

San Diego[®]

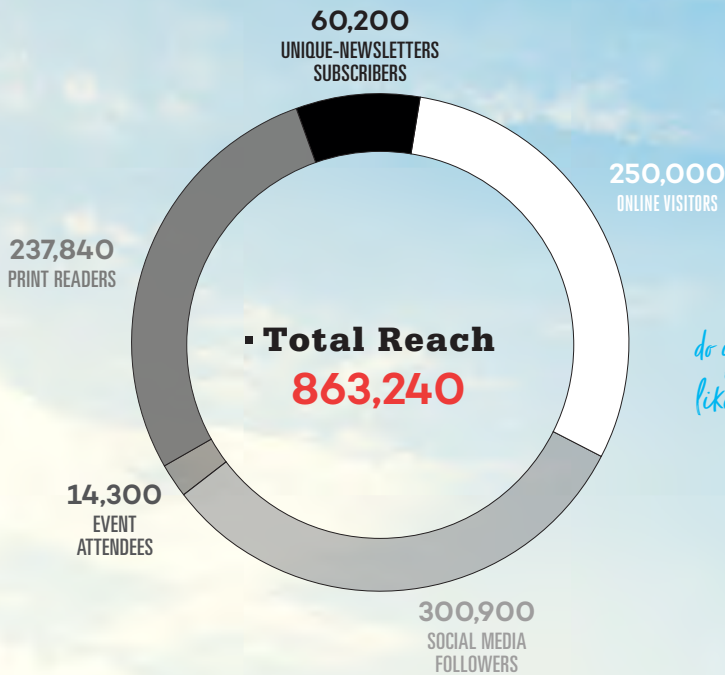
MAGAZINE

2019 MEDIA KIT

→ *San Diego Magazine reaches more than 863,000 readers across a multimedia platform.*

We connect our readers with the content they desire in every format that suits their lifestyle. They are loyal, engaged, and influential. Build a campaign for your brand's strategic goals and connect with an audience that only San Diego Magazine can deliver.





■ **Online**

Monthly visits*: **250,000+**
Monthly pageviews*: **525,000+**
Average time on site: **3:11**

*Google Analytics, 2018

■ **Social Media**

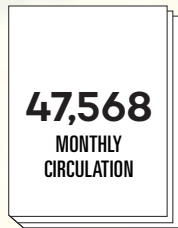
Facebook: **47,000+** Instagram: **120,000+**
Twitter: **128,000+** Pinterest: **5,900+**

do you
like us?

■ **E-Newsletter Subscribers**

Best of San Diego This Week **55,000+** Exquisite Weddings **2,800+**
Main Dish **56,000+** Hatch **3,000+**
Charitable SD **2,100+**

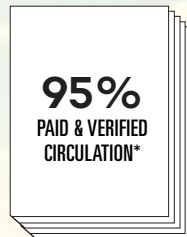
■ **Print**



CVC Audit,
June 2018



Based on 5 readers
per copy, CRMA



CVC Audit,
June 2018

■ **Signature Events**

- + Behind the Brands (February)
- + Engaged by *Exquisite Weddings* (March)
- + Brunch Bash (March)
- + Best of North County Party (April)
- + Sweat San Diego (May)
- + Best Restaurants Party (June)
- + San Diego Festival of the Arts (June)
- + Best of San Diego Party (August)
- + Celebrating Women (September)
- + Top Doctors Celebration (October)

toast with us!



■ Reader Profile

Age

Age 25-34	19%
Age 35-44	18%
Age 45-54	19%
Age 55-64	15%
Median age	49

GENDER

Female.....	63%
Male.....	37%

Marital Status

Married.....	65%
Live with partner	11%
Single.....	24%

Education

Graduated college	79%
Post graduate study	35%

Occupation

CEO/owner/executive/VP	20%
Technical staff and professional (engineer, architect, doctor, lawyer)	35%

■ Engagement

Readership Habits

Read the last 4 out of 4 issues.....	76%
Average time spent reading 1.03 hours	

Actions Taken

Took action as a result of reading magazine	96%
Attended an event	43%
Passed along item of interest	64%
Planned an outdoor activity	48%

Frequently purchase products	72%
Visited a restaurant	86%
Visited a specific Web site	46%

■ Spending Power

Annual Household Income

Average household income....	\$229,185
Greater than \$100,000.....	90%
Greater than \$150,000	61%
Greater than \$200,000.....	31%

Net Worth

Average net worth	\$2,024,000
Greater than \$500,000	69%
Greater than \$1,000,000	48%
Greater than \$2,000,000	27%

Plan to purchase in the next 12 months

Automobile.....	21%
Craft beer	45%
Dental services	63%
Dining entertainment	90%
Furniture/home furnishings	69%
Health club/exercise class	56%
Medical services	66%
Men's apparel	71%
Premium liquor	25%
Vacations/travel	76%
Wine	66%
Women's apparel	83%

■ Leisure

Dining

Average meals out in past month.....	11
Average number of meals at a fine dining restaurant a year	13

Average amount spent out on dinner for two	\$80
Visited a brewery in the past month	47%

■ Jet-Setting

Travel

Spent more than \$5,000 on travel in past year	48%
Plan to travel in the next 12 months	89%
Travel 4+ times a year	39%
Travel plans are influenced by San Diego Magazine	36%
Average spent on hotel (per night)	\$215

Where do you plan to travel in the next 12 months?

Arizona.....	23%
Baja, Mexico	20%
Hawaii.....	29%
Las Vegas	34%
Los Angeles	37%
Palm Springs/Desert Cities	34%
San Francisco	38%
Santa Barbara	30%
Temecula	24%

Real estate

Own home	77%
Own a vacation home	15%
Average value of home	\$1,090,000
Plan to purchase home décor/appliances in the next 12 months	40%
Plan on remodeling in the next 12 months	27%
Plan to purchase a new home	7%



*Sources: Erdos & Morgan Subscriber Study, 2015
© CVC Audit, June 2018

San Diego
MAGAZINE

For more info, contact Lauren Pettigrew at lauren@sdmag.com or 619.431.2280

what's your favorite issue?



February

Editorial: Date Ideas

Special Advertising Sections: Brunch Guide, Great Dates, BBB Torch Awards, Destination Oahu & Arizona, Wedding Guide

Close: 12/14 **Art:** 12/18 **To Subscribers:** 1/29



March

Editorial: Road/Train Trips, Spring Fashion

Special Advertising Sections: Lawyer Profiles, Destination Hawaii, Influencer Road Trips, Hatch

Close: 1/25 **Art:** 1/29 **To Subscribers:** 2/26



April

Editorial: Best of North County, Travel Quarterly

Special Advertising Sections: Dental Profiles, Destination Las Vegas, Travel Awards, Spring Escapes

Close: 2/22 **Art:** 2/26 **To Subscribers:** 3/26



May

Editorial: Homebuyer's Guide, Gardening & Landscaping Issue

Special Advertising Sections: Craft Beer Guide, Destination Hawaii, Festival of the Arts, Home Resource Guide, Design Leaders

Close: 3/22 **Art:** 3/26 **To Subscribers:** 4/23



June

Editorial: Best Restaurants

Special Advertising Sections: Tastemakers (Chef & Bartender Profiles), Best Bites, Balboa Park, Hatch

Close: 4/19 **Art:** 4/23 **To Subscribers:** 5/21



July

Editorial: Morning Guide, San Diego Health, Travel Quarterly

Special Advertising Sections: Casino Guide, Private Schools, Temecula Wine Country, Summer Escapes

Close: 5/17 **Art:** 5/21 **To Subscribers:** 6/25



August

Editorial: Best of San Diego, Best of Tijuana

Special Advertising Sections: Guide to Aging Well, Destination Oahu, Cream of the Crop

Close: 6/19 **Art:** 6/21 **To Subscribers:** 7/23



September

Editorial: Women Firsts/Pioneers, Fall Fashion, Arts Preview

Special Advertising Sections: Pets & Vets, Destination Hawaii, Celebrating Women, Retail Awards, Hatch

Close: 7/19 **Art:** 7/23 **To Subscribers:** 8/20



October

Editorial: Top Doctors, Favorite Places, Travel Quarterly

Special Advertising Sections: Faces of Healthcare, Destination Las Vegas & Oahu, Fall Escapes

Close: 8/23 **Art:** 8/27 **To Subscribers:** 9/24



November

Editorial: Food Lover's Guide

Special Advertising Sections: Destination Hawaii, The Desert, and Arizona, Holiday Entertaining Handbook, Private Dining, Swig, Artisan Marketplace

Close: 9/20 **Art:** 9/24 **To Subscribers:** 10/22



December

Editorial: Charitable Giving Guide, Gift Guide, Hatch

Special Advertising Sections: Shop Local

Close: 10/18 **Art:** 10/22 **To Subscribers:** 11/26



January

Editorial: San Diego Companies: How We Did It, Travel Quarterly

Special Advertising Sections: Shaping San Diego, Private Schools, Guide to Aging Well, Winter Escapes

Close: 11/13 **Art:** 11/15 **To Subscribers:** 12/25

San Diego Magazine's print circulation continues to remain strong across every distribution channel.

Rest assured that your brand's message is reaching the most engaged readers, evidenced by vitality on the newsstands, loyal subscribers, distinguished partners, and paid readership.

▪ REACHING AFFLUENT AND LOYAL SUBSCRIBERS



highest in the market!

▪ DISTRIBUTION LOCATIONS

Supermarkets & Drugstores

Albertsons	7-Eleven
Bristol Farms	Sprouts
CVS	Stater Bros.
Gelson's	Stumps Market
Harvest Ranch	Vons
Jimbo's	Walgreens
Ralphs	Whole Foods
Rite-Aid	WinCo

Major Bookstores

Barnes & Noble
Bookstar

Transportation & Airports

Burbank Airport
KLTS Transportation
La Costa Limousine
Los Angeles International Airport
Private Jets
San Diego International Airport

Mass-Market Chains

Wal-Mart	Sam's Club
Target	Smart & Final
Costco	

Large Employers (Recruitment Packages)

Nokia
UCSD
Sony
Scripps Research Institute
San Diego Sports Commission

Real Estate Offices, Chambers of Commerce, & Visitor Centers

Chula Vista Visitor's Center
Solana Beach Chamber of Commerce
Willis Allen Real Estate
Union Bank Investment Services
SDAR Kearny Mesa
SDAR Rancho Bernardo
SDAR Solana Beach
SDAR Coronado
SDAR East County
SDAR South County

Hotels

1906 Lodge	Paradise Point Resort
Cape Rey Carlsbad	Park Hyatt Aviara
Coronado Island Marriott	Rancho Valencia Villas
Fairmont Grand Del Mar	Residence Inn Marriott
Four Seasons Residence Club	San Diego Marriott Hotel & Marina
Harrah's Rincon Casino & Resort	Sheraton Carlsbad Resort & Spa
Hilton Del Mar	The Inn at Rancho Santa Fe
Hotel Palomar	The Lodge at Torrey Pines
La Jolla Beach & Tennis Club	The Pearl
La Jolla Shores Hotel – Sea Lodge	The Pone Vineyard Inn
La Valencia Hotel	The Westgate Hotel
Manchester Grand Hyatt	The Westin
Marriott Residence Inn	US Grant
Marriott San Diego Gas Lamp	Valley View Casino
Marriot Vacation Club Pulse	Viejas
Omni Hotel	
Omni La Costa Resort & Spa	

▪ **SAN DIEGO MAGAZINE**

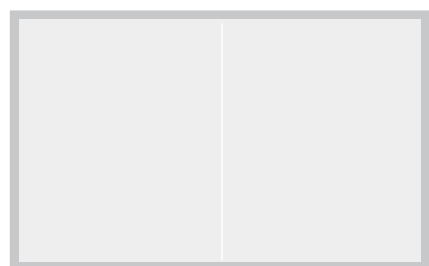
Ad Size	12x	6x	1x
Two-Page Spread	\$6,450	\$8,110	\$9,295
Full-Page	\$3,865	\$4,860	\$5,565
Two-Thirds Page	\$3,105	\$3,640	\$4,210
Half-Horizontal Spread	\$4,475	\$5,270	\$6,040
Half-Horizontal/Vertical	\$2,485	\$2,925	\$3,355
One-Third Page	\$1,875	\$2,190	\$2,540
Quarter-Page	\$1,240	\$1,465	\$1,680

what a deal!

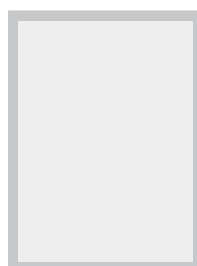
▪ **PREMIUM POSITIONS**

Ad Size	12x	6x	1x
Inside Front Cover + Page 1	\$7,725	\$9,715	\$11,130
Inside Back Cover	\$4,635	\$5,830	\$6,680
Back Cover	\$6,450	\$8,110	\$9,295

Custom options, such as gatefold cover, inserts, and polybagging, are also available upon request.



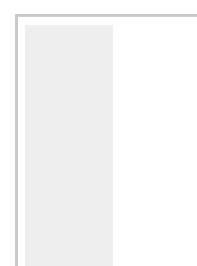
Spread



Full Page



2/3 Page



1/2 Page Vertical

SOLID BORDERS
INDICATE BLEED ADS

PRINT SPACE

WIDTH X HEIGHT
(INCHES)

Two-Page Spread Bleed — **16.625 x 11**
Trim — **16.375 x 10.75**
Live Area — **15.375 x 9.75**

Full-Page Non-Bleed — **7.25 x 9.875**

Full-Page Bleed — **8.4375 x 11**
Trim — **8.187 x 10.75**
Live Area — **7.187 x 9.75**

Two-Thirds Page — **4.75 x 9.875**

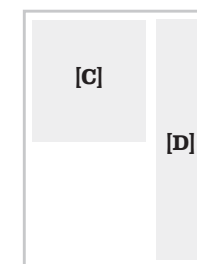
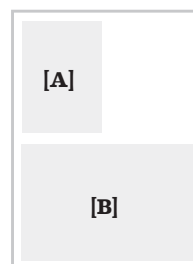
Half-Page Horizontal — **7.25 x 4.875**

Half-Page Vertical — **3.5 x 9.875**

Third-Page Horizontal — **4.75 x 4.875**

Third-Page Vertical — **2.25 x 9.875**

Quarter-Page — **3.5 x 4.875**



[A] 1/4 Page Horizontal
[B] 1/2 Page Horizontal
[C] 1/3 Page Horizontal
[D] 1/3 Page Vertical

DELIVERY

PDFs, as well as fully packaged files, including the InDesign CC or lower document, and all supporting files (fonts, images, etc...) can be uploaded to sdmag.us/sdmdropbox or emailed to art@sdmag.com. Please compress all files before uploading.

File Formats

PDF/X-1 or press-ready PDF documents with crop marks indicating trim and bleed. Files must be native Macintosh. InDesign CC or lower; Illustrator CC or lower; or Photoshop CC or lower.

Resolution

All images and logos must have a resolution of 300 dpi at 100% print size.

Color

All colors must be CMYK. Total ink density should not exceed 300%. Pantone colors and metallic ink can be purchased at an additional cost.

Bleed

Full-page files must include .125" bleed on all sides. Please include marks indicating bleed and trim, outside of the bleed.

Live Area

Text and logos must be within .5" from the trim to avoid live matter trimming off. If you prefer to adhere to your own live area, you accept responsibility in the event that copy or logos are trimmed when printed.

Proofs

To ensure exact colors, a high-quality color-match print accompanying all print-ready digital files is recommended when submitting files. San Diego Magazine is not responsible for reproduction quality if color match proof is not provided.

Production Fees*

Stock photos or graphics purchased for ad creation **\$25 each**
(client to approve purchase)

Proofs beyond the third revision **\$50 each**

Packaged files for use outside of San Diego Magazine **\$150**

*Applies to ads created/edited by the San Diego Magazine design team