

2016

MEDIA KIT

Santa Barbara SEASONS

CELEBRATING COUNTY LIFE & CULTURE



Includes Special Maps Illustrating
Local & Regional Circulation

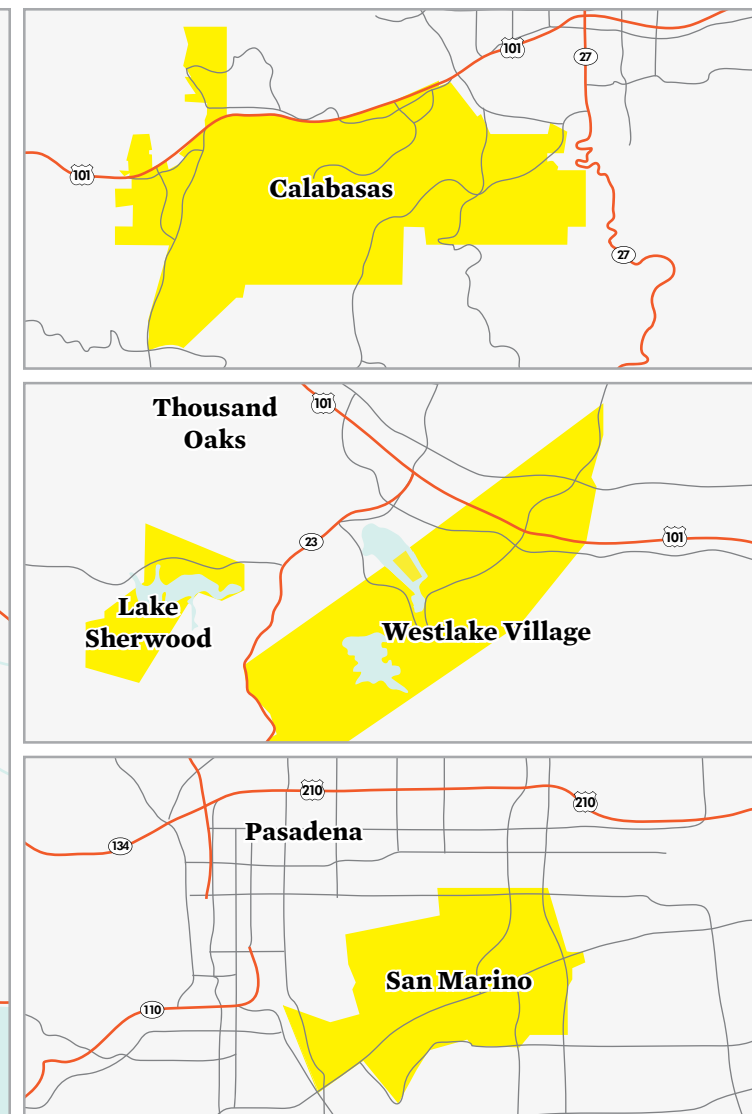
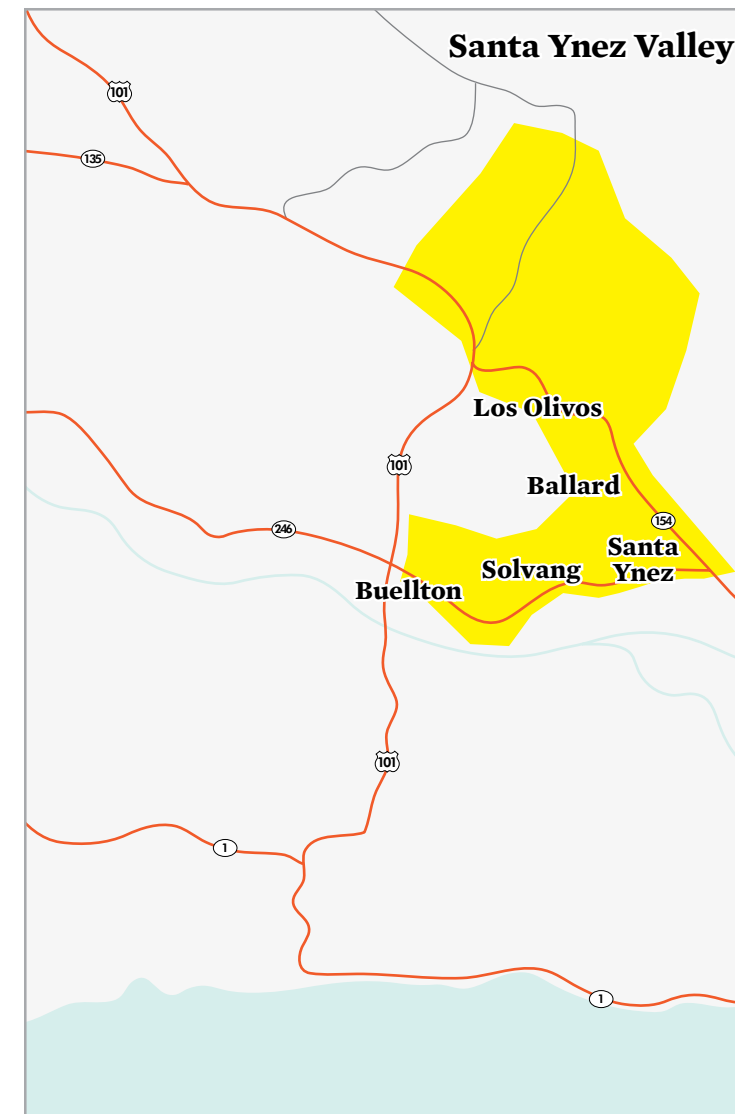
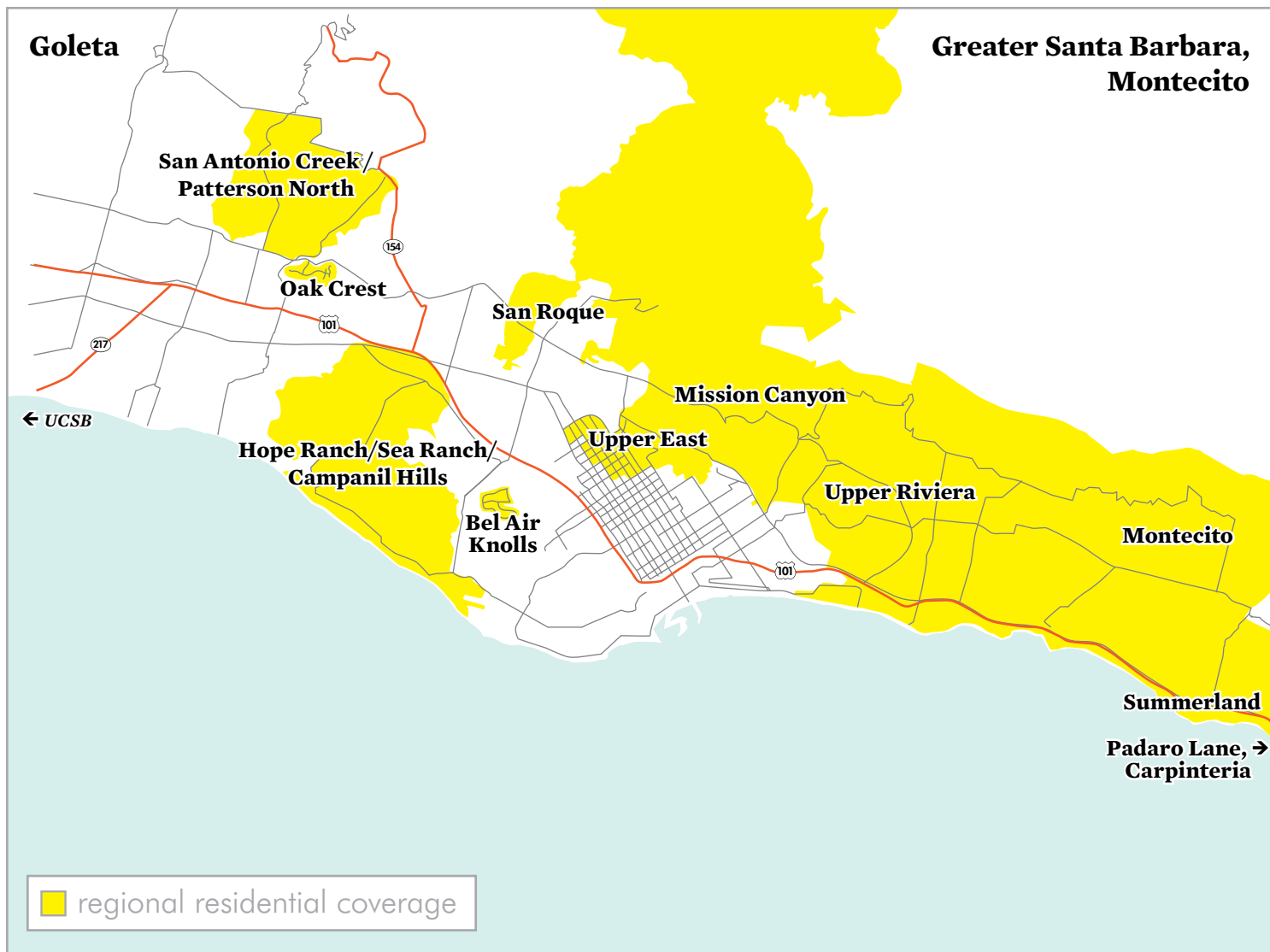
Spring-Winter Editions

CIRCULATION INFORMATION

Rates & Specifications

PUBLISHING SCHEDULE

Each quarterly edition of *Santa Barbara Seasons* is received by more than 14,000 households within Santa Barbara County's finest communities (demographically, the top 20%) and four exclusive Los Angeles area communities. *Seasons* is also displayed in more than 3,000 guest rooms at Santa Barbara County's 40 best hotels and inns.



In Every Issue

Santa Barbara County's lifestyle and culture is featured in big and small ways, with **Local Low-down's** interesting businesses, trends, shopping and happenings; **Datebook's** events, celebrations and cultural things to do; **First Person's** profiles of Santa Barbara locals; **Sustainable Seasons'** reports on the progress of our relationship with the environment; **Legacies'** spotlight on local organizations; and **Rearview Mirror's** contemporary look at our history. Larger features aptly present, with compelling design, writing and photography, **special subjects and people, spectacular homes**, the county's **natural seaside** and **mountainous beauty** and wide-open **North County's** unique western/sophisticated lifestyle. Besides destination information of interest to visitors, included also are detailed guides to the area's **best restaurants, wineries** and **golf courses**.

Controlled Circulation

Every quarterly edition of *Santa Barbara Seasons* is mailed, by name, to more than 14,000 homeowners residing within 1) Santa Barbara County's finest communities—at the crest of **Bel Air Knolls**, all of **Hope Ranch, Mission Canyon, Montecito, the Oak Crest** and **Rancho San Antonio Creek/Patterson North** developments, the **upper Riviera**, a portion of **San Roque** and **above Foothill Rd.**, the **Upper East**, all **Summerland** P.O. box holders, all homeowners on **Padaro Ln.** in Carpinteria, the **Santa Ynez Valley's** best neighborhoods plus all **Los Olivos** P.O. box holders—and 2) all households (with a recorded income of \$150,000 or more) within the exclusive Los Angeles area communities of **Calabasas, Lake Sherwood, San Marino** and **Westlake Village**.

In addition, a minimum of 11,000 copies of each issue are prominently displayed within more than 3,000 guest rooms at Santa Barbara County's 40 best hotels and inns, offering access to more than 350,000 visitors each issue, and is available on specialty newsstands from Long Beach to Paso Robles and by subscription.

Publishing Schedule

spring 2016 <i>march/april/may</i>	summer 2016 <i>june/july/aug</i>	fall 2016 <i>sept/oct/nov</i>	winter 2016 <i>dec/jan/feb</i>
Country Style: away from the hustle and bustle	Great Outdoors: from surf to summit, adventures await	Art & Architecture: great homes, gardens and art	Holiday Special: great ideas for every budget and interest
<i>space closing</i> January 8	<i>space closing</i> April 8	<i>space closing</i> July 8	<i>space closing</i> October 7
<i>ad materials due</i> January 15	<i>ad materials due</i> April 15	<i>ad materials due</i> July 15	<i>ad materials due</i> October 14
<i>distribution/on sale</i> February 29	<i>distribution/on sale</i> May 30	<i>distribution/on sale</i> August 29	<i>distribution/on sale</i> November 28

Advertising Rates

ad sizes	1x	4x contract
Two-page spread	*	\$4,445
Full page	\$3,445	\$2,929
2/3 vertical	\$2,756	\$2,342
1/2 horizontal	\$2,200	\$1,870
1/3 page	\$1,435	\$1,220

Covers, page 1 (by 4X or 8X contract only): Inside front, \$3750; Inside back, \$3,570; Back, \$4,105; p. 1, \$3,750

All sizes and positions subject to availability. No additional charge for bleed. Ad specifications available in print by request or online at sbseasons.com. **Note:** All rates are net of agency commissions and discounts.

* Contact publisher for rate and availability. Special rates also available to restaurants and advertisers outside greater Santa Barbara/Montecito. Production services available upon request.

Visitor Market and Special Circulation

In addition to the residential mailings, Seasons is displayed in more than 3,000 guest rooms at Santa Barbara County's 40 hotels and inns, giving access to more than 350,000 visitors each quarterly issue

Hotels, Inns

* indicates confirmed in-room display. The number of guest rooms appears in parenthesis.

Carpinteria

Best Western Plus Carpinteria Inn* (144)

Summerland

Inn on Summer Hill* (16)

Montecito

Coast Village Inn* (28)
Four Seasons Resort/The Biltmore
Montecito Inn* (61)
San Ysidro Ranch* (41)

Santa Barbara—beach area

Brisas del Mar* (31)
Cabrillo Inn at the Beach
Franciscan Inn* (53)
Harbor View Inn* (115)
Hotel Milo* (122)
Hotel Santa Barbara* (75)
Hyatt Santa Barbara* (173)
Inn by the Harbor* (42)
Lavender Inn by the Sea* (23)
Mason Beach Inn* (45)
Santa Barbara Inn (reopening Spring 2016)
The Fess Parker: A Doubletree
by Hilton Resort* (360)
Villa Rosa* (18)

Santa Barbara—downtown

Bath Street Inn
Best Western Plus Pepper Tree Inn (145)
Canary Hotel* (97)
Cheshire Cat* (16)
Indigo Hotel* (41)

Santa Barbara—downtown (cont'd)

La Quinta Inn & Suites* (70)
Sandpiper Lodge* (74)
Secret Garden Inn
Simpson House Inn* (15)
Spanish Garden Inn* (23)
The Upham Hotel & Country House * (58)

Santa Barbara—uptown

Belmond El Encanto
Best Western Plus Encina Lodge & Suites (122)
Lemon Tree Inn* (96)
White Jasmine Inn

Goleta

Bacara Resort & Spa
Courtyard by Marriott* (115)
Pacifica Suites* (67)
Ramada Limited* (126)
South Coast Inn* (121)
The Goodland* (158)

Santa Ynez Valley

Ballard

Ballard Inn* (15)

Buellton

Santa Ynez Valley Marriott* (149)

Solvang

Alisal Guest Ranch* (73)
Hadsten House* (71)
Hamlet Inn
Hotel Corque* (122)
The Landsby* (38)
Wine Valley Inn* (65)

Los Olivos

Fess Parker Wine Country Inn & Spa* (19)

Santa Ynez

Chumash Resort Hotel* (106)
Santa Ynez Inn (10)

Medical Facilities

Cottage Hospital, Santa Barbara
Jackson Medical Group, Carpinteria
Jackson Medical Group, Goleta
Jackson Medical Group, Santa Barbara
Sansum Clinic, Santa Barbara
(two locations)

Other Hospitality Locations

Birnam Wood Country Club
Casa del Herrero
La Cumbre Plaza (guest services)
Nordstrom (concierge)
Paseo Nuevo (guest services)
Santa Barbara Chamber of Commerce
Santa Barbara Downtown Organization
Santa Barbara Visitor Center
Santa Barbara Polo & Racquet Club
Solvang Visitor Center
Wineries throughout Santa Barbara County

Each year, the four quarterly editions of Santa Barbara Seasons are made accessible to approximately 1,428,624 visitors (average 2.2 adults per room) staying an average of 1.3 nights by display within 3,373 guest rooms at 40 hotels and inns located throughout Santa Barbara County (average occupancy: 68.9%).* Copies are also available within the lobbies, parlors and spa lounges of an additional seven hotel and inns; at other hospitality locations; by paid subscription; and on specialty newsstands from Long Beach to Paso Robles at the cover price of \$4.95.

*Source of statistical information: Greater Santa Barbara Lodging & Restaurant Association.

SEASONS PUBLISHING COMPANY