ABOUT US

SUNSET KNOWS THE WEST BEST
Capturing the minds, hearts, and homes of affluent and influential Westerners with inspiration to live life to its fullest.
EDITORIAL MIX
PREMIER GUIDE TO EXPERIENCING THE WEST

39% TRAVEL
34% FOOD & WINE
27% HOME & GARDEN

Source: Sunset Publishing 2012 issues
To provide Western consumers with editorial relevant to their lifestyles, Sunset Magazine is published in five zoned monthly editions, with region-specific garden and travel information.

**PACIFIC NORTHWEST (270,000)**

**NORTHERN CALIFORNIA (350,000)**
Extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County. This edition is also distributed to U.S. subscribers residing outside the West, as well as subscribers in the balance of Canada and other international locales.

**SOUTHERN CALIFORNIA (315,000)**
Includes the counties of Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura, as well as Hawaii.

**ROCKY MOUNTAIN/SOUTHWEST (205,000)**
Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.
## 2015 Editorial Calendar

### January | Only-in-the-West Escapes
---
**Close Date:** 11/3/14  
**On-Sale Date:** 12/19/14
New ski lodges, old favorite destinations, San Diego’s Balboa Park, rediscovering the Big Island.

**Plus:** Smart ideas for small homes; tastiest fruit you can grow; could you start a restaurant?

### February | The Western ‘Must’ List
---
**Close Date:** 12/1/14  
**On-Sale Date:** 1/16/15
25 places, experiences, and surprises every Westerner (or wanna be Westerner) must do!

**Plus:** Best of Scottsdale, AZ; our favorite bathroom remodels; seasonal citrus

### March | The West’s Best Road Food
---
**Close Date:** 1/2/15  
**On-Sale Date:** 2/20/15
Exclusive excerpt from *Sunset’s* new book, *Eating up the West Coast*.

**Plus:** Local’s guide to San Francisco’s Chinatown; spring escapes from Scottsdale to Kauai; fast & easy home upgrades; how to plant a native garden

### April | The Home Issue
---
**Close Date:** 2/2/15  
**On-Sale Date:** 3/20/15
New ways to live in the West: Multi-use homes that grow with your needs; The Smart Home Notebook: Innovative products you can use today; Sustainable + Achievable: Venice virtual home tour.

**Plus:** Cut flower gardens; modern Seder dinner from chef Tanya Holland; National Parks without crowds

### May | The Camping Issue
---
**Close Date:** 3/2/15  
**On-Sale Date:** 4/17/15
Featuring the winners of our Camp Sunset reader contest, the West’s best campsites, and grilling secrets.

**Plus:** Beautiful lawn-free front yards; locals’ guide to Aspen culture; how to update Midcentury style

### June | Sunset’s Travel Awards
---
**Close Date:** 4/1/15  
**On-Sale Date:** 5/22/15
Best hotels, cruises, resorts, experiences and itineraries.

**Plus:** Beach houses; the West’s wild horses; peak season summer cooking; grilling tips from the experts

### July | Summer School!
---
**Close Date:** 5/1/15  
**On-Sale Date:** 6/19/15
Learn to make beer, do science, make stuff, and surf.

**Plus:** Destinations for family reunions, girlfriend getaways, milestone birthdays and man-cations; dog lovers’ gardens; before & after: L.A. home remodel; summer fruit recipes

### August | Wild in the City
---
**Close Date:** 6/1/15  
**On-Sale Date:** 7/24/15
Best urban beaches, forests and calm retreats—also the best new restaurants up and down the coast.

**Plus:** The Sunset garden problem solver; lakeside living in Washington; new ways with grilled meats and veggies

### September | Road Trips!
---
**Close Date:** 7/1/15  
**On-Sale Date:** 8/21/15
Autumn color in the spectacular Eastern Sierra and other great-for-fall routes around the West.

**Plus:** Hunt for the West’s best taco; red rock trek in Southwest; cruising the Columbia River

### October | Food & Wine Getaways
---
**Close Date:** 8/3/15  
**On-Sale Date:** 9/18/15
Wine tasting road trips, undiscovered dining destinations, wine country inns, hotels, and B&Bs.

**Plus:** Fall planting guide; black plants for Halloween; Sunset International Wine Competition winners revealed

### November | Fall in the West
---
**Close Date:** 9/1/15  
**On-Sale Date:** 10/23/15
Shoulder season getaways to mountains and coast.

**Plus:** Thanksgiving dinner in the vineyards; classic L.A. through a film noir lens; Midcentury Remodel revealed, a look inside the Sunset Idea House in Denver, CO.

### December | Warm Holidays, Western-style
---
**Close Date:** 10/1/15  
**On-Sale Date:** 11/20/15
Relaxing winter getaways and new ideas for easygoing entertaining.

**Plus:** Sparkling wines from around the world; perfect Tahoe cabin; fresh holiday decorations

---

Editorial subject to change.
2015 SPECIAL ISSUES

SPECIAL EDITIONS (SE)
Sunset returns in 2015 with Special Edition publications, rich with content, including hundreds of recipes and editorial how-to information for the home and garden.

This is an exclusive opportunity for only three major sponsors. Your message will reach a highly interested, engaged, and qualified consumer in a targeted, attractive editorial package.

SPECIAL INTEREST PUBLICATIONS (SIP)
Each year, Sunset readers use these travel guides as trusted resources for enjoying the West. From close-to-home fun to three-day weekend excursions to spectacular vacation destinations, Summer Trips and Weekend Trips will lead readers to the top spots in the West in 2015.

Special Editions and Special Interest Publications are sold at newsstand only with a cover price of $7.99–$10.99.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>CLOSE DATE</th>
<th>ON-SALE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small-Space Home Style (SE)</td>
<td>12/22/14</td>
<td>2/13/15</td>
</tr>
<tr>
<td>Beautiful Waterwise Gardening (SE)</td>
<td>1/19/15</td>
<td>3/13/15</td>
</tr>
<tr>
<td>Small-Space Edible Gardening (SE)</td>
<td>2/16/15</td>
<td>4/10/15</td>
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<tr>
<td>Summer Trips (SIP)</td>
<td>3/9/15</td>
<td>5/08/15</td>
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<tr>
<td>Summer Cooking (SE)</td>
<td>4/13/15</td>
<td>6/12/15</td>
</tr>
<tr>
<td>National Parks (SE)</td>
<td>5/25/15</td>
<td>7/17/15</td>
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<tr>
<td>Weekend Trips (SIP)</td>
<td>6/8/15</td>
<td>8/07/15</td>
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<td>Indoor-Outdoor Living (SE)</td>
<td>7/13/15</td>
<td>9/11/15</td>
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<tr>
<td>Entertaining Like a Westerner (SE)</td>
<td>9/21/15</td>
<td>11/13/15</td>
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</table>

Editorial subject to change.
PROFILE: EDITOR-IN-CHIEF

PEGGY NORTHPROP

Peggy Northrop is editor-in-chief of Sunset, the leading lifestyle brand in the West. Part of Time Inc., one of the world’s largest media companies, Sunset reaches six million affluent, active, and educated consumers.

In her role as editor-in-chief, Peggy sets the editorial direction for all Sunset properties, including the magazine, website, books, mobile and digital publications, and events. Peggy joined the company in April 2013 and is putting special focus on Sunset’s multiplatform strategy. In 2014 under her leadership, Sunset won a prestigious General Excellence Award from the American Society of Magazine Editors (ASME), the first such win in the magazine’s history.

Prior to joining Sunset Publishing, Peggy was the Vice President, Global Editor-in-Chief of Reader’s Digest, overseeing 50 print and digital editions in 22 countries. The U.S. flagship magazine was awarded an ASME award for General Excellence in 2009. Previously, as Editor-in-Chief of More, Peggy led the redesigned magazine to the Advertising Age “Magazine of the Year” title as well as an ASME nomination for General Excellence. Peggy has also held senior positions at Real Simple, Vogue, Glamour, Redbook, and Health, and was the editor-in-chief of Rodale’s Organic Style.

Peggy has been a frequent guest on The CBS Early Show and Today and also served as the executive producer of the More Time show on XM Radio.

Peggy has strong ties to the West and holds a B.A. degree from the University of California, Berkeley. Early in her career, she held positions at the San Francisco Examiner and edited The Berkeley Monthly. She currently lives in San Francisco, California, with her husband.

“Those of us lucky enough to live in the West know the feeling—those ‘Sunset moments’ when the weather and the view are flawless. You’ve got a glass of wine, something on the grill, maybe a dog or two underfoot. And there’s nowhere else you’d rather be than right here, right now.”
DEMOGRAPHIC PROFILE: PRINT

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<td>69</td>
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<td>MEN</td>
<td>1,528</td>
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<td>64</td>
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<td>UNDER $60,000</td>
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<td>$75,000+</td>
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<td>HOME: MEDIAN HOME VALUE</td>
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<td>OWN HOME</td>
<td>3,938</td>
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<td>HOME VALUE $250,000+</td>
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<td>1,218</td>
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<td>387</td>
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<td></td>
<td>$350,304</td>
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<tr>
<td>HOUSEHOLD NET WORTH: MEDIAN</td>
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<td>$500,000+</td>
<td>2,464</td>
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<td>247</td>
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<tr>
<td>$1 MILLION+</td>
<td>1,012</td>
<td>20</td>
<td>297</td>
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<td>$497,170</td>
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<td>AGE: MEDIAN</td>
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<td>25 - 54</td>
<td>2,314</td>
<td>47</td>
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<td>35 - 64</td>
<td>3,193</td>
<td>64</td>
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<td>ATTENDED/GRADUATED COLLEGE PLUS</td>
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<td>GRADUATED COLLEGE PLUS</td>
<td>2,574</td>
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<td>184</td>
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<td>MARRIED</td>
<td>3,224</td>
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<td>122</td>
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<td>PROFESSIONAL/MANAGERIAL</td>
<td>1,649</td>
<td>33</td>
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Source: 2014 Doublebase GfK MRI
## DEMOGRAPHIC PROFILE: DIGITAL

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<tr>
<th>% COMP/MEDIAN</th>
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<tbody>
<tr>
<td>TOTAL ONLINE AUDIENCE 18+</td>
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<tr>
<td>WOMEN</td>
<td>62</td>
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<tr>
<td>MEN</td>
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### HOUSEHOLD INCOME: MEDIAN

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<td>$71,088</td>
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<td>$50,000+</td>
<td>80</td>
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<td>$75,000+</td>
<td>44</td>
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<tr>
<td>$100,000+</td>
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### OWN HOME

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<th></th>
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<tr>
<td></td>
<td>77</td>
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<tr>
<td>HOME VALUE $200,000+</td>
<td>32</td>
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<td>HOME VALUE $300,000+</td>
<td>19</td>
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### AGE: MEDIAN

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<tr>
<td></td>
<td>51.5</td>
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<td>25 - 54</td>
<td>54</td>
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<tr>
<td>35 - 64</td>
<td>66</td>
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### EDUCATION

<p>| | |</p>
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<tr>
<td>ATTENDED/GRADUATED COLLEGE PLUS</td>
<td>88</td>
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<tr>
<td>GRADUATED COLLEGE PLUS</td>
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### MARRIED

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<tbody>
<tr>
<td></td>
<td>45</td>
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### PROFESSIONAL/MANAGERIAL

<p>| | |</p>
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<tbody>
<tr>
<td></td>
<td>21</td>
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</tbody>
</table>
THE WEST

SUNSET BRINGS YOU THE WEST
The Sunset consumer is the quintessential Westerner. The West’s scenic beauty, temperate climate, diversity, trendsetting ways, and immense prosperity, foster a very active, enjoy-life-to-the-fullest lifestyle.

THE WEST IS WELL ABOVE AVERAGE FOR OVERALL ECONOMIC VITALITY VERSUS THE REST OF THE COUNTRY

<table>
<thead>
<tr>
<th></th>
<th>WEST</th>
<th>REST OF U.S.</th>
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<tbody>
<tr>
<td>Median HHI</td>
<td>$65,722</td>
<td>$58,295</td>
</tr>
<tr>
<td>Home value $500K+</td>
<td>176</td>
<td>78</td>
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<tr>
<td>Household net worth $1 million or more</td>
<td>130</td>
<td>91</td>
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<tr>
<td>Spent $6,000 or more on foreign vacations in last 12 months</td>
<td>118</td>
<td>95</td>
</tr>
<tr>
<td>Spent $40,000 or more on a new vehicle</td>
<td>127</td>
<td>92</td>
</tr>
</tbody>
</table>

SUNSET DELIVERS ONE IN EVERY FOUR (25%) AFFLUENT WESTERNER
Household income $100,000 or more, home value $500,000 or more, college degree

SUNSET’S CIRCULATION IN THE WEST (1,109,457) IS GREATER THAN THE WESTERN CIRCULATION FOR:
❖ FOUR TRAVEL MAGAZINES COMBINED: *Afar, Condé Nast Traveler, National Geographic Traveler, Travel + Leisure* (682,916)
❖ FOUR EPICUREAN MAGAZINES COMBINED: *Bon Appétit, Food & Wine, Food Network, Saveur* (1,088,574)
❖ SIX SHELTER MAGAZINES COMBINED: *Architectural Digest, Elle Décor, HGTV Magazine, House Beautiful, Traditional Home, Veranda* (956,491)

THE WEST IS THE FASTEST GROWING & MOST UNIQUE REGION

<table>
<thead>
<tr>
<th></th>
<th>WEST</th>
<th>REST OF U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected population growth (2000-2030)</td>
<td>45.8%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Number of national parks</td>
<td>38</td>
<td>17</td>
</tr>
<tr>
<td>Number of top 10 sunniest cities</td>
<td>9</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>WEST</th>
<th>REST OF U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Innovator</td>
<td>+21%</td>
<td>-6%</td>
</tr>
<tr>
<td>Buyers of the Best with household income of $100K+</td>
<td>+18%</td>
<td>-5%</td>
</tr>
<tr>
<td>Outdoor Adventurer</td>
<td>+36%</td>
<td>-11%</td>
</tr>
<tr>
<td>Heedful of Wellness</td>
<td>+11%</td>
<td>-3%</td>
</tr>
<tr>
<td>Green Advocates</td>
<td>+34%</td>
<td>-10%</td>
</tr>
</tbody>
</table>

CONSUMER CONNECTIONS

Sunset is deeply committed to creating and delivering the best consumer content for today’s expanding range of digital technologies, platforms, and devices.

DIGITAL + MOBILE: 1.1 MM UNIQUE VISITORS

PRINT + TABLET + BOOKS: 5.2 MM ENGAGED READERS

COMMUNITY: 305K+ ENTHUSIASTS

Sources: comScore Multi-Platform, average Jan-Aug 2014; 2014 comScore/GfK MRI Media Fusion (08-14/S14); Time Inc. Monthly Social Media Summary, August 2014
### PERSONAL CONNECTIONS

#### SUPERIOR ENGAGEMENT

Sunset has much deeper reader engagement than the average for its competitive set.

<table>
<thead>
<tr>
<th>Statement</th>
<th>% of Readers Who Strongly Agree</th>
<th>Sunset</th>
<th>Net Audience of Competitive Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>“There is a meaningful difference between this publication and others”</td>
<td>57</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>“The contents of this publication are appropriate for me and my lifestyle”</td>
<td>62</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>“I trust the articles in the publication”</td>
<td>64</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>“The articles in this publication are valuable sources of new information”</td>
<td>61</td>
<td>56</td>
<td></td>
</tr>
</tbody>
</table>

#### CELEBRATING THE ACTIVE, AFFLUENT WESTERN LIFESTYLE

Sunset indexes higher than the net audience of its competitors in each of these key indicators of an active and affluent lifestyle:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>% of Readers Who Strongly Agree</th>
<th>Sunset</th>
<th>Net Audience of Competitive Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household incomes of $100K+</td>
<td>187</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td>Millionaires</td>
<td>297</td>
<td>159</td>
<td></td>
</tr>
<tr>
<td>3 or more domestic vacations in the last 12 months</td>
<td>174</td>
<td>134</td>
<td></td>
</tr>
<tr>
<td>Outdoor adventurers</td>
<td>195</td>
<td>118</td>
<td></td>
</tr>
<tr>
<td>Household income of $100K+, home value $500K+, remodeled home in the last 12 months</td>
<td>388</td>
<td>195</td>
<td></td>
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<tr>
<td>Household incomes of $100K+ and enjoy trying different types of food</td>
<td>198</td>
<td>137</td>
<td></td>
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<tr>
<td>Household incomes of $100K+ Buyers of the best</td>
<td>226</td>
<td>162</td>
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Sources: GfK MRI, Starch Advertising Research, 2013 issues; 2014 Doublebase GfK MRI
BRAND CAPABILITIES

EXPERIENCE THE WEST
Sunset is more than just a great source of inspiration and information on how to live well in the West—it is a truly experiential brand. We bring together communities of consumers and advertisers throughout the West around common interests for lively interactions and experiences, across a spectrum of brand extensions.
AWARDS & ACCOLADES

BEST IN THE WEST

2014 NATIONAL MAGAZINE AWARD: Sunset Magazine, General Excellence, Service and Lifestyle


2014 FOLIO: AND MIN FAME AWARDS: Best Overall Single Event—Celebration Weekend

2014 FOLIO: AND MIN FAME AWARDS: Best Epicurean Event—Sunset Savor the Central Coast

2014 FOLIO: AND MIN FAME AWARDS: Best Out-of-the-Box Sponsorship Concept—Celebration Weekend Reimagining the Sunset Home

2013 TOP 5 CALIFORNIA FESTIVALS BY HUFFINGTON POST: Sunset Savor the Central Coast

2013 CONTENT MARKETING SILVER AWARD: Best Tourism Publication for Sunset Custom Media’s 2012 California Official State Visitor’s Guide

2012 FAME AWARD: Best Regional Magazine Event—Sunset Savor the Central Coast

2012 FAME AWARD FINALIST: Best Regional Magazine Event—Sunset Celebration Weekend

2012 FAME AWARD FINALIST: Best Epicurean Event—Sunset Savor the Central Coast

2012 TRAVEL WEEKLY MAGELLAN AWARDS: 2 Gold Medals for the Travel Destinations “Mobile App” (iPad App) section and “Advertising/Marketing Campaign” (Rob Lowe video) section for Visit California

2012 TELLY AWARD: Online Video Silver Award in How To/Instructional category for “The Fastest Way to Peel a Peach” video

2011 FOLIO AWARD: Silver Medal Ozzie in Best Feature Design category (consumer 250K+ circ) for Sunset’s June 2011 “Mild/Wild” feature article

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION: Lead Gen Initiative for Naughty Volvo’s at Sunset Savor the Central Coast

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION: New Event Program—“Sunset Savor the Central Coast”

2011 NOMINATED FOR NATIONAL MAGAZINE AWARD: Sunset’s One-Block Diet blog

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION: Special Advertising Section—Sunset Savor the Central Coast Visa Signature
2015 BRAND CALENDAR

JANUARY
MAGAZINE: Only-in-the-West escapes—new ski lodges, old favorite destinations, San Diego’s Balboa Park, rediscovering the Big Island
DIGITAL: Gluten-Free Favorites; Find Your Perfect Winter Vacation
SOCIAL/BLOG: Eat Fresh Challenge; Sunset Travel Awards finalists announced/who should win?

FEBRUARY
MAGAZINE: The Western ‘Must’ list—25 places, experiences, and surprises every Westerner (or wanna be Westerner) must do!
DIGITAL: Bathroom Design Guide; Offseason Vacation Deals; The Western Must List
SOCIAL/BLOG: House Plant 911
SPECIAL ISSUE: Small-Space Home Style (SE)

MARCH
MAGAZINE: The West’s best road food—exclusive excerpt from Sunset’s new book, Eating up the West Coast
DIGITAL: Painting 101 (Video courses); Your Best Spring Escapes; Ultimate Garden Checklist
SPECIAL ISSUE: Beautiful Waterwise Gardening (SE)
EVENT: Yountville Live! (March 19-22)

APRIL *
MAGAZINE: New Ways to Live in the West—Multiuse homes that grow with your needs; The Smart Home Notebook—Innovative products you can use today; Sustainable + Achievable—Venice virtual home tour
DIGITAL: Smart Home Ideas; Low-Impact Home Makeover; Easter and Passover Menus; National Parks; Celebration Weekend kickoff
SOCIAL/BLOG: Eco-Chic Twitter Chat
SPECIAL ISSUE: Small-Space Edible Gardening (SE)
BOOKS: Western Garden Book of Easy-Care Plantings; Eating Up the West Coast
EVENT: Sunset International Wine Competition Judging

MAY
MAGAZINE: The Camping issue, featuring the winners of our Camp Sunset reader contest, the West’s best campsites, and grilling secrets
DIGITAL: Camping in the West; Backyard Design Guide
SOCIAL/BLOG: #SignsofSpring photo contest; Grilling School Facebook Chat
SPECIAL ISSUE: Summer Trips (SIP)

JUNE *
MAGAZINE: Sunset’s Travel Awards—best hotels, cruises, resorts, experiences, and itineraries
DIGITAL: Travel Awards—Winners Announced; Your Fourth of July Party Guide; Beach Style Guide

SPECIAL ISSUE: Outdoor Cooking (SE)
EVENT: Celebration Weekend (June 6-7)

JULY
MAGAZINE: Summer School—learn to make beer, do science, make stuff and surf
DIGITAL: Occasion Destinations; Savor the Central Coast kickoff; Your Complete Grilling Cookbook
SPECIAL ISSUE: National Parks (SE)
EVENT: Eat Drink SF (July 31–Aug 2)

AUGUST
MAGAZINE: Wild in the City—best urban beaches, forests and calm retreats—also the best new restaurants up and down the coast
DIGITAL: Urban Retreats; Beach Vacation Guide; West’s Best Seafood
SPECIAL ISSUE: Weekend Trips (SIP)
PROGRAM: Denver Idea House Open House
EVENT: Sunset Denver Home & Garden Tour; Sunset Wine Cruise—Mediterranean (August 5-12)

SEPTEMBER *
MAGAZINE: Road trips—Autumn color in the spectacular Eastern Sierra and other great-for-fall routes around the West.
DIGITAL: Find Your Perfect Road Trip; Dinner Party Menus; Fall Planting Guide; Fall Travel Guide
SPECIAL ISSUE: Indoor-Outdoor Living (SE)
PROGRAM: Denver Idea House Open House
BOOK: Making of a California Cook, by Joanne Weir
EVENT: Sunset Savor the Central Coast (September 24-27)

OCTOBER *
MAGAZINE: Food and wine getaways—wine tasting road trips, undiscovered dining destinations, wine country inns, hotels, and B&Bs.
DIGITAL: Denver Idea House; 2015 Sunset International Wine Competition Results; Halloween Decorating & Party Guide

NOVEMBER
MAGAZINE: Fall in the West—shoulder season getaways to mountains and coast
DIGITAL: Entertaining the Western Way; Shoulder Season Secrets
SPECIAL ISSUE: Entertaining Like a Westerner (SE)
EVENT: Napa Valley Film Festival (November 11-15)

DECEMBER *
MAGAZINE: Warm holidays, Western style—relaxing winter getaways; new ideas for easygoing entertaining
DIGITAL: Holiday Gift Guide; Entertaining the Western Way; Best Recipes of 2015

*Inside Bay Area, Inside Seattle, SoCal Insider editions
Editorial subject to change.
2015 RATE CARD

FULL RUN AND REGIONAL EDITIONS

<table>
<thead>
<tr>
<th>4-COLOR</th>
<th>FULL PAGE</th>
<th>⅔ PAGE</th>
<th>½ PAGE</th>
<th>⅓ PAGE</th>
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<tr>
<td>CIRC. BASE</td>
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<tr>
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COVERS

- 4th cover: $183,200
- 3rd cover: $154,900
- 2nd cover: $168,900

PUBLISHING CALENDAR

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<td>12/19/14</td>
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<tr>
<td>February</td>
<td>12/1/14</td>
<td>1/16/15</td>
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<tr>
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<td>12/22/14</td>
<td>2/13/15</td>
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<td>March</td>
<td>1/2/15</td>
<td>2/20/15</td>
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<tr>
<td>Beautiful Waterwise Gardening (SE)</td>
<td>1/19/15</td>
<td>3/13/15</td>
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<tr>
<td>April</td>
<td>2/2/15</td>
<td>3/20/15</td>
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<tr>
<td>Small-Space Edible Gardening (SE)</td>
<td>2/16/15</td>
<td>4/10/15</td>
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<tr>
<td>May</td>
<td>3/2/15</td>
<td>4/17/15</td>
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<tr>
<td>Summer Trips (SIP)</td>
<td>3/9/15</td>
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<td>5/22/15</td>
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<td>6/12/15</td>
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<td>6/19/15</td>
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<td>August</td>
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<td>7/24/15</td>
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<td>Weekend Trips (SIP)</td>
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<td>September</td>
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<td>7/13/15</td>
<td>9/11/15</td>
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<td>8/3/15</td>
<td>9/18/15</td>
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<td>November</td>
<td>9/11/15</td>
<td>10/23/15</td>
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<td>December</td>
<td>10/1/15</td>
<td>11/20/15</td>
</tr>
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</table>

RATEBASES

- Full run: 1,250,000
- Pacific Northwest: 270,000
- Northern California: 350,000
- Southern California: 315,000
- Mountain: 100,000
- Southwest: 105,000

Minimum circ: 250,000

REGIONAL ADVERTISING COVERAGE

- NORTHERN CALIFORNIA edition extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.
- SOUTHERN CALIFORNIA edition includes Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura counties, and Hawaii.
- FULL RUN edition includes circulation in all 13 Western states, as well as national circulation.

PRINT AD SPECIFICATIONS:

http://direct2time.com/title/sunset

These rates and all advertising transactions are subject to the 2015 Advertising Terms and Conditions of Sunset Publishing Corporation. Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions.

See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.
MECHANICAL SPECIFICATIONS

PRINT: MAGAZINE
TRIM SIZE: 8⅜" x 10½"
BINDING: Perfect, jogs to foot

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<thead>
<tr>
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<th>LIVE / SAFETY</th>
<th>TRIM</th>
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<td>16⅛&quot; x 10½&quot;</td>
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<tr>
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<td>2¾&quot; x 10½&quot;</td>
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<td>4½&quot; x 10&quot;</td>
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<tr>
<td>½ Page Horizontal</td>
<td>8½&quot; x 5½&quot;</td>
<td>7½&quot; x 4¾&quot;</td>
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<td>16⅛&quot; x 4¾&quot;</td>
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SAFETY MARGINS
Keep essential matter ⅜" from bleed size. Live material on facing units should not be closer than ⅛" to center fold on either side of gutter—total of ¼" for both pages. Please have crop marks ⅛" away from the bleed.

SCREEN
133-line screen, 290% maximum density
All black and grey type should overprint

PRINTING PROCESS
SWOP 2006 Coated 3 Version 2

REQUIRED MATERIAL
PDF/X-1A (Version 1.3 required). No color proofs are required.

CARD INSERTS
Digital files are the preferred format for insert materials. Contact your Sunset representative for detailed specifications.

DELIVERY OF MATERIALS

QUESTIONS
Contact Rosana Chang at (212) 522-7792 or rosana_chang@timeinc.com with any questions regarding materials extensions or uploading files.

PRINT AD SPECIFICATIONS:
direct2time.com/title/sunset
TABLET OPPORTUNITIES

SUNSET’S TABLET STRATEGY—FURTHERING ENGAGEMENT
Sunset continues to enhance its digital assets for both consumers and advertisers. Tablet editions offer advertisers an ideal branding platform and fast-growing scale in a cutting-edge, dynamic environment.

ALL QUALIFIED IN-BOOK ADS WILL APPEAR WITHIN THE SUNSET TABLET APPS IN ONE OF THREE FORMATS:

STRAIGHT FROM PRINT — SFP
Tablet ad appears EXACTLY as in-book
> Includes tap and zoom feature
> Advertisers can activate one URL to trigger an in-app browser provided it exists in the print creative

DESIGNED FOR TABLET — DFT*
Ad has been designed for reading on the tablet
> Designed to be read at 100%
> Optimized creative
> Interactivity

ENHANCED FOR TABLET — EFT*
Ad can include enhancements and bonus content optimized for tablet and activated using up to 3 hotspots
> Slide shows
> Up to 2 minutes of video
> In-app browser

Using platform native reader software, digital editions will be designed specifically for all leading tablet operating systems.

TABLET & TABLET SPECIFICATIONS:
direct2time.com/tablet/title/sunset

*Additional fees apply

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions.
See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.
SUNSET MAGAZINE 2015 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Sunset Magazine (the “Magazine”) published by Sunset Publishing Corporation (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January 2015. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.

2. The Magazine is a member of the Alliance for Audited Media (the “AAM”). Total audited circulation is reported on an issue-by-issue basis in publisher’s statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly opt-outs in writing of running in the digital edition, either on the insertion order or via email, no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units, non-standard fractions (such as fractional ads that are less than ½ page) and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

With respect to the digital edition of the Magazine, depending on the device and/or platform on which it is viewed, the Magazine may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the Magazine (the “Straight From Print Magazine Version”) or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the Magazine has been optimized for viewing on the device on which it is displayed (the “Designed For Tablet Magazine Version”). Please consult the Publisher for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) “straight from print advertising format” or “SFP” where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) “designed for tablet advertising format” or “DTF” where the same creative has been resubmitted and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) “enhanced for tablet advertising format” or “ETF” where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the Straight From Print Magazine Version or the Designed For Tablet Magazine Version of the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies Publisher otherwise in writing, if the print creative has multiple URLs, Publisher shall activate the brand’s main URL unless notified otherwise in writing. With respect to qualifying advertisements in a “designed for tablet format,” if such advertising creative contains one URL, Publisher shall automatically activate that URL; if the advertisement contains more than one URL, Publisher shall activate the brand’s main URL.

With respect to national advertisements that are less than a full-page but equal to or greater than ½ page that are running in the digital edition of the Designed For Tablet Magazine Version, such advertisements will be framed by white space unless they are upgraded to a full page. Please consult the Publisher for details regarding the opportunity to upgrade such advertisement. National advertisements that are less than a full page that are running in the digital edition of the Straight From Print Magazine Version shall appear as they appeared in the print edition of the Magazine.

6. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

7. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

8. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine’s editorial material in appearance or style that are not immediately identifiable as advertisements are not acceptable.

9. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter therein in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

10. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

11. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine’s Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

12. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

13. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

14. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the
TIME INC. 2015 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the “Publisher”) is measured on an issue-by-issue tally (IBIT) pricing system for full run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue’s total audited circulation as reported in the magazine’s Publisher’s Statement issued by the Alliance for Audited Media (AAM) or the Brand Report issued by BPA Worldwide (BPA) for the first or second half of the 2015 calendar year and the published total circulation rate base as set forth in the applicable magazine’s rate card.

2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher’s Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher’s Statements or Brand Reports for second half of the 2015 calendar year (July – December) and will be based on final billed earned advertising rates.

3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base as set forth in such magazine’s Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine’s Advertising Terms and Conditions. Notwithstanding the foregoing, if the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $100,000 x (3% - 2%) = $1,000.

4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser’s IBIT credit will be calculated by multiplying the “Net Cost” of the advertiser’s insertion in that issue by the difference between two percent and the actual percent-age by which the total audited circulation is less than its published circulation rate base. By way of example, if the “Net Cost” of the advertiser’s insertion is $100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $100,000 x (3% - 2%) = $1,000.

6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher’s Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2015 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.

7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.

8. IBIT credit may be applied to production charges.

9. The magazine will not refund IBIT credit as cash.

10. Only full-run circulation advertising in regular issues as reported in Paragraph 3 of the Publisher’s Statements issued by AAM and Paragraph 2 of the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine (including those listed in Paragraphs 3 and 2 of the AAM Publisher’s Statements and BPA Brand Reports, respectively) and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine’s rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.

11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.

Issued: October 13, 2014

Sunset is a registered trademark of Sunset Publishing Corporation.
CONTACTS

ASSOCIATE PUBLISHER (EAST)
BRENDAN SMYTH
(212) 522-5386
smythb@sunset.com

NEW YORK
JENNIFER RYAN SILVERSTEIN (MANAGER)
(212) 522-0836
silversteinj@sunset.com
JASON CROSS
(212) 522-9059
crossj@sunset.com
1271 Avenue of the Americas, 20th Floor
New York, NY 10020-1393

SOUTHEAST
SARAH SMITH (MANAGER)
(404) 888-1910
sarah_smith@timeinc.com
LINDSEY TEACH
(404) 888-1902
lindsey_teach@timeinc.com
3399 Peachtree Road NE, Suite 1600
Atlanta, GA 30326

MIDWEST
BECKY ELDREDGE
(312) 832-0870
eldridgeb@sunset.com
541 N. Fairbanks Court, Suite 2200
Chicago, IL 60611

DETROIT
MARY MURPHY PLOWMAN
(248) 988-7722
mary.murphy@timeinc.com
39577 Woodward Ave., Suite 200
Bloomfield Hills, MI 48304-5984

ASSOCIATE PUBLISHER (WEST)
AMY OLMSTED
(714) 345-9293
olmsteda@sunset.com

LOS ANGELES
TARA SALCIDO (DIRECTOR)
(310) 268-7858
salcidot@sunset.com
KRISSEY KOBATA
(310) 268-7228
kobatak@sunset.com
11766 Wilshire Blvd., 17th Floor
Los Angeles, CA 90025-6542

SAN FRANCISCO
JULIE D. SWICK
(925) 667-0106
salcidot@sunset.com
2 Embarcadero Center, Suite 1900
San Francisco, CA 94111-3904

HAWAII
ROBERT WIEGAND
(808) 587-8300
robert.wiegand@publicitas.com
Pali Palms Plaza
970 N. Kalakehe Ave, Suite C-107
Kailua, HI 96734

MEXICO
PATRICIA ECHENIQUE
011-52(-612)1451061
pechenique@planmarketing.com.mx
Planeación En Marketing SC
Sonora 1030
Col. El Manglito
La Paz, Baja California Sur
Mexico 23060

THE DIRECTORY
LOCAL “INSIDE” EDITIONS
CALIFORNIA TRAVEL MEDIA
MELINDA SHEEHAN (DIRECTOR)
(877) 748-0737
sheehanm@sunset.com
80 Willow Road
Menlo Park, CA 94025