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.
M E D I A - P L A T F O R M S N A P S H O T

- **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+

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

- **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)

- **Print**
  - 47,568 Monthly circulation
  - 237,840 Total readership
  - 95% paid & verified circulation*

* Based on 5 readers per copy, CRMA

- **Social Media**
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For more info, contact Lauren Pettigrew at laurenp@sdmag.com or 619.431.2280
DEMOGRAPHICS

**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%

San Diego Magazine
reaches the most
sophisticated, affluent
consumers in the market.

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

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

47,568
MONTHLY CIRCULATION

95%
PAID & VERIFIED CIRCULATION*

• DISTRIBUTION LOCATIONS

Supermarkets & Drugstores
Albertsons
Bristol Farms
CVS
Gelson’s
Harvest Ranch
Jimbo’s
Ralph’s
Rite-Aid

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
Cape Rey
Carlsbad
Coronado Island
Marriott
Fairmont Grand Del Mar
Four Seasons
Residence Club
Harrah’s Rincon
Casino & Resort
Hilton Del Mar
Hotel Palomar
La Jolla Beach & Tennis Club
La Jolla Shores
Hotel – Sea Lodge
La Valencia Hotel
Manchester Grand Hyatt
Marriott
Residence Inn
Marriott San Diego
Marriott Hotel & Marina
Sheraton
Carlsbad Resort & Spa
The Inn at Rancho Santa Fe
The Lodge at Torrey Pines
The Pearl
The Pome Vineyard Inn
The Westgate Hotel
The Westin
US Grant
Valley View Casino
Viejas

Paradise Point Resort
Park Hyatt Aviara
Rancho Valencia Villas
Residence Inn Marriott
San Diego Marriott Hotel & Marina
The Inn at Rancho Santa Fe
The Lodge at Torrey Pines
The Pearl
The Pome Vineyard Inn
The Westgate Hotel
The Westin
US Grant
Valley View Casino
Viejas

San Diego Sports Commission

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
Target
Costco

Sam’s Club
Smart & Final

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## PRINT ADVERTISING RATES

### LOCAL NET RATES

### SAN DIEGO MAGAZINE

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

### PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>12x</th>
<th>6x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover + Page 1</td>
<td>$7,725</td>
<td>$9,715</td>
<td>$11,130</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,635</td>
<td>$5,830</td>
<td>$6,680</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,450</td>
<td>$8,110</td>
<td>$9,295</td>
</tr>
</tbody>
</table>

*what a deal!*

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

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San Diego Magazine
PRINT SPACE

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width x Height (inches)</th>
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</thead>
<tbody>
<tr>
<td>Two-Page Spread Bleed</td>
<td>16.625 x 11</td>
</tr>
<tr>
<td>Trims</td>
<td>16.375 x 10.75</td>
</tr>
<tr>
<td>Live Area</td>
<td>15.375 x 9.75</td>
</tr>
<tr>
<td>Full-Page Non-Bleed</td>
<td>7.25 x 9.875</td>
</tr>
<tr>
<td>Full-Page Bleed</td>
<td>8.4375 x 11</td>
</tr>
<tr>
<td>Trims</td>
<td>8.187 x 10.75</td>
</tr>
<tr>
<td>Live Area</td>
<td>7.187 x 9.75</td>
</tr>
<tr>
<td>Two-Thirds Page</td>
<td>4.75 x 9.875</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>7.25 x 4.875</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>3.5 x 9.875</td>
</tr>
<tr>
<td>Third-Page Horizontal</td>
<td>4.75 x 4.875</td>
</tr>
<tr>
<td>Third-Page Vertical</td>
<td>2.25 x 9.875</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>3.5 x 4.875</td>
</tr>
</tbody>
</table>

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**

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.

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