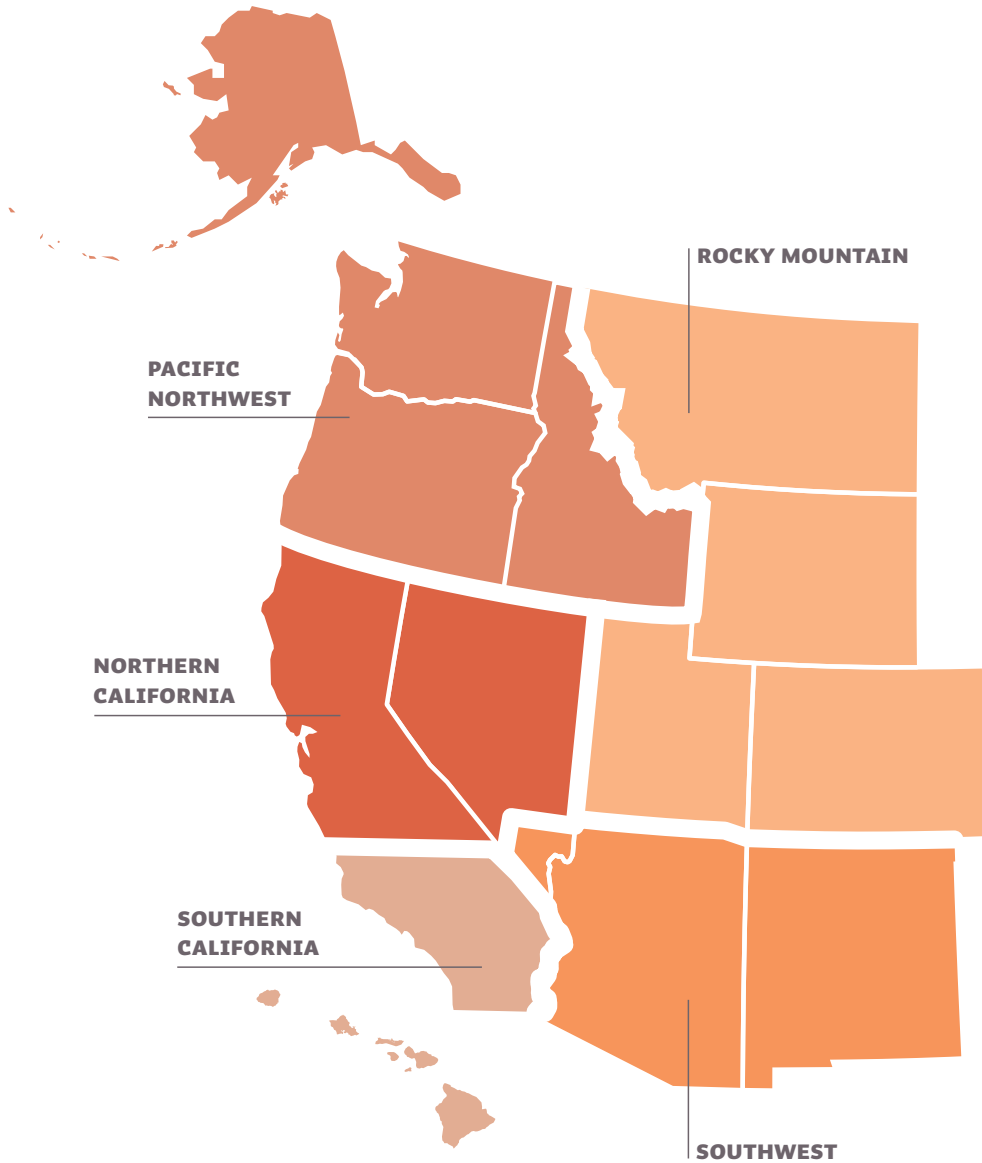


# Zoned editorial



In order to provide Westerners with editorial relevant to their lifestyles, *Sunset* Magazine is published in five zoned editions every month, with region-specific garden and travel information.

## Pacific Northwest (270,000)

Includes Alaska, British Columbia, Idaho, Oregon, and Washington.

## 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 and Southwest (230,000)

Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.

Sunset's five editorial editions are tailored to their specific region of the West, creating a unique and powerful bond with our intensely loyal readers.

Sunset has the highest loyalty rating\* among 20 leading lifestyle, home, food, travel, and women's service magazines.

\* "Loyalty rating" is an average of five loyalty factors: % primary audience, % very good/one of my favorites, % read three or more of every four issues, % read 46+ minutes, % audience reached within first week

Source: 2009 Spring MRI



Northern California and Southern California editions



Pacific Northwest, Southwest and Rocky Mountain editions

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# Sunset

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