SUNSET IS THE LEADING LIFESTYLE BRAND IN THE WEST.

Through magazines and books, events and experiences, and digital and social media, Sunset covers the West’s best destinations, flavors, and design trends. Sunset engages and inspires an audience of six million educated, active, and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest, and Mountain—as well as via all tablet devices and its website, sunset.com. Sunset, part of the Time Inc. Lifestyle Group, features the West through flagship events, robust home programs, licensing partners, books, and the Sunset International Wine Competition.
ZONED EDITORIAL

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 (215,000)**
Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.

Source: Sunset Publishing 2012 issues
2014 EDITORIAL CALENDAR

JANUARY | CLOSE DATE: 11/1/13  ON-SALE DATE: 12/20/13
Fresh travel and garden ideas for the new year (and 50 classic recipes you’ll return to all year long).
FEATURES: Arizona’s amazing desert lands; vertical gardening

FEBRUARY | CLOSE DATE: 12/2/13  ON-SALE DATE: 1/17/14
Presenting the West’s most appealing communities (and West-inspired ways to make any town better).
FEATURES: Best places to live (and work); why we love palms; udon noodle dinner

MARCH | CLOSE DATE: 1/2/14  ON-SALE DATE: 2/21/14
Spring is in the air! Time to rediscover the best of the national parks and plan your spring and summer garden.
FEATURES: National park getaways; revolution in your salad bowl; Venice, CA: The capital of garden cool

APRIL | CLOSE DATE: 2/3/14  ON-SALE DATE: 3/21/14
A month of new growth and new energy, with fresh inspiration to grow your own food.
FEATURES: The all-seasons garden; the West’s majestic oaks; the new Tijuana

MAY | CLOSE DATE: 3/3/14  ON-SALE DATE: 4/18/14
Time to pitch your tent (or book your comfy lodge room) in the West’s most beautiful destinations.
FEATURES: How the West invented camping; the West is milk country

JUNE | CLOSE DATE: 4/1/14  ON-SALE DATE: 5/23/14
Choose your ideal summer: lazy days in the backyard or road-tripping to beaches or amazing wilderness.
FEATURES: Alaska’s Denali National Park; procrastinator’s guide to summer; new life for the farm

JULY | CLOSE DATE: 5/1/14  ON-SALE DATE: 6/20/14
The best of summer, from stargazing in the mountains to tasting the perfect nectarine.
FEATURES: Mountain getaways; albacore tuna; house of the future

AUGUST | CLOSE DATE: 6/2/14  ON-SALE DATE: 7/25/14
As vacation season hits its stride, a cool getaway to an island or a nearby beach sounds just right.
FEATURES: Western island getaways; Zinfandel, our gold rush grape; Zuma Beach lifeguards

SEPTEMBER | CLOSE DATE: 7/1/14  ON-SALE DATE: 8/22/14
Spotlight on the West’s diversity, from cultures, to flavors, to landscapes ranging from Desert Southwest to British Columbia.
FEATURES: The Southwest U.S.: the world’s best road trip; small space, big dreams; Vancouver, B.C.: the best food city in the West

OCTOBER | CLOSE DATE: 8/1/14  ON-SALE DATE: 9/19/14
The West glows in October, with grape leaves turning red, and apples and pumpkins filling farmers’ market stalls.
FEATURES: Great Sand Dunes National Park; farmers’ market challenge; not your mother’s mums; 2014 Sunset International Wine Competition

NOVEMBER | CLOSE DATE: 9/3/14  ON-SALE DATE: 10/24/14
Presenting the season of gathering and great meals, at home or in special and unique Western locations.
FEATURES: Best family reunion destinations; irresistible fall pies; gardens designed from above

DECEMBER | CLOSE DATE: 10/1/14  ON-SALE DATE: 11/21/14
Holiday season in the West: easy entertaining, thoughtful gifts, quick snow-country getaways.
FEATURES: Christmas is served; poinsettias, then and now; June Mountain ski area reopens

Editorial subject to change.
2014 SPECIAL ISSUES

SPECIAL EDITIONS (SE)
Sunset returns in 2014 with Special Edition publications, rich with content, including hundreds of recipes and editorial how-to information for your 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 2014.

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

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<th>TITLE</th>
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<td>12/23/13</td>
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<td>Water-Wise Gardening (SE)</td>
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<td>West’s Best Road Trips (SE)</td>
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<td>04/04/14</td>
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<td>Summer Trips (SIP)</td>
<td>3/10/14</td>
<td>05/09/14</td>
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<td>Fast &amp; Fresh (SE)</td>
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<td>Camping (SE)</td>
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<td>Weekend Trips (SIP)</td>
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<td>7/28/14</td>
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<td>9/22/14</td>
<td>11/07/14</td>
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Editorial subject to change.
PROFILE: EDITOR-IN-CHIEF

PEGGY NORTHROP

Peggy Northrop is editor-in-chief of Sunset, the leading lifestyle brand in the West. Part of the Time Inc. Lifestyle Group of magazines and websites, 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, and events. Peggy, who joined the company in April 2013, is putting special focus on Sunset’s multiplatform strategy.

Prior to joining Sunset Publishing, Peggy was the Vice President, Global Editor-in-Chief of Reader’s Digest. Under Peggy’s leadership, the redesigned and reinvigorated U.S. edition of Reader’s Digest won the prestigious American Society of Magazine Editors (ASME) award for General Excellence in 2009—the first nomination for the magazine in 20 years and the first win in its history. Previously as Editor-in-Chief of More, Peggy led a much-lauded redesign, and the magazine received an ASME nomination for General Excellence in 2007. Peggy served on ASME’s Board of Directors for five years, including as vice president. She has also held senior positions at Redbook, Glamour, Vogue and Health, and was the editor-in-chief of Rodale’s Organic Style. This appointment marks a return to Time Inc. for Northrop, who served as Deputy Editor for for the company’s Real Simple earlier in her career.

Peggy has won numerous awards for her work, including the American Society of Magazine Editors’ Ellie award for Personal Service. She 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 degree in anthropology from 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 Palo Alto, 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.”
<table>
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<th>Demographic Profile: Print</th>
<th>AUD (000)</th>
<th>% COMP</th>
<th>INDEX</th>
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<td>100</td>
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<tr>
<td><strong>Women</strong></td>
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<td>69</td>
<td>134</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>1,617</td>
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<td>64</td>
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<tr>
<td>$75,000+</td>
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<td>161</td>
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<td>$100,000+</td>
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<td>193</td>
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<td>Own Home</td>
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<td>Home Value $250,000+</td>
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<td><strong>Household Net Worth: Median</strong></td>
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<tr>
<td>$500,000+</td>
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<td>232</td>
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<td>$1 Million+</td>
<td>932</td>
<td>18</td>
<td>266</td>
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<tr>
<td><strong>Age: Median</strong></td>
<td>53.8</td>
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<tr>
<td>25 - 54</td>
<td>2,428</td>
<td>46</td>
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<tr>
<td>35 - 64</td>
<td>3,432</td>
<td>65</td>
<td>125</td>
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<tr>
<td><strong>Attended/Graduated College Plus</strong></td>
<td><strong>4,148</strong></td>
<td>79</td>
<td>140</td>
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<td><strong>Graduated College Plus</strong></td>
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<td>50</td>
<td>180</td>
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<tr>
<td><strong>Married</strong></td>
<td>3,433</td>
<td>65</td>
<td>122</td>
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<tr>
<td><strong>Professional/Managerial</strong></td>
<td>1,762</td>
<td>34</td>
<td>146</td>
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Index 100 = % U.S. adults
Source: 2013 Spring GfK MRI
## Demographic Profile: Digital

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<th>Category</th>
<th>% Comp/Median</th>
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<tbody>
<tr>
<td><strong>Total Online Audience 18+</strong></td>
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<td>100</td>
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<tr>
<td><strong>Women</strong></td>
<td>71</td>
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<tr>
<td><strong>Men</strong></td>
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<td>64</td>
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<tr>
<td><strong>Household Income: Median</strong></td>
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<tr>
<td>$50,000+</td>
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<td>109</td>
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<td>125</td>
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<tr>
<td>$100,000+</td>
<td>25</td>
<td>123</td>
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<tr>
<td><strong>Own Home</strong></td>
<td>68</td>
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<td>Home Value $200,000+</td>
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<tr>
<td>Home Value $300,000+</td>
<td>17</td>
<td>109</td>
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<tr>
<td><strong>Age: Median</strong></td>
<td>49.3</td>
<td></td>
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<tr>
<td>25 - 54</td>
<td>56</td>
<td>97</td>
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<tr>
<td>Graduated College Plus</td>
<td>47</td>
<td>162</td>
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<tr>
<td><strong>Married</strong></td>
<td>60</td>
<td>108</td>
</tr>
<tr>
<td><strong>Professional/Managerial</strong></td>
<td>21</td>
<td>117</td>
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</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>Metric</th>
<th>WEST</th>
<th>REST OF U.S.</th>
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<tr>
<td>Median HHI</td>
<td>$65,724</td>
<td>$57,478</td>
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<tr>
<td>Home value $500K+</td>
<td>168</td>
<td>80</td>
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<tr>
<td>Household net worth $1 million or more</td>
<td>122</td>
<td>93</td>
</tr>
<tr>
<td>Spent $6,000 or more on foreign vacations in last 12 months</td>
<td>129</td>
<td>91</td>
</tr>
<tr>
<td>Spent $40,000 or more on a vehicle acquired new</td>
<td>123</td>
<td>93</td>
</tr>
</tbody>
</table>

SUNSET DELIVERS ONE IN EVERY FOUR (25%) AFFLUENT WESTERN HOUSEHOLDS

Household income $100,000 or more, home value $500,000 or more, college degree or higher

SUNSET’S CIRCULATION IN THE WEST (1,135,103) IS GREATER THAN THE WESTERN CIRCULATION FOR:

❖ FOUR TRAVEL MAGAZINES COMBINED: Afar, Condé Nast Traveler, National Geographic Traveler, Travel + Leisure (666,435)
❖ FOUR EPICUREAN MAGAZINES COMBINED: Bon Appétit, Food & Wine, Food Network, Saveur (1,121,137)
❖ SIX SHELTER MAGAZINES COMBINED: Architectural Digest, Elle Décor, HGTV Magazine, House Beautiful, Traditional Home, Veranda (964,936)

THE WEST IS THE FASTEST GROWING & MOST UNIQUE REGION

<table>
<thead>
<tr>
<th>Metric</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>Sunniest cities</td>
<td>9 of top 10</td>
<td>1 of top 10</td>
</tr>
<tr>
<td>Super innovator</td>
<td>+18%</td>
<td>-5%</td>
</tr>
<tr>
<td>Buyers of the best with household income of $100K+</td>
<td>+17%</td>
<td>-5%</td>
</tr>
<tr>
<td>Outdoor adventurer</td>
<td>+43%</td>
<td>-13%</td>
</tr>
<tr>
<td>Committed to 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: 5.3 MM ENGAGED READERS

COMMUNITY: 230K+ ENTHUSIASTS
PERSONAL CONNECTIONS

UNMATCHED ENGAGEMENT
Sunset is the top-ranking magazine in its competitive set for percentage of consumers who agree with the following statements:

> #1 for “There is a meaningful difference between this publication and others” [59%]
> #1 for “The contents of this publication are appropriate for me and my lifestyle” [62%]
> #1 for “I trust the articles in the publication” [64%]
> #1 for “The articles in this publication are valuable sources of new information” [61%]

CELEBRATING THE ACTIVE, AFFLUENT WESTERN LIFESTYLE
Sunset indexes higher than all its competitors in each of these key indicators of an active and affluent lifestyle:

> #1 for household incomes of $100K+ [193 index]
> #1 for millionaires [266 index]
> #1 for 3 or more domestic vacations in the last 12 months [192 index]
> #1 for Outdoor adventurer [243 index]
> #1 for household income of $100K+, home value $500K+, home projects1 in the last 12 months [315 index]
> #1 for household incomes of $100K+ and enjoy trying different types of food [208 index]
> #1 for household incomes of $100K+ and buy based on quality, not price [197 index]

Sources: GfK MRI, Starch Advertising Research, 2012 issues; 2013 Spring GfK MRI

1 Home remodeling or home improvements
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

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 AWARE: Sunset’s One-Block Diet blog

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

2010 FOLIO AWARD: Gold Medal Eddie in Regional Magazine category for Sunset’s May 2010 issue

2010 FOLIO AWARD: Silver Medal Eddie for Sunset’s May 2010 “The Hunt for the Best Burrito” article

2010 EDITOR & PUBLISHER EPPY AWARD: Best social networking implementation on a media-affiliated web site with fewer than 1 million monthly unique visitors (“Pets of the West,” sunset.com)

2009 JAMES BEARD AWARD: Sunset’s One-Block Diet blog
# 2014 Brand Calendar

## January
**Magazine:** Fresh travel and garden ideas, and inspiration for the new year  
**Digital:** Healthy eats to refresh and recharge your eating habits; “Small Space, Big Dreams” call for entries  
**Social/Blog:** Take the fresh food challenge (Twitter + blog); Meal of a Lifetime Pin & Win Contest (Pinterest)

## February
**Magazine:** Inspiration for finding your home (or making the one you already have even better)  
**Digital:** Favorite comfort food recipes  
**Social/Blog:** A Love Poem to the West (Twitter)  
**Special Issue:** Recycled Style  
**Book:** Western Garden Book of Landscaping

## March
**Magazine:** Time to rediscover the best of the National Parks; Plan your spring and summer garden  
**Digital:** “Small Space, Big Dreams”—Voting on edit-selected home awards finalists (3/1 – 4/15)  
**Social/Blog:** Ultimate Western “Must-Do” List (Facebook)  
**Special Issue:** Water-wise Gardening  
**Event:** Food + Wine Festival Palm Desert (3/21–3/23)

## April*
**Magazine:** Fresh inspiration to grow your own food  
**Digital:** Kitchen design guide; Mexico Insider Guide  
**Social/Blog:** Pin & Win a Trip to Sunset’s Celebration Weekend (Pinterest)  
**Special Issue:** West’s Best Road Trips  
**Book:** The Great Outdoors Cookbook

## May
**Magazine:** The West’s most beautiful destinations to break out the tent  
**Digital:** Great ideas for outdoor rooms; Celebration Weekend  
**Social/Blog:** Favorite happy camping trip contest (Facebook + Twitter)  
**Special Issue:** Summer Trips

## June*
**Magazine:** Choose your ideal summer—lazy days in the backyard or road-tripping to beaches or peaks  
**Digital:** Sunset Tiny House; Idea House (kick-off)  
**Social/Blog:** Sunset Tiny House (Twitter + blog)  
**Special Issue:** Fast & Fresh  
**Event:** Sunset Celebration Weekend (5/31–6/1)

## July
**Magazine:** Peak summer means the joy of a perfect nectarine or stargazing over a mountain lake  
**Digital:** Are you a grilling disaster or master?; Savor the Central Coast (kickoff)  
**Social/Blog:** Chat with Associate Food Editor Elaine Johnson (Facebook)  
**Special Issue:** West’s Best Camping

## August
**Magazine:** As vacation season hits its stride, a cool getaway to an island or a nearby beach sounds just right  
**Digital:** The West’s best national parks  
**Event:** SF Chefs (8/1–8/3)  
**Program:** Manhattan Beach Idea House opening

## September*
**Magazine:** Exploring the West’s diversity through its magnificent range of landscapes, cultures & flavors  
**Digital:** “Small Space, Big Dreams” award winners  
**Special Issue:** The Organized Home

## October*
**Magazine:** The West glows in October, as grapevines turn red under blue skies & apples replace tomatoes on farmers’ market shelves  
**Digital:** Pets in costume; 2014 Sunset International Wine Competition results  
**Social/Blog:** Find my wine quiz (Facebook); Wine tasting chat with Wine Editor, Sara Schneider (Facebook)  
**Special Issue:** Weekend Trips

## November
**Magazine:** Gather and enjoy the pleasure of simply good food, at home or in a beautiful Western locale  
**Digital:** Thanksgiving in the West; Fall travel guide  
**Special Issue:** National Parks

## December*
**Magazine:** Holiday season in the West: easygoing entertaining, thoughtful gift-giving & quick getaways  
**Digital:** Holiday décor photo contest; Holidays in the West

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*Inside Bay Area, Inside Seattle, SoCal Insider editions  
Editorial subject to change.
These rates and all advertising transactions are subject to the 2014 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.

PRINT RATE CARD

FULL RUN AND REGIONAL EDITIONS

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<th>CIRC. BASE</th>
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<th>⅔ PAGE</th>
<th>½ PAGE</th>
<th>⅓ PAGE</th>
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COVERS

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<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4th cover</td>
<td>$172,800</td>
</tr>
<tr>
<td>3rd cover</td>
<td>$146,100</td>
</tr>
<tr>
<td>2nd cover</td>
<td>$159,300</td>
</tr>
</tbody>
</table>

PUBLISHING CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>AD CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/1/13</td>
<td>12/20/13</td>
</tr>
<tr>
<td>February</td>
<td>12/2/13</td>
<td>1/17/14</td>
</tr>
<tr>
<td>Recycled Style</td>
<td>12/23/13</td>
<td>2/7/14</td>
</tr>
<tr>
<td>March</td>
<td>1/2/14</td>
<td>2/21/14</td>
</tr>
<tr>
<td>Water-Wise Gardening</td>
<td>1/20/14</td>
<td>3/7/14</td>
</tr>
<tr>
<td>April</td>
<td>2/3/14</td>
<td>3/21/14</td>
</tr>
<tr>
<td>West Best (SE)</td>
<td>2/18/14</td>
<td>4/4/14</td>
</tr>
<tr>
<td>May</td>
<td>3/3/14</td>
<td>4/18/14</td>
</tr>
<tr>
<td>Summer Travel (SIP)</td>
<td>3/10/14</td>
<td>5/9/14</td>
</tr>
<tr>
<td>June</td>
<td>4/1/14</td>
<td>5/23/14</td>
</tr>
<tr>
<td>Fast &amp; Fresh (SE)</td>
<td>4/21/14</td>
<td>6/6/14</td>
</tr>
<tr>
<td>July</td>
<td>5/1/14</td>
<td>6/20/14</td>
</tr>
<tr>
<td>Camping (SE)</td>
<td>5/27/14</td>
<td>7/11/14</td>
</tr>
<tr>
<td>August</td>
<td>6/2/14</td>
<td>7/25/14</td>
</tr>
<tr>
<td>Weekend Trips (SIP)</td>
<td>6/9/14</td>
<td>8/8/14</td>
</tr>
<tr>
<td>September</td>
<td>7/1/14</td>
<td>8/22/14</td>
</tr>
<tr>
<td>Home Organizing (SE)</td>
<td>7/28/14</td>
<td>9/12/14</td>
</tr>
<tr>
<td>October</td>
<td>8/1/14</td>
<td>9/19/14</td>
</tr>
<tr>
<td>November</td>
<td>9/3/14</td>
<td>10/24/14</td>
</tr>
<tr>
<td>National Parks (SE)</td>
<td>9/22/14</td>
<td>11/7/14</td>
</tr>
<tr>
<td>December</td>
<td>10/1/14</td>
<td>11/21/14</td>
</tr>
</tbody>
</table>

RATEBASES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full run</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>270,000</td>
</tr>
<tr>
<td>Northern California</td>
<td>350,000</td>
</tr>
<tr>
<td>Southern California</td>
<td>315,000</td>
</tr>
<tr>
<td>Mountain</td>
<td>105,000</td>
</tr>
<tr>
<td>Southwest</td>
<td>110,000</td>
</tr>
</tbody>
</table>

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
## MECHANICAL SPECIFICATIONS

**PRINT: MAGAZINE**

TRIM SIZE: 8⅜" x 10½"

BINDING: Perfect, jogs to foot

### AD SIZE BLEED LIVE / SAFETY TRIM

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>LIVE / SAFETY</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8¼&quot; x 11&quot;</td>
<td>7½&quot; x 10&quot;</td>
<td>8¾&quot; x 10½&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>17&quot; x 11&quot;</td>
<td>16¼&quot; x 10&quot;</td>
<td>16¾&quot; x 10½&quot;</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>4¼&quot; x 11&quot;</td>
<td>3½&quot; x 10&quot;</td>
<td>4&quot; x 10½&quot;</td>
</tr>
<tr>
<td>½ Page Vertical (One Column)</td>
<td>3&quot; x 11&quot;</td>
<td>2¼&quot; x 10&quot;</td>
<td>2¾&quot; x 10½&quot;</td>
</tr>
<tr>
<td>⅔ Page Vertical (Two Columns)</td>
<td>5¾&quot; x 11&quot;</td>
<td>4¾&quot; x 10&quot;</td>
<td>5 ⅛&quot; x 10½&quot;</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>8½&quot; x 5½&quot;</td>
<td>7½&quot; x 4⅜&quot;</td>
<td>8¾&quot; x 5⅛&quot;</td>
</tr>
<tr>
<td>½ Spread Horizontal</td>
<td>17&quot; x 5½&quot;</td>
<td>16¼&quot; x 4⅜&quot;</td>
<td>16¾&quot; x 5⅛&quot;</td>
</tr>
<tr>
<td>¼ Square</td>
<td>4¾&quot; x 4¾&quot;</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**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.

**PRINTING PROCESS**

SWOP 2006 Coated 5 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**

Upload all display ad files to [http://direct2time.sendmyad.com](http://direct2time.sendmyad.com)

**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.

TABLETS
Available on iPad®, Kindle Fire™, NOOK Tablet™ and NOOK Color™, Android™ tablets and phones via Google Play™ and via the Next Issue™ app.

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

*Additional fees apply
All referenced trademarks are the property of their respective owners.
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.
1. Rates are based on average total audited circulation, effective with the issue dated January 2014. 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, by 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 fractional ads (such as fractional ads that are less than 1/5 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 “DFT” where the same creative has been repurposed 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 “EFT” 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 and notify publisher otherwise in writing. With respect to qualifying advertisements in a “designed for tablet” advertising format, if such advertising creative contains one URL, Publisher shall automatically activate that URL, if the advertisement contains more than one URL, Publisher shall actuate the brand’s main URL.

4. With respect to national advertisements that are less than a full-page but equal to or greater than 1/5 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 upgrade 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.

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

6. 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.

7. 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.

8. 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 thereof 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 distribution 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.

9. In consideration of the Publisher’s reviewing for acceptance, 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.

10. 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 contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

11. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher’s inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

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 changes 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 change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
15. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher’s prior written consent.

16. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

17. None of creative fees, special advertising production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.

18. The Magazine is subject to Time Inc.’s standard 2014 issue-by-issue tally (IBIT) pricing system.

19. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued October 14, 2013.

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**TIME INC. 2014 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 Reports issued by BPA Worldwide (BPA) for the first or second half of the 2014 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 2014 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). Total audited circulation for magazines audited by BPA is comprised of qualified paid plus qualified non-paid.

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 actual cost after agency commissions (excluding production premiums) (“Net Cost”) of the advertiser’s insertion in that issue by the difference between two percent and the actual percentage 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 2014 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 14, 2013
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