Welcome To
sonoma
magazine
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.

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

- wine & spirits
- food & dining
- home
- personality profiles
- cultural attractions
- style
- important issues

Michael Zivyak, President, Magazine Division
Sonoma Media Investments, LLC
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Santa Rosa, CA 95401
P: 707.521.5284
michael.zivyak@pressdemocrat.com
IN EVERY ISSUE

gateway: Short, quick, hot hits • taste: Food and drink, our chefs, our winemakers • the mix: Shopping, hiking, personalities, hidden gems • place: At home indoors & out • play: Things to go do • the finish: Meet someone cool
Demographic Overview

Targeting active, devoted residents, weekenders and visitors from around the world

**AFFLUENT, EDUCATED, ACTIVE**

<table>
<thead>
<tr>
<th>GENDER:</th>
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<tbody>
<tr>
<td>Male</td>
<td>39%</td>
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<tr>
<td>Female</td>
<td>61%</td>
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<table>
<thead>
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<th>MEDIAN AGE</th>
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<th>MARITAL STATUS:</th>
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<td>Married</td>
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<th>EDUCATION:</th>
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<th>MEDIAN MARKET VALUE OF OWNED HOME</th>
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*2015 CVC Reader Study
**Source: Scarborough r1, 2014
Marin, Napa, Sonoma Counties HHI $100k +
Hidden Sonoma

It may be a hole-in-the-wall eatery down a remote country lane. A delightful menu tucked in a window display. The kind of little thing that makes you smile when you round the bend.

Or a great place to visit, right there in plain sight, yet never before noticed. These hidden things give Sonoma its texture, its substance, its je ne sais quoi.

They’re what you find if you stay awhile, allow yourself to sink below the surface. And they’re yours for the seeking.

Things to do
Places to go
Stuff to see
Drinks to enjoy
Foods to find

In January, Santa Rosa native Kevin Jorgeson and partner Tommy Caldwell climbed onto the rim of El Capitan and into history. Hand over hand against the granite, their lives changed forever.
Distribution

Covering the Greater Sonoma region

- 25,000 Circulation [100,000 readers]
- 6 Issues Per Year
- Paid Subscribers [$14.99 Per Year for 6 Issues]
- Paid Newsstand ($4.95)
  - #2 Magazine on newsstands in Sonoma County behind “People”
  - Safeway Dedicated Pockets at Check-Out
  - Whole Foods in Sonoma, Napa, Marin and San Francisco
  - Barnes & Noble
- Upscale In-Room Hotel Distribution in Sonoma, Napa, Marin, San Francisco
- Airport Distribution at SFO
- Direct mail list of high HHI households in Sonoma County
- Select Retailers
- Partnership with InVino
- Events/Wineries/Visitor Centers
- Third party Audit by Circulation Verification Council (CVC)
Sonoma Magazine available for sale at these select retail locations:

- Alameda
  - DeLauer’s Newsstand
  - Safeway
- Alamo
  - Safeway
- Angwin
  - College Market
- Arcadia
  - Arcadia Newsstand
- Auburn
  - Bel Air Market
- Bellevue, WA
  - Barnes & Noble
- Benicia
  - Raley’s Supermarket
- Berkeley
  - Pegasus Books
  - Books Inc.
- Beaverton, OR
  - Barnes & Noble
- Calistoga
  - Cal Mart
  - Copperfield’s Books
- Campbell
  - Fry’s Electronics
- Carmel
  - Safeway Store
- Chico
  - Safeway Store
- Clearlake
  - Safeway Store
- Cloverdale
  - CVS Pharmacy
- Clovis
  - Vons Market
- Concord
  - Fry’s Electronics
- Corte Madera
  - Barnes & Noble
  - Paradise Foods
  - Nugget Markets
  - Safeway
- Cotati
  - Oliver’s Market
- Cupertino
  - Safeway
- Danville
  - Draeger’s Market
- Emeryville
  - Barnes & Noble
- Fairfield
  - Barnes & Noble
  - Raley’s Supermarket
  - Safeway
- Fairfield
  - Raley’s Supermarket
- Fairfield
  - Safeway
- Folsom
  - Raley’s Supermarket
- Fort Bragg
  - Harvest Market
  - Safeway
- Fremont
  - Fry’s Electronics
- Fresno
  - Vons Market
- Glen Ellen
  - Benziger Family Winery
  - Glen Ellen Village Market
- Greenbrae
  - Mollie Stone’s
- Guadalupe
  - Surf Supermarket
- Guerneville
  - Safeway Store
- Healdsburg
  - Big John’s Market
  - Healdsburg Visitor’s Bureau
  - Jimtown Store
  - CVS Pharmacy
  - Safeway
  - Copperfield’s Books
- Hollywood
  - Centerfold Newsstand
- Incline Village
  - Raley’s Supermarket
- Irvine
  - Barnes & Noble
- Juneau, AK
  - Juneau Drug
- Lakeport
  - Safeway Store
- Las Vegas
  - Barnes & Noble
- Loomis
  - Raley’s Supermarket
- Los Altos
  - Draeger’s Market
- Los Angeles
  - Circus of Books
  - Kosher News
- Mendocino
  - Harvest at Mendosa’s
- Menlo Park
  - Safeway
- Middleton
  - Hardesty’s Market
- Mill Valley
  - Depot Bookstore & Cafe
  - Mill Valley Market
  - Safeway
  - Whole Foods
- Modesto
  - Safeway Store
- Mountain View
  - Nob Hill Foods
- Napa
  - Copperfield’s Books
  - CVS Pharmacy
  - Raley’s Supermarket
  - Safeway
  - Vailigga’s Market
  - Whole Foods
- Newport Beach
  - Barnes & Noble
- Novato
  - Costco
  - Paradise Foods
  - Pharmaca
  - Safeway
  - Whole Foods
- Oakland
  - De Lauer’s Newstand
  - Farley’s East
- Palm Springs
  - Bristol Farms
- Palo Alto
  - Fry’s Electronics
- Pasadena
  - Vroman’s Bookstore
- Petaluma
  - Copperfield’s Books
  - CVS Pharmacy
  - Petaluma Market
  - Petaluma Visitor’s Center
  - Raley’s Supermarket
  - Sprouts
  - Whole Foods
- Rancho Mirage
  - CVS Pharmacy
  - Redding
  - Raley’s Supermarket
- Reno
  - Raley’s Supermarket
- Rohnert Park
  - Costco
  - CVS Pharmacy
  - Raley’s Supermarket
  - Safeway
- Roseville
  - Fry’s Electronics
  - Safeway Store
- Sacramento
  - Barnes & Noble
  - Bel Air Market
  - Fry’s Electronics
- Saint Helena
  - Safeway Store
  - Sunshine Foods
  - Vasconi’s Pharmacy
- San Anselmo
  - Safeway
- San Francisco
  - Books Inc.
  - Cal-Mart Supermarket
  - Falletti Foods
  - Farley’s
  - Fog City News
  - Juicy News SF
  - Mollie Stone’s
  - Pharmaca
  - Safeway
  - SFO-News & Gifts
  - SFO-Aviator Books
- San Jose
  - Fry’s Electronics
- San Mateo
  - Barnes & Noble
  - Draeger’s Market
- San Rafael
  - Marinwood Market
  - Safeway
  - Whole Foods
- San Jose
  - Fry’s Electronics
- San Mateo
  - Barnes & Noble
  - Draeger’s Market
- San Rafael
  - Marinwood Market
  - Safeway
  - Whole Foods
- Santa Rosa
  - Vroman’s Bookstore
- Sebastopol
  - Copperfield’s Books
  - CVS Pharmacy
  - Pacific Market
  - Safeway
  - Whole Foods
- Scottsdale
  - Barnes & Noble
- Seattle
  - Barnes & Noble
- Sonoma
  - Benzinger Winery
  - Broadway Market
  - Chateau Sonoma
  - CVS Pharmacy
  - El Dorado Hotel
  - El Pueblo
  - Irvine
  - Pharmaca
  - Ramekins
  - Readers’ Books
  - Safeway
  - Sonoma Market
  - Sonoma Valley
  - Visitors Bureau
  - Sonoma Valley Chamber of Commerce
  - Whole Foods
  - Williams-Sonoma
- South Pasadena
  - Bristol Farms
- Stockton
  - Pedesto’s Market
  - Sunnyvale
  - Murphy’s Smoke Shop
- Thousand Oaks
  - Bristol Farms
- Tracy
  - Raley’s Supermarket
- Ukiah
  - Safeway Store
- Vacaville
  - Costco
  - Paul’s Food Fair
- Vallejo
  - Costco
  - Raley’s Supermarket
- Vashon, WA
  - Vashon Thriftway
- Walnut Creek
  - Barnes & Noble
  - Target Store
- Wenatchee, WA
  - Safeway
- West Hollywood
  - Circus Of Books
- Westlake Village
  - Bristol Farms
- Windsor
  - CVS Pharmacy
  - Raley’s Supermarket
- Yountville
  - Ranch Market Too
- Ray’s Food Center
  - Safeway
- Sonoma County
  - Visitor’s Bureau
- St. Francis Winery
- Whole Foods

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
  - DoubleTree 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
  - Americas Best Value Inn and Suites Petaluma

New retailers and locations beginning with Nov/Dec 2015 Issue
By the Numbers

They have upscale Lifestyles

DO THEY TRAVEL TO SHOP?

24%
The Village at Corte Madera**

23%
Downtown San Francisco***

21%
Westfield San Francisco Centre**

19%
Town Center at Corte Madera***

11%
Embarcadero Center**

10%
Union Square**

FAVORITE DEPARTMENT STORES

52%
Macy's**

5%
Neiman Marcus**

4%
Bloomingdale's**

31%
Legal Gambling Entertainment*

37%
Nordstrom**

2%
Saks Fifth Avenue**

PLAN TO PURCHASE DURING THE NEXT 12 MONTHS

96%
Dining/Entertainment*

59%
Home Furnishings*

42%
Florist/Gift Shops*

36%
Financial Planner Services*

43%
Automotive*

57%
Home Improvement/Supplies*

47%
Lawn Services* (Maintenance/Landscaping)

61%
Lawn & Garden Supplies*

61%
Men's Apparel*

75%
Women's Apparel*

30%
Education/Classes*

27%
Jewelry*

69%
Vacation/Travel*

78%
Keep Sonoma Magazine around one month plus*

*2015 CVC Reader Survey. Products or Services they plan to purchase during the next 12 months
**Scarborough r1, 2014: 3 County HHI $100k +
69% Frequently purchase products or services from ads seen in Sonoma Magazine*

<table>
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<tr>
<th>THEY STAY ACTIVE</th>
<th>FOOD &amp; DINING</th>
<th>WINE (AND BEER) COUNTRY</th>
<th>DAY TRIPPIN’</th>
<th>ENJOYS A CULTURED LIFE</th>
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<tbody>
<tr>
<td><strong>63%</strong></td>
<td><strong>57%</strong></td>
<td><strong>25%</strong></td>
<td><strong>58%</strong></td>
<td><strong>83%</strong></td>
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<tr>
<td>Gardening**</td>
<td>Buys organic food on a regular basis**</td>
<td>Wine*</td>
<td>Sonoma County Wine Country**</td>
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<tr>
<td></td>
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<td></td>
<td><strong>53%</strong></td>
<td>San Francisco**</td>
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<td></td>
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<td></td>
<td>Marin County**</td>
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<td></td>
<td><strong>44%</strong></td>
<td>Calistoga/Napa Valley**</td>
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<td><strong>14%</strong></td>
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<td>Mendocino/North Coast**</td>
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<td><strong>33%</strong></td>
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<td>Art Museum**</td>
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<td></td>
<td><strong>33%</strong></td>
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<td></td>
<td>Live Theater**</td>
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<tr>
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<td></td>
<td><strong>21%</strong></td>
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<td></td>
<td></td>
<td>Symphony or Opera**</td>
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<td></td>
<td></td>
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<td></td>
<td><strong>12%</strong></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dance or Ballet performance**</td>
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*Source: Sonoma Magazine*
Editorial Focus

Sonoma is not just a place, it’s a way of living.

Sonoma Home+Garden aims to inspire the sort of people who think of their homes not just as places to go when the workday is done, but also as reflections of the warm, inviting and unique style of Sonoma.

Sonoma Home+Garden is a celebration of quality, craftsmanship, authenticity and family—a trusted resource that respects the past, lives in the present and embraces the future. Each issue’s beautifully designed, lush pages uncover the tastemakers, places, and things that inspire—transforming that inspiration into action for everyone.

Sonoma Home+Garden, The Heart of Your Home
Editorial Focus

» Editorial Lineup for December 2015
  » Crushes (things we love)
  » Expert Advice
    » Wedding Planner, Venue Scout, Caterer, Health/Beauty Expert, Travel Agent (honeymoon)
» Real Weddings (5 or 6)
» Floral ideas including drought tolerant plants
» Bridal Gown Trends with emphasis on affordable
» Dessert/Cheese/Wine/Beer Pairings
» Save Water, Drink Champagne: guide including glassware to types of champagne (brut, etc).
» Things I’ve Learned (from a new bride)

Annual Distribution

Sonoma Weddings

» 13,000 Distribution [52,000 readers]
» Special Annual Publication
» Subscribers of Sonoma Magazine
» Upscale In-Room Hotel Distribution
» Paid Newsstand
  • Safeway Dedicated Pockets at Check-Out
  • Whole Foods in Sonoma, Napa, Marin and San Francisco
  • Barnes & Noble
» Airport Distribution at SFO
» Select Retailers
» Bridal Events in the Bay Area
» Bridal Shops in Sonoma, Napa, Marin and SF
Harvest Season
From perfect heirloom tomatoes to the grapes that keep Sonoma humming, the land’s rich bounty is ours to enjoy.

Sonoma Developmental Center
Looming closure leaves lives in limbo

Haunted Wineries
Who has the spirit?

Walter Schug Has Seen it All
A winemaker’s worldly smarts

Sonoma humming, the land’s rich bounty is ours to enjoy.
## 2016 Editorial Calendar

<table>
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<tr>
<th>Issue</th>
<th>Space Close and Non-Camera Ready Materials</th>
<th>Camera Ready Close</th>
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<tbody>
<tr>
<td><strong>Sonoma Magazine</strong></td>
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<tr>
<td>Holiday Issue</td>
<td></td>
<td></td>
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<tr>
<td>The Movies of Sonoma</td>
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<tr>
<td>Special Section: Faces of Sonoma County</td>
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<tr>
<td>The Influencers Issue</td>
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<tr>
<td>Food Issue: [Cheap Eats!]</td>
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<tr>
<td>Special Section: Top Doctors</td>
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<tr>
<td>July/August (on-sale July 1, 2016)</td>
<td>May 16, 2016</td>
<td>May 31, 2016</td>
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<tr>
<td>The Summer Issue [Escape to Paradise]</td>
<td></td>
<td></td>
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<tr>
<td>Wine Harvest Issue</td>
<td></td>
<td></td>
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<tr>
<td>Special Section: Top Lawyers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top 100 Sonoma County Wines</td>
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### Special Annual Publications 2015

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
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### Special Annual Publications 2016

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<tr>
<th>Issue</th>
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<tr>
<td><strong>Sonoma Home + Garden</strong> (on-sale April 1, 2016)</td>
<td>Feb. 16, 2016</td>
<td>Feb. 29, 2016</td>
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Dates and topics are subject to change
Awards & Nominations

City & Regional Magazine Association
General Excellence - Finalist
[awards to be announced in June]

Society of Publication Designers
Merit Award Winner
Best Illustrated Cover,
March/April 2014

Folio Awards
Eddie Award Honorable Mention
Best Regional Magazine Finalist

Western Publishing Association

Best Regional & State Magazine Finalist

Best Feature Article
Winner
“Lost in Paradise” About youth homelessness is Sonoma County, Jan/Feb 2014

Best Overall Publication Design, Finalist
Sept/Oct Harvest Issue

Best Cover, Finalist
Sept/Oct Harvest Issue

Best Special Themed Issue, Finalist
Sept/Oct Harvest Issue

Best News Story, Finalist
“Thirst” About the drought in Sonoma County, Mar/Apr 2014

Best Single Editorial Illustration, Finalist
“So You Want to Visit A Tasting Room”, Sept/Oct 2014

Best Single Editorial Photograph, Finalist
“Shaken” About the Napa earthquake, Nov/Dec 2014
New Website Engages Anywhere

sonomamag.com
Original content, blogs, photo galleries, calendars

Weekly Newsletter

Mobile
2016 Advertising Specifications and Rates

Rates

sonoma magazine

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<tr>
<th>Ad Size</th>
<th>Open Rate</th>
<th>3X [5% Disc]</th>
<th>6X [15% Disc]</th>
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<td>$3,250</td>
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<td>2/3 Page</td>
<td>$2,615</td>
<td>$2,485</td>
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<td>1/2 Page</td>
<td>$2,115</td>
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<td>1/3 Page</td>
<td>$1,610</td>
<td>$1,530</td>
<td>$1,370</td>
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<td>1/4 Page</td>
<td>$1,205</td>
<td>$1,145</td>
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<tr>
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<td>$765</td>
<td>$685</td>
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sonoma home+garden

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<td>$1,950</td>
<td>$1,755</td>
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<td>2/3 Page</td>
<td>$1,565</td>
<td>$1,410</td>
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<td>$1,270</td>
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<td>1/3 Page</td>
<td>$970</td>
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<td>$485</td>
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sonoma weddings

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<td>$1,025</td>
<td>$925</td>
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<td>$825</td>
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Premium Positions

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<tr>
<th>Position</th>
<th>Discount</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>30%</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>20%</td>
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<tr>
<td>Opposite TOC’s</td>
<td>15%</td>
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Color ad/per issue

All Rates are NET

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’s to your Account Executive and/or Client Services Assistant
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
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