

Santa Barbara  
**SEASONS**

CELEBRATING LOCAL LIFE & CULTURE

spring | summer | fall | winter



PHOTOS TOP LEFT CLOCKWISE: NARAYANAN NARAYANAN, CIRO COEHO, LAUREN DE BELL, ERIN FEINBLATT, LYNN BAGLEY

# Santa Barbara SEASONS

CELEBRATING LOCAL LIFE & CULTURE

## editorial highlights

Celebrating ten years as the leading cultural chronicle of Santa Barbara County, **Santa Barbara SEASONS** is an award-winning glossy color quarterly magazine. Our editorial focus is on the unique qualities that set this region apart, from its stunning coastline, distinguished wine country and distinctive architecture to the vibrant arts community and local issues close to our hearts. SEASONS celebrates the arts, architecture, history, culinary culture, natural beauty and lifestyle of Santa Barbara County. SEASONS has always reached a highly-desirable demographic of affluent locals and visitors, but now we also reach them on multiple media platforms—including the SB SEASONS BLOG ([www.sbseasons.com/blog](http://www.sbseasons.com/blog)), Facebook and Twitter—with up-to-minute information and multi-media stories.

- **Local Lowdown** An insider's guide to interesting people, trends, shopping and happenings in Santa Barbara
- **Datebook** Events, celebrations and cultural things to do
- **Legacies** Local nonprofit organizations spotlight plus a calendar of fundraising events
- **Sustainable Seasons** What locals are doing to make our world a greener place
- **On Exhibit** Featured artists at local galleries
- **Santa Barbara Fresh** Local dish, culinary culture, farmer's market finds and more
- **Explore Santa Barbara** Great things to do throughout the county
- **Guide to the Wine Country** Detailed maps and list of tasting rooms
- **Local Favorites** Dining guide to 80+ area restaurants
- **Golf Guide**
- **Plus features on Santa Barbara's arts, architecture, history, natural beauty, notable people, lifestyle—and more.**

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## local homeowners

- **Santa Barbara Seasons** circulates more than 30,000 copies—nearly 100% of its distribution is in the local market.
- **Select mailings to area homeowners** More than 11,000 copies are mailed *without charge* to homeowners in the Santa Barbara and Santa Ynez communities. **Santa Barbara area**—Montecito, Upper Riviera, Upper East Side, Mission Canyon, San Roque, Hope Ranch and Rancho San Antonio. **Santa Ynez Valley**—Ballard Township, Buellton, Los Olivos, Solvang, Santa Ynez.
- With select mailings to area homeowners and distribution to more than 75 hotels, retail stores, visitor attractions and information centers, Santa Barbara Seasons reaches more than 156,000\* readers with every issue, the largest local audience of any magazine in the market!

### residential mailings

Montecito (Average home value \$3 million) / 5,000

Santa Barbara & Santa Ynez Valley (Average home value \$1.2 million) / 6,000

mailed copies per issue / 11,000

Subscription and Newsstand / 2,000

Visitor copies per issue / 17,000

total copies per issue / 30,000

Reaching **more** local homeowners than any other premium magazine in the market!

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## visitor market

- **Santa Barbara County attracts 10.5 million visitors** annually who spend \$1.35 billion per year—\$3.7 million daily (source: Santa Barbara Conference & Visitors Bureau).
- **Average visitor stay:** 3.6 days.
- **45% of the total visitors are from California**, 55% from out-of-state (14% international, 41% domestic).
- **Average age range 25–54 years** (55% of total).
- **Average household income** \$50k+ (76%); \$75k+ (56%) and \$100k+ (36%).

### visitor distribution / copies

Hotels and inns / 10,000

Tourist centers, services / 5,000

Real estate companies, art galleries, wineries, golf resorts / 2,000

visitor copies per issue / 17,000

Subscription and Newsstand / 2,000

Mailed copies per issue / 11,000

total copies per issue / 30,000

**Santa Barbara Seasons** has been selected by the Santa Barbara Conference & Visitors Bureau as the official quarterly magazine to promote Santa Barbara's cultural events, arts and attractions to a targeted list of media and group travel planners.

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## distribution

• **SANTA BARBARA DOWNTOWN**—AuBon Climat Tasting Room, Paseo Nuevo Guest Services, Canary Hotel, Holiday Inn Express, Hotel Santa Barbara, Santa Barbara Historical Museum, Santa Barbara Chamber of Commerce, Santa Barbara City Hall, Nordstrom, Santa Barbara Parks & Recreation Center, Santa Barbara Downtown Organization, Wine Cask Tasting Room • **SANTA BARBARA UPPER**—La Cumbre Plaza Guest Services, Santa Barbara Museum of Natural History, Santa Barbara Botanic Gardens, Inn at Spanish Gardens, Simpson House Inn, Agave Inn, Santa Barbara Conference & Visitors Bureau, Glenborough Inn, Bath Street Inn, Secret Garden Inn, Encina Lodge, El Prado Hotel, Upham Hotel, Cheshire Cat Inn, Lemon Tree Inn, Quality Inn, Samarkand Retirement Center, Sandpiper Lodge, Sandman Inn, Pepper Tree Inn, Prudential California Realty, Coldwell Banker, Sotheby's International Realty, Fiesta Inn & Suites, Presidio Motel • **SANTA BARBARA MIDTOWN**—Sullivan Goss Gallery, Santa Barbara Museum of Art Gift Shop • **SANTA BARBARA LOWER**—Carr Winery, Kunin Winery, Hyatt Santa Barbara, Santa Barbara Winery, Oreana Winery • **BEACH AREA WEST**—Old Yacht Club Inn, Cabrillo Inn at the Beach, Santa Barbara Inn, Blue Sands Motel, Fess Parker's DoubleTree, Santa Barbara Visitors Center, Harbor View Inn, Villa Rosa, Hotel Oceana, Casa del Mar, Harbor House Inn, Franciscan Inn, Eagle Inn, Mason Beach Inn, Marina Beach Motel, Best Western Beachside, Country Inn by the Sea, Colonial Inn, Brisas del Mar, The Orchid, Inn by the Harbor • **MONTECITO**—Biram Wood, San Ysidro Ranch, Coldwell Banker, Montecito Library, Casa Dorinda, Four Seasons Biltmore, Montecito Inn, Village Properties, Coast Village Inn, Casa del Herrero, Sotheby's International Realty • **SUMMERLAND**—Inn on Summer Hill • **CARPINTERIA**—Beach Club, Solimar Sands, Best Western Carpinteria, Comfort Suites, Carpinteria Chamber of Commerce, Santa Barbara Polo & Raquet Club • **GOLETA**—Fess Parker's Rancho Santa Barbara, Ramada Ltd., South Coast Inn, Pacifica Suites, Santa Barbara Airport, UCSB Faculty Club, Glenn Annie Golf Course, Sandpiper Golf Course, Bacara Resort & Spa, Circle Bar B Guest Ranch, Stowe House, Holiday Inn • **SANTA YNEZ VALLEY**—Rancho San Marcos Golf Course • **LOS OLIVOS**—Fess Parker's Wine Country Inn, Wildling Art Museum • **SANTA YNEZ**—Gainey Vineyard Tasting Room, Santa Ynez Inn • **SOLVANG**—Solvang Visitors Center, Chumash Casino Resort, Hadsten House, Inn at Petersen Village, Hotel Corque, Alisal Guest Ranch, Ballard Inn, Meadowlark Inn, Mirabelle Inn • **BUELLTON**—Santa Ynez Valley Marriott, Chamber of Commerce

### Local Bookstores

Book Loft, The Book Den, Chaucer's Bookstore

### Additional Locations

Lazy Acres, Whole Foods Market, Cantwell's Market

Read N Post, Bacara, Front Page, Santa Barbara Airport, Pepper Tree, Encina Lodge, Fess Parker's Doubletree, Montecito Village Grocery, Scolari's, Sansum Clinic, Los Olivos Grocery, Nielsen's Market

### Newsstands

Available on newsstands throughout the Central Coast—Paso Robles, San Luis Obispo, Pismo Beach, Arroyo Grande, Santa Maria, Los Olivos, Solvang, Santa Ynez, Goleta, Santa Barbara, Montecito, Summerland, Carpinteria

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## 2012 publishing schedule

**Spring** march/april/may

Space closing & Ad material deadline: **January 6** | Distribution: March 2

**Summer** june/july/aug

Space closing & Ad material deadline: **March 30** | Distribution: June 1

**Fall** sept/oct/nov

Space closing & Ad material deadline: **July 6** | Distribution: September 3

**Winter** dec/jan/feb

Space closing & Ad material deadline: **Sept. 28** | Distribution: December 3

## 2012 advertising rates

Ad Size	1x	4x contract
Full page	\$4,055	\$3,445
2/3 vertical	\$3,240	\$2,755
1/2 horizontal	\$2,590	\$2,200
1/3 page	\$1,685	\$1,435
Seasons Source	\$550	\$500

**Back Cover: \$4,975 | Inside Front Cover: \$4,760**

**Page 1: \$4,545 | Inside Back Cover: \$4,325**

Guaranteed Position +10% | Black & White deduct 15%  
Bleed no additional charge

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## ad specs

<b>Ad Sizes</b>	<b>width x height</b>	<b>with bleed</b>
Full page	7.75 x 10	9.25 x 11.125
2/3 vertical	5.125 x 10	6.25 x 11.125
1/2 horizontal	7.75 x 4.75	9.25 x 5.375
1/3 page	5.125 x 4.75	no bleed option

**Trim size is 9" x 10.875"**  
 Artwork and text not intended to bleed should be .375 (3/8") from gutter and edges

### AD SUBMISSION REQUIREMENTS

- Submit your ad in one of the following ways: flash drive, CD, email (6 MB or under), FTP site
- Please submit an Epson® or Matchprint® color proof with your ad. Desktop printers may not accurately reflect your file!
- Accepted file formats for ads are: Macintosh native files in InDesign, QuarkXpress 4.1 or higher (with linked CMYK pictures & fonts), Illustrator, Photoshop and high-res PDF files. Files created in PC format or any other program not listed above will need to be submitted in high-res PDF format only. Collect for Output or Flight Check is recommended.
- Digital files must be prepared at 300dpi/CMYK format. RGB or spot colors not accepted.
- Do not nest an EPS file within an existing EPS file.
- Missing fonts subject to substitution.
- PC FILES will not be accepted.

**Questions/concerns about building your file, contact:**  
**Beth Bornstein 564-8804 ext. 207 or [beth@sbseasons.com](mailto:beth@sbseasons.com).**

### PRODUCTION INFORMATION

Publisher provides design and production services at \$80 per hour. Manipulation of ad materials will be billed at \$80 per hour minimum.

Santa Barbara Seasons is printed CTP, web offset, on 60#, #3 gloss paper with 130# coated gloss stock with matte varnish.

All ad materials are handled with expert and professional care. Publisher is not responsible for damages.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four color printing environment, perfect color matching cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

Changes to an ad after the issue has shipped to the printer will incur substantial charges. An estimate will be furnished upon request.

**PUBLISHERS NOTE:** Advertising positioning is at the discretion of the publisher unless specifically contracted. Santa Barbara Seasons is not responsible for any errors or omissions in constructed advertising and is not responsible for original materials left in its possession three months after the last insertion. The return of such materials should be requested in writing. Cancellation of any contract will not be accepted without a written notice 60 days prior to the issue date.

# Santa Barbara SEASONS

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## seasons source

An illustrated guide to local businesses in Santa Barbara County. Reach more than 150,000\* readers with every issue at a cost of less than \$4 per thousand!

### Readership

Local homeowners and upscale visitors

### Distribution

Special section highlighted in every issue of Santa Barbara Seasons

- 11,000 local residents, subscription and newsstand
- 2,000 business mailing and special events
- 17,000 through hotels, motels and visitor information centers

### Specifications

Seasons Source is a special, formatted ad section we design to accommodate:

- **A color image OR logo approximately 3" x 3" @ 300 dpi, high resolution**
- **Name, address, phone and web site**
- **Up to 30 words of text**

We cannot accommodate special fonts or individual ad design.

### Digital Photos

Acceptable formats include Photoshop for Macintosh, TIFF, EPS or JPEG at 300 dpi. Materials requiring additional computer time or manipulation will be charged back to client at a rate of \$90 per hour. Production questions: beth@sbseasons.com

### 2012 Ad Rates:

1X \$550 | 4X \$500

Includes design, production and one color scan.

For more information, call 805/564-8804.

### DEADLINES

**Spring '12** space closing and materials due: **January 6**  
On sale: *March 2*

**Summer '12** space closing and materials due: **March 30**  
On sale: *June 1*

**Fall '12** space closing and materials due: **July 6**  
On sale: *September 3*

**Winter '12/13** space closing and materials due: **September 28**  
On sale: *December 3*

Below Right: Overall page design with individual ad placements.

Above Right: Individual ad at actual size. Shaded area indicates area for image OR logo.

### ACTUAL SIZE

overall ad dimension  
2.625"W x 4.625"H

photo dimension  
2.375"W x 2.125"H

30 words of text

### Your Company Name

This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad.

[Your Website Here](#)

[Your Phone Here](#)

[Your Address Here](#)

