

# 2017

## MEDIA KIT



*In upgrading Santa Barbara Seasons' controlled circulation for 2017, a copy of each quarterly edition will be received in the mail by all 11,635 residents of southern Santa Barbara County with a minimum recorded income of \$250,000. In addition, most of the 12,000 copies allotted for distribution to Santa Barbara County's 50 best hotels and inns will be displayed within their 3,254 guest rooms, giving access to more than 350,000 individual visitors each issue.*



PHOTOS (CLOCKWISE FROM TOP LEFT): MEHOSH; MIAMOR DE ANIMALES; PAINTING BY ERIKA MARIA CARTER; PHOTO BY TROY HAMILTON; MICHELLE TORRES-GRANT; COURTESY KRM DESIGN GROUP; COURTESY ELITE CONNECTIONS; COURTESY INTERMEZZO



## Visitor Market and Special Circulation

Seasons is displayed in more than 3,000 guest rooms at Santa Barbara County's best hotels and inns, giving access to more than 350,000 visitors each quarterly issue. (\* Indicates confirmed in-room display. The number of guest rooms appears in parenthesis.)

### Hotels, Inns

#### 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 (70)

The Fess Parker: A Doubletree by Hilton Resort\* (360)

Villa Rosa\* (18)

#### Santa Barbara—downtown

Canary Hotel\* (97)

Cheshire Cat\* (16)

Indigo Hotel\* (41)

Spanish Garden Inn\* (23)

The Upham Hotel & Country House\* (58)

#### Santa Barbara—uptown

Bath Street Inn

Belmond El Encanto

Best Western Plus Encina Lodge & Suites

Best Western Plus Pepper Tree Inn

La Quinta Inn & Suites\* (70)

Sandpiper Lodge\* (74)

Secret Garden Inn

Simpson House Inn\* (15)

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)

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 (three locations)

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 1,503,425 visitors (2.2 adults per room) staying an average of 1.3 nights within 3,246 guest rooms at 40 hotels and inns located throughout Santa Barbara County (average occupancy: 70.0%)—an average of 350,856 per issue.\*\*

\*\* SOURCE OF STATISTICAL INFORMATION: GREATER SANTA BARBARA LODGING & RESTAURANT ASSOCIATION.

## In Every Issue

New for 2017—Enhanced Editorial Content

*Santa Barbara Seasons* features our county's lifestyle and culture in big and small ways—**Local Lowdown** seeks out interesting businesses, trends, shopping and happenings; **Datebook** presents a compendium of events, celebrations and cultural things to do;

**Style File**, with professional models and photography, showcases seasonally clothing and accessories from our finest local shops and stores; **Rearview Mirror** takes a contemporary look at our history; and our own version of **Home & Garden** offers great seasonal ideas, solutions, products and services. Larger features aptly present—with compelling design, photography and professional writing—broader ideas, **interesting people**, **spectacular homes**, the county's **natural seaside** and **mountainous beauty**, and the wide-open **wine country** and unique lifestyles of our **northern valleys**. Finally, **Explore** reveals 40 recommended visitor destinations, and, for all readers, our editor's guides to the area's **best restaurants**, **wineries** and **golf courses**.

## Controlled Circulation

An Unmatchable Distribution

Beginning with spring, every quarterly edition of *Santa Barbara Seasons* is mailed exclusively, by name, to southern Santa Barbara County's 11,635 residents with a recorded *minimum* household income of \$250,000.

Buellton	91
Carpinteria	474
Goleta	1,284
Greater Santa Barbara	8,410
Santa Ynez Valley	1,376

**Total** 11,635

In addition, 12,000 copies of each issue are allocated for prominent display within more than 3,000 guest rooms at Santa Barbara County's best hotels and inns, providing access to more than 350,000 visitors each issue. *Seasons* is also sold on newsstands throughout the county and by subscription, and is complimentary at many hospitality locations and events.

## Publishing Schedule

spring 2017 march/april/may	summer 2017 june/july/aug	fall 2017 sept/oct/nov	winter 2017 dec/jan/feb
<b>Country Style:</b> away from the hustle and bustle	<b>Great Outdoors:</b> from surf to summit, adventures await	<b>Art &amp; Architecture:</b> great homes, gardens and art	<b>Holiday Special:</b> special fashion and style features
space closing January 16	space closing April 10	space closing July 10	space closing October 9
ad materials due January 23	ad materials due April 17	ad materials due July 17	ad materials due October 16
distribution/on sale February 28	distribution/on sale May 31	distribution/on sale August 31	distribution/on sale December 2

## 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, \$3,750; 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](http://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.

# Why market in *Santa Barbara Seasons*?

"The last three issues [of *Seasons*] have brought us immediate sales with the paintings that were featured in our ad. Clients brought the magazine into the gallery. We were very impressed and obviously delighted."

—Diane Waterhouse, *Waterhouse Gallery, Santa Barbara*

"[We have] advertised in *Santa Barbara Seasons* for more than a decade. *Seasons'* content and community connections are what keeps us coming back. This helps us stay connected with our clients...as well as visitors to Santa Barbara...and creates the potential for new ones."

—Karen Feeney, *Business Development, Allen Construction, Santa Barbara*

"*Seasons* has been one of the most cost-effective and productive advertising channels for the gallery over the years. We've sold things directly from the publication...to people coming in clutching a page."

—Jeremy Tessmer, *Gallery Director, Sullivan Goss, Santa Barbara*

"We have been a long-time advertiser with *Santa Barbara Seasons*...For business-building and getting great client leads, *Seasons* is tops! We have been extremely happy and plan to continue our relationship."

—Dawn Close, *Principal, Grace Design Associates, Montecito*

"Advertising in *Santa Barbara Seasons* is a great way to connect with our community. The content is unique and diverse, much like our clientele."

—Renee Grubb, *Co-founder, Village Properties*

"*Seasons* is a great venue in which to promote our listings. It is a high-quality, well-respected magazine that provides excellent exposure locally and regionally."

—Micah Brady, *Sotheby's International Realty, Los Olivos*

"We've been advertising with *Seasons* for 5+ years now...[It] is the leading cultural magazine in the community that matches our lifestyle brand..."

—Mary Lynn Harms-Romo, *Marketing & Specialty Leasing Manager, Paseo Nuevo Shops & Restaurants*

"I always get positive responses from my ads in [*Seasons*]. I really appreciate the quality of production and find it is almost impossible to keep a supply in the store...out-of-towners love to pick it up."

—Billie Vrtiak, *Imagine, Montecito*

## SEASONS PUBLISHING COMPANY