

# Santa Barbara SEASONS

2020 Chapala Street, Santa Barbara, CA 93105 phone (805) 563-0500 fax (805) 563-0504 www.sbseasons.com

## POINTS OF DISTRIBUTION

**Santa Barbara Seasons** circulates more than 36,000 copies—100% of its distribution is in the local market.

With selected mailings to area homeowners and distribution to more than 75 hotels, retail stores, visitor attractions and information centers, **Santa Barbara Seasons reaches more than 187,200\* readers with every issue, the largest local audience of any magazine in the market!** \* 5.2 readers per copy, Magazine Publishers Association average.

## LOCAL HOMEOWNERS

More than 12,000 copies of each quarterly issue of **Santa Barbara Seasons** are mailed without charge to homeowners (listed by the U.S. Postal service) in the following Santa Barbara and Santa Ynez communities:

**Santa Barbara Area:** Montecito, Upper Riviera, Upper East Side, Mission Canyon, San Roque, Hope Ranch, Rancho San Antonio

**Santa Ynez Valley:** Ballard Township, Buellton, Los Olivos, Solvang, Santa Ynez

*Note: Specific numbers may change depending on postal route changes.*

### RESIDENTIAL MAILINGS

Montecito (Average home value \$3 million)	5,047
Santa Barbara (Average home value \$1.2 million)	4,110
Santa Ynez Valley	1,624
Subscriber Copies	1,219

### MAILED COPIES PER ISSUE

Newsstand	2,000
Visitor copies per issue	22,000

**TOTAL COPIES PER ISSUE 36,000**

### # OF COPIES

### MEDIA AND GROUP TRAVEL MAILINGS

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

### NEWCOMERS

Santa Barbara Seasons is included in every "Newcomer" information packet distributed by the Santa Barbara Region Chamber of Commerce.

## PAID NEWSSTAND

**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 and Carpinteria. **Available at the following bookstores**—Barnes & Noble, Borders, Hastings, Walden Books, Chaucers and Book Loft. **Available at these additional locations**—Read N Post, Bacara, Front Page, Santa Barbara Airport, Pepper Tree, Encina Lodge, Harbor View Inn, Fess Parker's DoubleTree, Montecito Village Grocery, Scolari's, Sansum, Los Olivos Grocery, Nielsen's Market and Super Mart.