

# Santa Barbara SEASONS

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

## *Celebrating Local Life & Culture*

### FOUNDED IN 1955

**Santa Barbara Seasons** was founded in 1955 as *This Week in Santa Barbara*. The magazine became a quarterly in Spring 2002 and was re-named **Santa Barbara Seasons**.

With the Summer 2004 issue, **Santa Barbara Seasons** was re-designed as a larger, more elegant publication by new owners and contin-

ues as the premier cultural arts magazine of Santa Barbara County.

**Santa Barbara Seasons**, the award winning quarterly, celebrates history, homes, culture and natural beauty. Our focus is on local issues, neighbors and the unique qualities that set this county apart.

### EDITORIAL HIGHLIGHTS

- **Legacies**  
Profiling those who established our non-profit organizations and a calendar of fundraising events
- **Coming Attractions**  
Major community events
- **Cultural Calendar**  
The performing and visual arts
- **On Collecting**  
Advice for beginning collectors
- **On Exhibit**  
Featured artists at local galleries
- **Shopping Spree**  
Locally available treasures
- **A Day Away**  
Travel opportunities to nearby destinations
- **Explore Santa Barbara**  
Great things to do throughout the county
- **Food and Wine**
- **Guide to the Wine Country**  
Detailed Map and list of tasting rooms
- **Dining Guide to 70+ area restaurants**
- **Plus Features on Santa Barbara's history, homes and gardens, nature and the arts.**

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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.\*
- **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%).**

\*Source: Santa Barbara Conference & Visitors Bureau

VISITOR DISTRIBUTION	# OF COPIES
Hotels and inns	13,000
Tourist centers, services	7,000
Real estate companies, art galleries, wineries, golf resorts	2,000
<b>VISITOR COPIES PER ISSUE</b>	<b>22,000</b>
Newsstand	2,000
Mailed copies per issue	12,000
<b>TOTAL COPIES PER ISSUE</b>	<b>36,000</b>

### SANTA BARBARA DOWNTOWN

Canary Hotel  
 Holiday Inn Express  
 Hotel Santa Barbara  
 Santa Barbara Historical Museum  
 Santa Barbara Chamber of Commerce  
 The Frameworks  
 Santa Barbara City Hall  
 Nordstrom  
 Coffee Cat  
 Santa Barbara Parks & Recreation Center

### SANTA BARBARA UPPER

Santa Barbara Museum of Natural History  
 Santa Barbara Botanic Gardens  
 Inn at Spanish Gardens  
 Simpson House 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  
 REMAX Santa Barbara

### SANTA BARBARA MIDTOWN

Sullivan Goss Gallery  
 Santa Barbara Museum of Art Gift Shop  
 California Closets  
 Waterhouse Gallery

### SANTA BARBARA LOWER

East West Gallery  
 Elizabeth Gordon Gallery

### BEACH AREA— WEST

Hotel Mar Monte  
 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  
 Marina Beach Motel  
 Best Western Beachside  
 Country Inn by the Sea  
 Colonial Inn  
 Brisas del Mar  
 The Orchid  
 Inn by the Harbor

### MONTECITO

Birnam Wood  
 Pierre La Fond/Wendy Foster  
 San Ysidro Ranch  
 Coldwell Banker  
 Montecito Library  
 Casa Dorinda  
 Four Seasons Biltmore  
 Montecito Inn  
 Village Properties  
 Coast Village Inn  
 Casa del Herrero  
 Antionette/Intimo

Montecito Frame  
 REMAX Montecito  
 Sotheby's International Realty

### SUMMERLAND

Inn on Summer Hill  
 Botanik

### 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

### SANTA YNEZ VALLEY

Rancho San Marcos Golf Course

### LOS OLIVOS

Fess Parker's Wine Country Inn  
 Judith Hale Gallery

### SANTA YNEZ

Gainey Vineyard Tasting Room  
 Santa Ynez Inn  
 Sunstone Winery

### SOLVANG

Solvang Visitors Center  
 Chumash Casino Resort  
 Inn at Petersen Village  
 Royal Scandinavian Inn  
 Alisal Guest Ranch  
 Ballard Inn  
 Meadowlark Inn  
 Storybook Inn

### BUELLTON

Santa Ynez Valley Marriott  
 Chamber of Commerce

### VENTURA COUNTY

MUSSEL SHOALS  
 Cliff House

### OJAI

Primavera Gallery

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## 2008 ADVERTISING RATES

AD SIZES	1 X	4 X CONTRACT *
<b>Full page</b>	\$3,935	\$3,276
<b>Two-thirds vertical</b>	3,145	2,620
<b>One-half</b>	2,515	2,090
<b>One-third</b>	1,638	1,313

**Back Cover:** \$4,830

**Inside Front Cover:** \$4,620

**Page 1:** \$4,410

**Inside Back Cover:** \$4,200

**Guaranteed Position +Plus 10%**

**Black and White deduct 15%**

**BLEED NO ADDITIONAL CHARGE**

## 2008/2009 PUBLISHING SCHEDULE

### **FALL**

Sept/Oct/Nov

Space closing & Ad material deadline: **July 9**

*On newsstand: September 5*

### **HOLIDAY**

Dec/Jan/Feb

Space closing & Ad material deadline: **October 3**

*On newsstand: December 5*

### **SPRING**

March/April/May

Space closing & Ad material deadline: **January 9**

*On newsstand: March 2*

### **SUMMER**

June/July/Aug

Space closing & Ad material deadline: **April 3**

*On newsstand: June 2*

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## 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 14,000 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	# OF COPIES	MEDIA AND GROUP TRAVEL MAILINGS
Montecito (Average home value \$3 million)	5,047	<b>Santa Barbara Seasons</b> 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.
Santa Barbara (Average home value \$1.2 million)	5,761	
Santa Ynez Valley	1,507	
Mailed Subscriber Copies	1,685	
<b>MAILED COPIES PER ISSUE</b>	<b>14,000</b>	
Newsstand	2,000	<b>NEWCOMERS</b>
Visitor copies per issue	20,000	Santa Barbara Seasons is included in every "Newcomer" information packet distributed by the Santa Barbara Region Chamber of Commerce.
<b>TOTAL COPIES PER ISSUE</b>	<b>36,000</b>	

## 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.

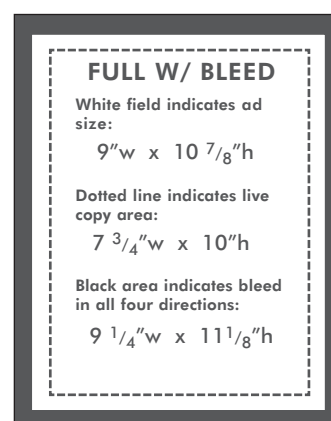
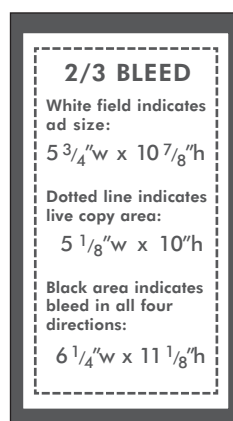
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## ADVERTISING PRODUCTION SPECIFICATIONS

SEASONS TRIM SIZE 9" W x 10 7/8"H

AD SIZES	WIDTH x HEIGHT	WITH BLEED
<b>Full page</b>	7 3/4" x 10"	9 1/4" x 11 1/8"
<b>Two-thirds vertical</b>	5 1/8" x 10"	6 1/4" x 11 1/8"
<b>One-half</b>	7 3/4" x 4 3/4"	9 1/4" x 5 3/8"
<b>One-third</b>	5 1/8" x 4 3/4"	no bleed option



## TECHNICAL REQUIREMENTS & AD SUBMISSION

### AD SUBMISSION

- Please submit your ad in one of the following ways:  
 CD, email (4MB 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 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.
- Sorry, PC FILES will NOT be accepted.

**Questions/concerns on building your file, contact: Zack Paul 563-0500 ext. 206 or zack@sbseasons.com.**

**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 being cancelled.

### PRODUCTION CHARGES & INFORMATION

Publisher provides design and production services at \$80 per hour. Manipulation of ad materials will be billed at \$80 per hour minimum. Film ads are subject to a \$75 conversion fee and must be 150-line, RRED and include Chromalin® or Matchprint® proof to assure color match.

**Santa Barbara Seasons** is printed CTP, web offset, on 60#, #2 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.