for the months of May and June.

POSSIBLE CATEGORIES OF EXPERTISE

- Appliances
- Architects
- Bath
- Builders & Remodelers
- Building Supplies
- Carpet
- Carpet Care
- Closets
- Contractors/Custom Builders
- Custom Cabinets
- Doors & Screens
- Doors & Windows
- Exterminator Services
- Exterior Painting
- Finance & Lenders
- Fire Damage
- Fireplaces
- Flooring
- Garage Door
- Granite Tile
- Home Accessories
- Home Decor
- Home Entertainment
- Home Furnishings
- Home Improvement
- Home Office
- Home Remodels
- Home Technology
- HVAC
- Interior Design
- Kitchen
- Landscape Design
- Lighting
- Moving Services
- Outdoor Living
- Painting
- Patio & Hearth
- Plumbing
- Pools
- Real Estate
- Restoration
- Roofing
- Shutters
- Spas
- Storage
- Tile & Stone
- Window Coverings
- Windows

RATES

UNIT	Open Rate	Past 12 Months Sonoma Magazine Advertiser *	May/June Sonoma Magazine Advertiser **
Spread	\$3,300	\$2,800	\$2,300

Advertisers have category exclusivity.

*Sonoma Advertiser is any advertiser that has advertised in the past 12 months in Sonoma Magazine

** May/June Advertiser is any advertiser that also advertises in the May/June Issue of Sonoma Magazine

Extraordinary WOMEN

JUL
AUG

A UNIQUE OPPORTUNITY

Sonoma Magazine presents an unique opportunity to tell the stories of our region's notable women. Distinguished by elegant photography, Extraordinary Women is an editorialized, photo-driven special advertising section that provides an eye-catching platform for you to share your message with our 100,000+ readers.

100 words of copy to be provided by you.*

RATES		Sonoma Magazine Advertiser	
Ad Size	Open Rate	3X	6X
Full Page	\$2,500	\$2,250	\$2,025

INCLUSIONS:

- Professional photography session (30 minute maximum)+-
- 10 copies of the magazine
- A digital version of your page hosted on sonomamag.com
- Access to a digital version of the "Extraordinary Women" section to post on your website



SEP
OCT

Experts

GUIDE TO YOUR HEALTH

BE THE EXPERT IN YOUR SPECIALTY

In the Sept/Oct issue, Sonoma Magazine will publish the Best Doctors in Sonoma County 2020. This list reveals the best medical professionals in a number of specialties.

Sonoma Magazine conducts a county-wide search by using the third-party company, PRS with a survey available to local doctors and medical professionals with a California Medical License number, asking them to vote for their peers.

This issue presents an incredible opportunity for doctors, hospitals, clinics, physician groups and other health professionals to deliver their message and expertise with Sonoma Magazine's more than 100,000* educated, affluent readers.

Hospitals and clinics may run display ads, while health professionals can maximize their exposure in the magazine by electing to run an individual profile in a specially formatted section in the Sept/Oct issue of Sonoma Magazine.

RATES	
Ad Size	Open Rate
Spread	\$5,850
Full Page	\$3,250

DISTRIBUTION

SEPT/OCT ISSUE

BONUS

70,000

25,000 + 45,000 [BONUS] Annual Special Section to Press Democrat In-Home Subscribers

Winemaker

PROFILES

TOP 100 WINES

In the November/December "Top 100 Wines of Sonoma" issue, Sonoma Magazine will publish Winemaker Profiles.

Showcase the winemaker that makes your winery one of the best in the world by telling their story in the pages of Sonoma Magazine.

RATES			
Ad Size	Open Rate	3X	6X
Spread	\$4,500	\$4,050	\$3,645
Full Page	\$2,500	\$2,250	\$2,025
Half Page	\$1,630	\$1,470	\$1,320

* Sonoma Magazine advertisers receive an additional 10% discount.

NOV
DEC



6

EDITIONS

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

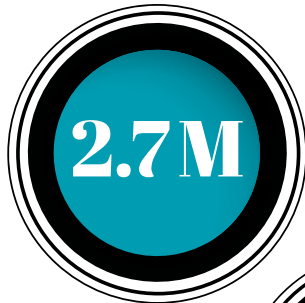
sonoma
magazine



Digital Overview

WE GOT THE NUMBERS!

Original content, blogs, photo galleries, calendars, Videos



PAGE VIEWS

+27% growth over last year



UNIQUE VISITORS

+9% growth over last year



SOCIAL MEDIA

*As of Jan. 01, 2020

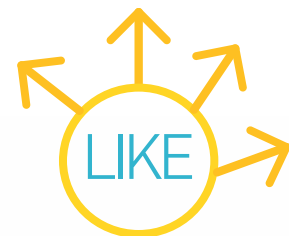
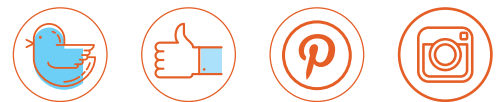
FACEBOOK & INSTAGRAM
Followers

facebook.com/SONOMAmagazine

instagram.com/sonomamag

pinterest.com/sonomamag

twitter.com/sonomamag



Source: Google Analytics
Monthly Averages, 2019

Newsletters

20,000

Weekly email recipients interested in drink and food news in Sonoma County.

Cork & Fork Position / Frequency						
	1-3x	4-7x	8-12x	13-25x	26-47x	48+
Top	\$450	\$405	\$360	\$315	\$270	\$225
Second	\$430	\$387	\$344	\$301	\$258	\$215
Third	\$410	\$369	\$328	\$287	\$246	\$205
Fourth	\$390	\$351	\$312	\$273	\$234	\$195

RATES

Destination Sonoma Position / Frequency			
	1-3x	4-7x	8-12x
Top	\$450	\$405	\$360
Second	\$430	\$387	\$344
Third	\$410	\$369	\$328
Fourth	\$390	\$351	\$312
Fifth	\$370	\$333	\$296

RATES

30,000

Out of area bi-weekly email recipients highlighting restaurants, wineries, hotels, arts, entertainment and style in Sonoma County.



Publishing

CUSTOM PUBLISHING

Sonoma Magazine is the exclusive publisher of the program books for the Green Music Center at SSU program, the Luther Burbank Center for the Arts, as well as the Sonoma International Film Festival. If you're interested in discussing advertising opportunities in these publications, please contact your advertising sales representative.

If you're interested in how Sonoma Magazine can help your business with a custom publication, please contact **Stephen Childs** at Stephen.Childs@sonomamag.com



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 Size: 7.75" x 10.125"

1/2" in from the top and bottom bleed size

3/4" in from left and right bleed size

Binding Method: Perfect Bound

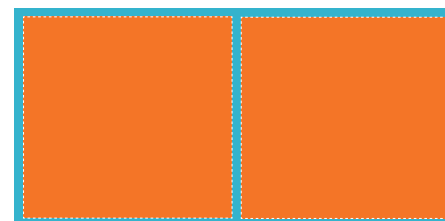
Materials Shipping Address: 427 Mendocino Avenue, Santa Rosa, CA 95401

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

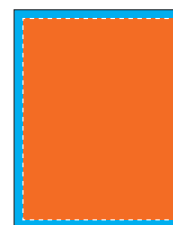
Stephen Childs
President, Magazine Division

Sonoma Media Investments, LLC
427 Mendocino Avenue.
Santa Rosa, CA 95401

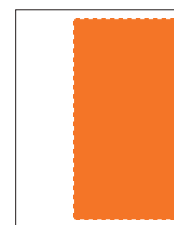
P: 707.521.5284 Stephen.Childs@sonomamag.com



2 Page spread bleed: 18.25" x 11.125"
Trim: 18" x 10.875"



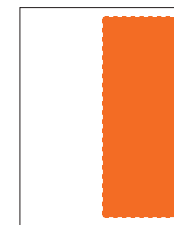
Full page bleed:
9.25" x 11.125"
Trim: 9" x 10.875"



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"

