

# SAN DIEGO HOME/GARDEN LIFESTYLES

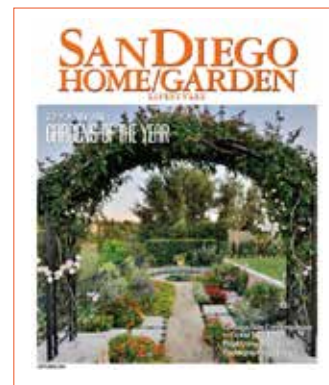
## 2017 MEDIA ADVERTISING

*The Longest-Running Regional Home and Garden Magazine in the Nation*

*San Diego Home/Garden Lifestyles* is the region's prime source for all things related to home architecture, interior design, décor, gardening and home entertaining. We are the place readers come to expand their horizons and give form to their lifestyle dreams.

We invite our readers into the finest homes with the most innovative architecture, exquisite interiors and magnificent gardens throughout San Diego's historic and emerging neighborhoods.

Every month, our award-winning publication reaches a growing monthly readership of 189,560 of the most affluent and discerning readers in the region. When it comes time to create their optimum living spaces, our targeted readers take their cue from the pages of *San Diego Home/Garden Lifestyles*.



# LOCAL EDITORIAL

## *By Local Editors*

Since 1979, *San Diego Home/Garden Lifestyles* has chronicled the evolution of design in San Diego. *San Diego Home/Garden Lifestyles* is produced by the same company that brings you KUSI-TV, the most popular local news source in San Diego television broadcasting. You can expect the same quality information and solid credibility from both media outlets.



JANICE KLEINSCHMIDT



MARLEY MCCAUGHEY



EVA DITLER



MARY JAMES

# REACH THE MOST POWERFUL AND INFLUENTIAL BUYING GROUP IN SAN DIEGO

San Diego Home/Garden Lifestyles reaches the most highly concentrated market of affluent homeowners and distinguished design professionals in San Diego.

## READER DEMOGRAPHICS

Average time spent reading: 61 minutes (national average is 14 minutes)

96% of our readers consider an advertisement in *San Diego Home/Garden Lifestyles* a reliable source when purchasing home-related products and services

58% of our readers are between the ages of 25 and 54

61% of our readers frequently purchase products or services from ads seen in *San Diego Home/Garden Lifestyles*

### *economic profile*

93% of our readers own their own home

53% of our readers have a combined annual household income exceeding \$200,000

43% of our readers own a home valued at more than \$1million

### *buying power*

Plan to spend money within the next six months on:

Furniture/Home Furnishings	72%
Lawn & Garden	59%
Major Home Appliance	28%
Women's Apparel	80%
Men's Apparel	61%
Vacations/Travel	71%
New Automobile	25%

### *age*

25-34	9%
35-44	21%
45-54	28%
55-64	28%
65+	14%

### *gender*

Female	75%
Male	25%

### *marital status*

Married	66%
Single	34%

### *education*

College Graduates	51%
Post-Graduate Degrees	26%

# 189,560

MONTHLY READERSHIP

The Media Audit

April 1, 2013 – June 30, 2014

# \$231,411

AVERAGE HOUSEHOLD INCOME

Circulation Verification Council

July 2014 - June 2015

# \$826,345

AVERAGE PRIMARY HOME VALUE

Circulation Verification Council

July 2014 - June 2015

# 315,324\*

ESTIMATED "CUME" TOTAL

READERSHIP

# CIRCULATION & DISTRIBUTION

## PAID SUBSCRIBERS

Magazines are mailed to over 8,000 engaged readers every month.

## SPONSORED TRADE SUBSCRIPTIONS

Every member of the San Diego chapter of the American Society of Interior Designers and National Kitchen & Bath Association receives the magazine through sponsorship by a third party.

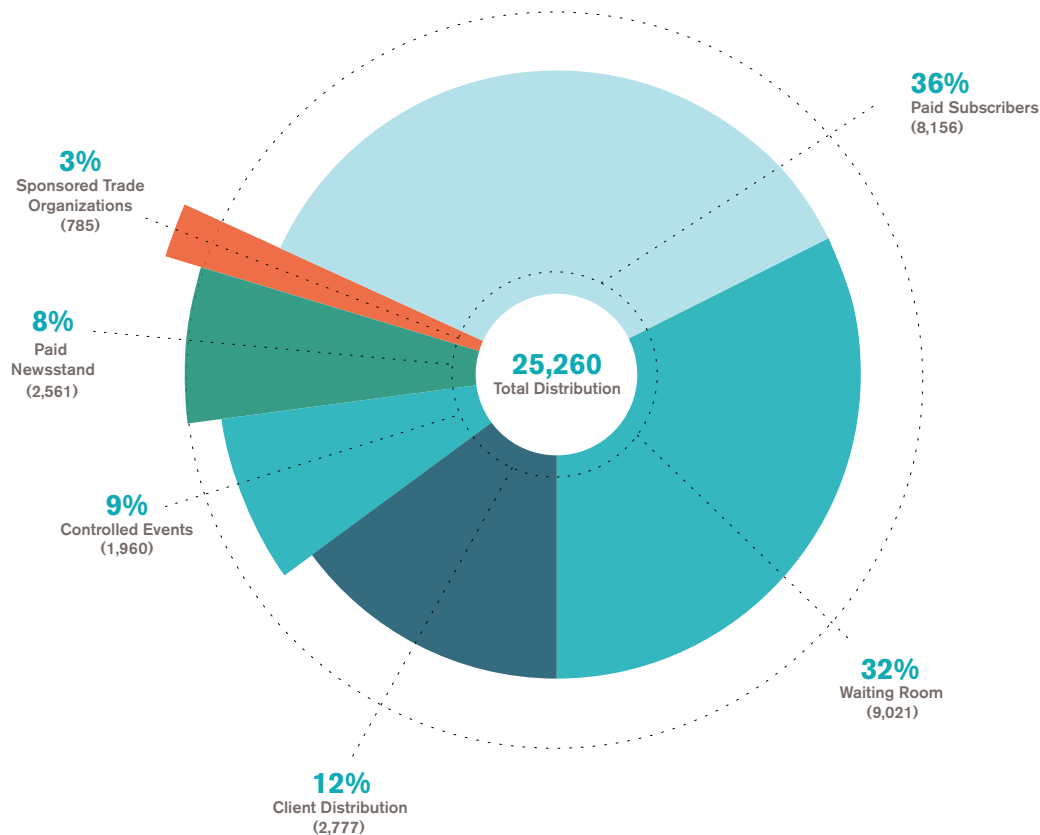
## PAID NEWSSTANDS

Over 2,500 people a month pick up a copy of the magazine at a grocery store, pharmacy or bookstore.

## WAITING ROOMS

More than 9,000 copies of the magazine find captive readers in waiting rooms throughout San Diego County. Distribution includes medical, financial and legal offices, as well as salons, spas and car dealerships.

## BY THE NUMBERS



*Our paid + controlled audited circulation guarantees our advertisers a targeted audience of affluent, educated and influential readers*

## PAID CIRCULATION

*San Diego Home/Garden Lifestyles magazine delivers the most sought-after magazine audience: active, engaged readers who month after month pay for a subscription or single copy at the newsstand. Smart marketers know that a publication that reaches vested consumers provides a great opportunity to maximize return on their advertising investment.*

## AUDITED PUBLICATION

*San Diego Home/Garden Lifestyles magazine voluntarily subjects its circulation figures to independent verification by the world's premier auditing organization: the Circulation Verification Council (C.V.C.). Audit period 7/1/15–6/30/16*

## CITY REGIONAL MAGAZINE ASSOCIATION MEMBER

Membership in C.R.M.A. is achieved only by those magazines who adhere to rigorous publishing and circulation standards.

San Diegans are passionate about great design. *San Diego Home/Garden Lifestyles* — the longest-running regional shelter magazine — uses stunning photography to virtually take readers into the indoor and outdoor living spaces of local residences that showcase the best in architecture, interior design and landscaping. Lifestyle topics include food, drinks, arts and entertainment.

## MONTHLY EDITORIAL DEPARTMENTS

### HOT FINDS & COOL STUFF

Selected furnishings and finishes for home décor

### THE WORLD OF ...

Fun personality profiles of San Diego

### DIALOGUE

Q&A with movers and shakers in architecture, design and art

### L'ATTITUDES

Places to visit in our cities and neighborhoods

### TAKE A CUE

A design element from a public setting to copy at home

### ELEMENTS OF STYLE

Material and design options for everything from light fixtures to flooring

### HOME FEATURES

Peeks into residences throughout San Diego County

### KITCHENS/BATHS

Designs that make our most-used rooms functional and attractive

### BEFORE & AFTER

How remodeling transforms specific spaces

### A FINE LINE

Covering local visual and performing arts



### GARDEN GUIDE

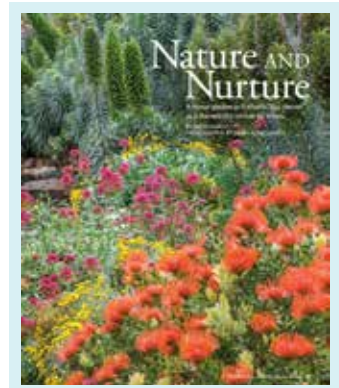
How to create and maintain a successful landscape

### GARDEN PLANNER

Checklist and gardening tips

### GARDEN FEATURE

A residential landscape that stirs passion for the outdoors



### EXTERIOR MOTIVES

Inspirational elements

### DISH

Scoops on the local cuisine scene

### RECIPE

A local chef reveals the ingredients and instructions for a signature dish



### DINING DESIGN

Who does what in the décor of new restaurants



### ON THE SCENE

San Diego's top nonprofit events

### PET PATROL

Information for those with non-human family members

### BACK PAGE

A look into San Diego's historical places and events



### CHEERS

Articles on spirits, wine and craft beer



HOMES OF THE YEAR 2016 WINNER

## SPECIAL ISSUES



SPRING & FALL INTERIOR DESIGN REPORTS



STARS OF SAN DIEGO

## COMPETITIVE AWARDS



38th Annual Homes of the Year

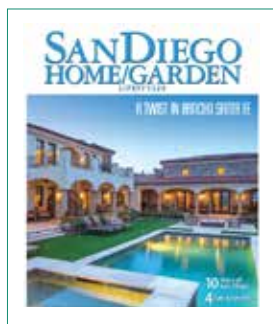
18th Annual Baths of the Year

26th Annual Kitchens of the Year

23rd Annual Gardens of the Year

# 2017 EDITORIAL CALENDAR

Monthly editorial includes home and garden features; hot design products; kitchen and bath remodels; before & after makeovers; Q&As with industry leaders; garden ideas and planning guides; restaurant design and recipe; arts; fine wine, craft beer and cocktails – as well as design topics featured locales indicated below.



## JANUARY

### • 9th Annual Stars of San Diego

- Four Fabulous Kitchens
- Elements of Style: Ceiling treatments
- L'Attitudes: Ocean Beach

• SPACE RESERVATION 11/23  
• AD DUE 11/30  
ON NEWSSTANDS 12/30  
BONUS DISTRIBUTION: *Preview Party*



## FEBRUARY

### • 38th Annual Homes of the Year

- Elements of Style: Ethnic décor
- L'Attitudes: Delmar

• SPACE RESERVATION 12/21  
• AD DUE 12/28  
ON NEWSSTANDS 1/26  
BONUS DISTRIBUTION: *American Heart Association's Annual Go Red for Women Luncheon, Preview Party*

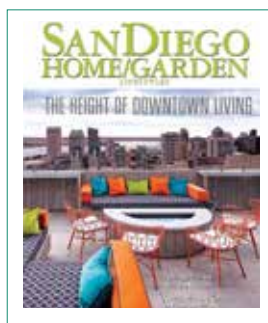


## MARCH

### • 18th Annual Baths of the Year

- Elements of Style: Decking
- L'Attitudes: Old Town

• SPACE RESERVATION 1/18  
• AD DUE 1/25  
ON NEWSSTANDS 2/23  
BONUS DISTRIBUTION: *Preview Party*



## APRIL

### • Spring Interior Design Report

- Elements of Style: Bed headboards
- L'Attitudes: Carlsbad

• SPACE RESERVATION 2/22  
• AD DUE 3/01  
ON NEWSSTANDS 3/30  
BONUS DISTRIBUTION: *La Jolla Historical Society's Concours d'Elegance, St. Madeleine Sophie Center's Morning Glory Brunch, San Diego Horticultural Society's Spring Garden Tour, Preview Party*



## MAY

- Light, Bright Homes
- Elements of Style: Patio coverings
- L'Attitudes: Solana Beach

SPECIAL ADVERTISING SECTIONS:  
**Nursery & Garden Marketplace**

• SPACE RESERVATION 3/22  
• AD DUE 3/29  
ON NEWSSTANDS 4/27  
BONUS DISTRIBUTION: *La Jolla Historical Society's Secret Garden VIP Brunch & Tour Preview Party*



## JUNE

### • 26th Annual Kitchens of the Year

- Elements of Style: Door and Drawer hardware
- L'Attitudes: North Park

• SPACE RESERVATION 4/26  
• AD DUE 5/03  
ON NEWSSTANDS 6/01  
BONUS DISTRIBUTION: *South Park's Annual Old House Festival & Tour, San Diego History Center's Annual Fashion Show & Luncheon, Preview Party*

# 2017 EDITORIAL CALENDAR



## JULY

- **36th Annual Silver Fork Awards**
- **Elements of Style: Shelves**
- **L'Attitudes: Imperial Beach**

• SPACE RESERVATION 5/24  
• AD DUE 5/31  
ON NEWSSTANDS 6/29  
BONUS DISTRIBUTION: *Preview Party*



## AUGUST

- **Annual Remodeling Issue**
- **Elements of Style: Entry doors**
- **L'Attitudes: East Village**

• SPACE RESERVATION 6/21  
• AD DUE 6/28  
ON NEWSSTANDS 7/27  
BONUS DISTRIBUTION: *St. Madeleine Sophie's Center's Haute with Heart Fashion Show & Luncheon, Aston-Martin Cars & Cigars, San Diego Botanic Garden's Gala in the Gardens, Preview Party*



## SEPTEMBER

- **23rd Annual Gardens of the Year**
- **Elements of Style: Desks**
- **L'Attitudes: Oceanside**

SPECIAL ADVERTISING SECTION:  
**Nursery & Garden Marketplace**

• SPACE RESERVATION 7/26  
• AD DUE 8/02  
ON NEWSSTANDS 8/31  
BONUS DISTRIBUTION: *Cruise4Kids Exotic Car Rally, A New PATH's Strut for Sobriety Fashion Show & Luncheon, La Mesa Historical Society Home Tour Preview Party*



## OCTOBER

- **Fall Interior Design Report**
- **Elements of Style: Staircase railings and sides**
- **L'Attitudes: Julian**
- **National Kitchen Month**
- **ASID Kitchen & Bath Tour**

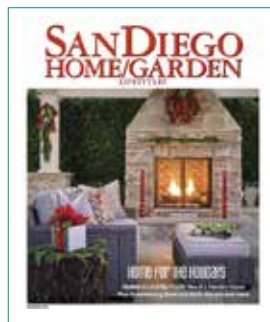
• SPACE RESERVATION 8/23  
• AD DUE 8/30  
ON NEWSSTANDS 9/28  
BONUS DISTRIBUTION: *ASID Home Tour, San Diego Film Festival, Preview Party*



## NOVEMBER

- **Elements of Style: Ovens and stoves**
- **L'Attitudes: South Park**
- **Kitchens and Baths**

• SPACE RESERVATION 9/20  
• AD DUE 9/27  
ON NEWSSTANDS 10/26  
BONUS DISTRIBUTION: *San Diego Bay Wine & Food Festival, Preview Party*



## DECEMBER

- **Homes for the Holidays**
- **Elements of Style: Freestanding cabinets**
- **L'Attitudes: Point Loma**

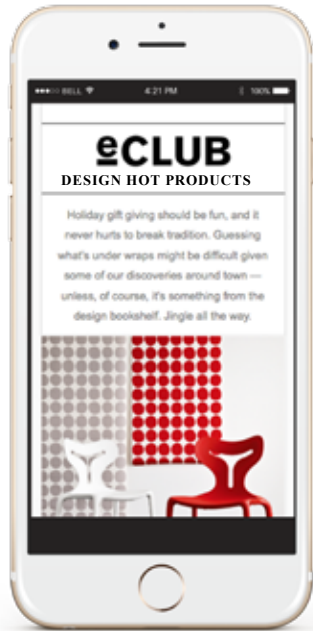
SPECIAL ADVERTISING SECTIONS:  
**Faces of San Diego**

• SPACE RESERVATION 10/25  
• AD DUE 11/01  
ON NEWSSTANDS 11/30  
BONUS DISTRIBUTION: *Preview Party*



# SANDIEGOHOMEGARDEN.COM

The premier lifestyle website for San Diego

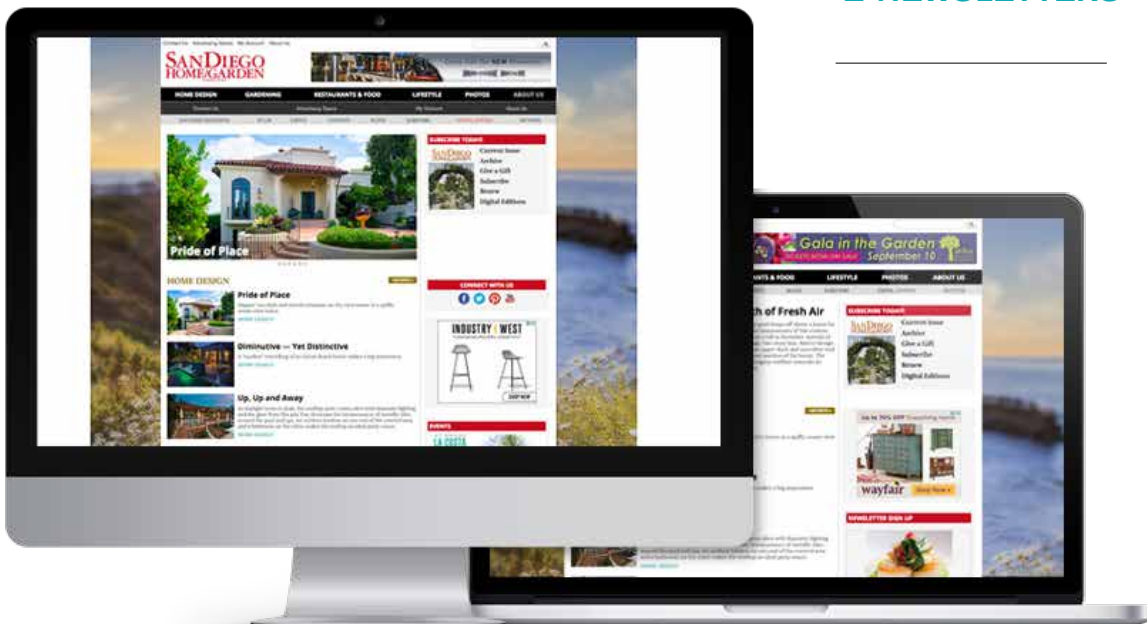


ONLINE PROMOTIONS

DIGITAL EDITION • WEB ADVERTISING

E-CLUB • SOCIAL MEDIA

• E-NEWSLETTERS



# ABOUT SANDIEGOHOMEGARDEN.COM

SANDIEGOHOMEGARDEN.COM is the premier lifestyles website for San Diegans. Sandieghomegarden.com appeals to everyone – from the most revered design professionals to brave new homeowners design-obsessed bloggers and our brand-loyal readers trying to figure out what kind of sofa they need to complete their homes.

Sandieghomegarden.com reaches an audience that is involved, affluent and influential.

## SANDIEGOHOMEGARDEN.COM PROVIDES:

**Increased exposure:** More than 17,000 pages are viewed each month.

**Extended branding:** Reinforce the power of your print message and increase overall awareness.

**Direct response:** Invite potential customers to click to your website 24 hours a day, seven days a week.

## KEY CONTENT AREAS:

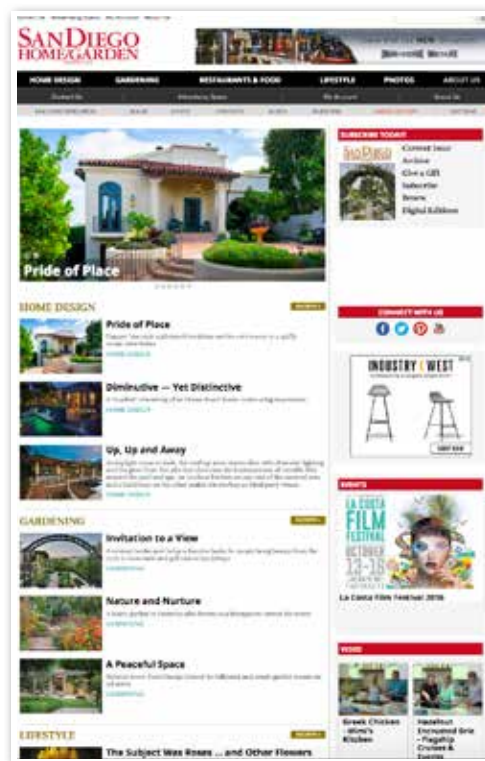
- Home & Garden Features
- Homes of the Year
- Baths of the Year
- Kitchens of the Year
- Gardens of the Year
- Recipes
- Geobase Resource Listings
- Events

## VISITORS

Gender	Age		Household Income
Female 75%	18-34	10%	\$150,000+ 82%
Male 25%	35-54	42%	\$200,000+ 53%
	55+	77%	\$250,000+ 36%

## PRIMARY REASONS FOR VISITING SANDIEGOHOMEGARDEN.COM:

- Stories from print issue of magazine
- Calendar of events
- Blogs
- Videos
- Link to digital edition
- Subscription services



## ONLINE DISPLAY RATES/SPECS

Leaderboard ad 728 x 90 pixels  
— \$900 net

## ONLINE CAMPAIGN

Your brand will be directly adjacent to highly sought-after content with a run-of-site campaign that lasts for a 30-day period.

## SOCIAL MEDIA

- Facebook:** 3,944 Likes
- Google +:** 46 Followers
- Instagram:** 1,318 Followers
- Twitter:** 1,105 Followers
- Pinterest:** 1,473 Followers

SDH/GL's

# DEDICATED E-BLAST

Your stand-alone, dedicated advertisement will be delivered to our ever-expanding community of more than 31,000 opt-in subscribers. Deliver your message or special offer directly to the inboxes of *San Diego Home/Garden Lifestyle* readers and KUSI-TV viewers.

You own the entire message space to promote your company, product or event. Dedicated e-blasts can be sent out either on Monday, Wednesday or Friday and include copy, 3 to 4 graphics, hyperlinks and video capabilities. One dedicated e-blast per day, so reserve your date today!

**RATE: \$1,500 per send**

Don't Miss This Neighborhood Home Tour  
Saturday, June 18th, in South Park, San Diego  
TheOldHouseFair.com

HISTORIC HOME TOUR \$25  
Includes 5 Houses & Trolley  
STREET FAIR & FESTIVAL

18<sup>TH</sup> ANNUAL  
**OLD HOUSE FAIR**  
& VINTAGE ROW

FREE EVENT

SATURDAY, JUNE 18, 2016

10AM TO 4PM • 30TH & BEECH ST. IN "SOUTH PARK"

SAN DIEGO HOME/GARDEN  
BUONA FORTICETTA

THEOLDHOUSEFAIR.COM  
INFO: (619) 232-4878



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