

Santa Barbara SEASONS

CELEBRATING LOCAL LIFE & CULTURE

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!