

Sunset

Brand-At-A-Glance: June 2017



DIGITAL AUDIENCE April 2017

Total

1,392,000 Unique Visitors
7,000,000 Page Views

Mobile

899,000 Unique Visitors
835,000 Mobile-Exclusive
4,000,000 Page Views

Video

102,000 Streams

SOCIAL MEDIA As of June 6, 2017

Total

724,130

387,546

69,816

107,102

159,666

BRAND MISSION

Sunset knows the west *best*. Capturing the minds, hearts and homes of affluent and influential Westerners with inspiration to live life to its fullest.

Content Pillars

- Travel
- Home & Garden
- Food & Wine

FRANCHISES & EVENTS

Franchises

- Best Places to Live (February)
- Smart Home (April)
- The West's Best Chefs (June)
- Travel Awards (July)
- Makeovers (September)
- Wine Awards (October)

Events

- Sunset International Wine Competition (May)
- Sunset Celebration Weekend (May)

PRINT

REGION	CIRCULATION	AUDIENCE
National	1,250,000	4,374,000
Pacific Northwest	236,000	823,640
Northern California	296,000	1,033,040
Southern California	279,000	973,710
Rocky Mountain/SW	209,000	729,410

UPCOMING OPPORTUNITIES

Sunset's Idea House (October and November)

Sunset's consumer-favorite Idea House program showcases the next wave in west coast style and design. This year, we're calling Palm Springs, California home - featuring an ultra-modern design with expansive views of Palm Springs, breath-taking outdoor entertaining spaces and all-new smart home technology.

SUNSET Digital User Profile

% M/F
26/74

Median HHI
\$102,822

Median Age
48

Grad. College+
43%
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Have Children in HH
28.7%

SUNSET Print Reader Profile

% M/F
32/68

Median HHI
\$86,525

Median Age
58

Grad. College+
55%
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