

Santa Barbara  
**SEASONS**

CELEBRATING LOCAL LIFE & CULTURE

spring | summer | fall | winter



PHOTOS TOP LEFT CLOCKWISE: JIM BARTSCH, BILL DEWEY, BILL WERTS (2)

Santa Barbara  
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## editorial highlights

**Santa Barbara Seasons**, the award-winning quarterly, celebrates the arts, architecture, history, culinary culture, natural beauty and lifestyle of Santa Barbara County. Our focus is on the unique qualities that set this region apart, from its stunning coastline, distinguished wine country and distinctive architecture to the vibrant arts community and local issues close to our hearts. Founded in 1955 as *This Week in Santa Barbara*, the magazine became a quarterly in spring 2002 and continues to be the premier cultural arts resource for Santa Barbara County.

- **Local Lowdown** An insider's guide to fine living in Santa Barbara
- **Datebook** Major community events
- **Cultural Calendar** The performing and visual arts
- **Legacies** Profiling our nonprofit organizations and a calendar of fundraising events
- **On Exhibit** Featured artists at local galleries
- **Explore Santa Barbara** Great things to do throughout the county
- **Santa Barbara Fresh** The best culinary offerings of each season
- **Guide to the Wine Country** Detailed map and list of tasting rooms
- **Local Favorites** Dining guide to 80+ area restaurants
- **Plus features on Santa Barbara's arts, architecture, history, culinary culture, natural beauty, lifestyle—and more.**

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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 (source: Santa Barbara Conference & Visitors Bureau).
- **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%).

### visitor distribution / copies

Hotels and inns / 12,000

Tourist centers, services / 7,000

Real estate companies, art galleries, wineries, golf resorts / 2,000

Special events / 1,000

visitor copies per issue / 22,000

Newsstand / 2,000

Mailed copies per issue / 12,000

total copies per issue / 36,000

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

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## local homeowners

- **Santa Barbara Seasons** circulates more than 36,000 copies—nearly 100% of its distribution is in the local market.
- **Select mailings to area homeowners** More than 12,000 copies are mailed *without charge* to homeowners 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, Buelton, Los Olivos, Solvang, Santa Ynez
- With select mailings to area homeowners and distribution to more than 75 hotels, retail stores, visitor attractions and information centers, Santa Barbara Seasons reaches more than 185,000\* readers with every issue, the largest local audience of any magazine in the market!

### residential mailings / copies

Montecito (Average home value \$3 million) / 5,000

Santa Barbara (Average home value \$1.2 million) / 4,300

Santa Ynez Valley / 1,500

Mailed subscriber copies / 1,200

mailed copies per issue / 12,000

Newsstand / 2,000

Visitor copies per issue / 22,000

total copies per issue / 36,000

Reaching **more** local homeowners than any  
other premium magazine in the market!

# Santa Barbara SEASONS

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## distribution

• **SANTA BARBARA DOWNTOWN**—Canary Hotel, Holiday Inn Express, Hotel Santa Barbara, Santa Barbara Historical Museum, Santa Barbara Chamber of Commerce, Santa Barbara City Hall, Nordstrom, Santa Barbara Parks & Recreation Center, Santa Barbara Downtown Organization • **SANTA BARBARA UPPER**—Santa Barbara Museum of Natural History, Santa Barbara Botanic Gardens, Inn at Spanish Gardens, Simpson House Inn, Agave 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, Fiesta Inn & Suites, Presidio Motel • **SANTA BARBARA MIDTOWN**—Sullivan Goss Gallery, Santa Barbara Museum of Art Gift Shop, Santa Barbara Arts, Waterhouse Gallery • **SANTA BARBARA LOWER**—Carr Winery, Kunin & Westerly Winery, Santa Barbara Winery • **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, Mason Beach 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, San Ysidro Ranch, Coldwell Banker, Montecito Library, Casa Dorinda, Four Seasons Biltmore, Montecito Inn, Village Properties, Coast Village Inn, Casa del Herrero, Antionette/Intimo, 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, Stowe House, Holiday Inn • **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 • **SOLVANG**—Solvang Visitors Center, Chumash Casino Resort, Hadsten House, Inn at Petersen Village, Hotel Corque, Alisal Guest Ranch, Ballard Inn, Meadowlark Inn, Mirabelle Inn • **BUELLTON**—Santa Ynez Valley Marriott, Chamber of Commerce • **VENTURA COUNTY LOCATIONS** • **MUSSEL SHOALS**—Cliff House • **OJAI**—Primavera Gallery

### Local Bookstores

Barnes & Noble, Borders, Hastings, Walden Books, Chaucers, Book Loft

### Additional Locations

Lazy Acres, Whole Foods Market, Cantwell's Market

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 Clinic, Los Olivos Grocery, Nielsen's Market and Super Mart,

### Newsstands

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, Carpinteria

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## 2010 publishing schedule

**Spring** march/april/may

Space closing & Ad material deadline: **January 8** | On newsstand: March 2

**Summer** june/july/aug

Space closing & Ad material deadline: **April 2** | On newsstand: June 1

**Fall** sept/oct/nov

Space closing & Ad material deadline: **July 9** | On newsstand: September 3

**Winter** dec/jan/feb

Space closing & Ad material deadline: **October 1** | On newsstand: December 3

## 2010 advertising rates

| Ad Size        | 1x      | 4x contract |
|----------------|---------|-------------|
| Full page      | \$3,935 | \$3,276     |
| 2/3 vertical   | \$3,145 | \$2,620     |
| 1/2 horizontal | \$2,515 | \$2,090     |
| 1/3 page       | \$1,638 | \$1,313     |
| Source         | \$550   | \$500       |

**Back Cover: \$4,830 | Inside Front Cover: \$4,620**

**Page 1: \$4,410 | Inside Back Cover: \$4,200**

Guaranteed Position +plus 10% | Black & White deduct 15%  
Bleed no additional charge.

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## ad specs

| <b>Ad Sizes</b> | <b>width x height</b> | <b>with bleed</b> |
|-----------------|-----------------------|-------------------|
| Full page       | 7.75 x 10             | 9.25 x 11.125     |
| 2/3 vertical    | 5.125 x 10            | 6.25 x 11.125     |
| 1/2 horizontal  | 7.75 x 4.75           | 9.25 x 5.375      |
| 1/3 page        | 5.125 x 4.75          | no bleed option   |

**Seasons trim size is 9" x 10.875"**  
 Artwork and text not intended to bleed should be .375 (3/8") from gutter and edges

### AD SUBMISSION REQUIREMENTS

- Submit your ad in one of the following ways:  
 CD, email (6 MB 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.
- PC FILES will not be accepted.

**Questions/concerns on building your file, contact:**  
**Beth Bornstein 564-8804 ext. 207 or [beth@sbseasons.com](mailto:beth@sbseasons.com).**

### PRODUCTION INFORMATION

Publisher provides design and production services at \$80 per hour. Manipulation of ad materials will be billed at \$80 per hour minimum.

Santa Barbara Seasons is printed CTP, web offset, on 60#, #3 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.

**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.

# Santa Barbara SEASONS

CELEBRATING LOCAL LIFE & CULTURE

## seasons source

An illustrated guide to local businesses in Santa Barbara County. Reach more than 180,000\* readers with every issue at a cost of less than \$3 per thousand!

### Readership

Local homeowners and upscale visitors

### Distribution

Special section highlighted in every issue of Santa Barbara Seasons

- 12,000 local residents
- 2,000 business mailing and special events
- 22,000 through hotels, motels and visitor information centers

### Specifications

Seasons Source is a special, formatted ad section we design to accommodate:

- **One color image OR logo**
- **Name, address, phone and web site**
- **Up to 30 words of text**

Cannot accommodate special fonts or individual ad design.

### Digital Photos

Acceptable formats include Photoshop for Macintosh, TIFF, EPS or JPEG at 300 dpi. Materials requiring additional computer time or manipulation will be charged back to client at a rate of \$90 per hour. Production questions: [beth@sbseasons.com](mailto:beth@sbseasons.com)

### 2010 Ad Rates:

1X \$550 | 4X \$500

Includes design, production and one color scan.

For more information, call 805/564-8804.

### DEADLINES

**Spring '10** space closing & materials due: **January 8**  
On sale: *March 2*

**Summer '10** space closing & materials due: **April 2**  
On sale: *June 1*

**Fall '10** space closing & materials due: **July 9**  
On sale: *September 3*

**Winter '10** space closing & materials due: **October 1**  
On sale: *December 3*

Right: Overall page design with individual ad placements.

Top: Individual ad at actual size. Shaded area indicates area for image OR logo.

### ACTUAL SIZE

overall ad dimension  
2.625"W x 4.625"H

photo dimension  
2.375"W x 2.125"H

30 words of text

### Your Company Name

This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad. This is a place holder for the information that will go in this ad.

**Your Website Here**

**Your Phone Here**

**Your Address Here**

