

*Sunset*  
**INSIDE BAY AREA**

**2018 RATE CARD**



- > Sunset Insider Guide: Bay Area allows advertisers to reach 490,960 readers in the greater San Francisco Bay Area four times a year<sup>1</sup>
- > Your ad will be surrounded by relevant editorial focused specifically on the San Francisco Bay Area
- > Sunset has more than 100 years of relationship building with Bay Area consumers. Sunset is a companion they know and trust

## SUNSET READERS ARE INVOLVED AND RESPONSIVE

- > 98% of subscribers read 3 or more of the past four issues
- > 96% are inspired by Sunset to try new ideas
- > 94% say Sunset fits their lifestyle
- > 96% are inspired by Sunset to see local attractions
- > 99% took action after reading an issue of Sunset

### INSIDE BAY AREA AT A GLANCE

- > Rate base: 136,000
- > Cover price: \$5.99
- > Frequency: 4 issues (April, June, September, December)
- > Distribution: San Francisco Bay Area

### AUDIENCE PROFILE

- > Female: 54%
- Male: 46%
- > Average household income: \$177,213
- > Homeowners: 85%
- > College educated: 98%
- > Average age: 53.8

### EDITORIAL THEMES

- Dining
- Arts and culture
- Shopping and design
- City vacations

## THE SUNSET BAY AREA AUDIENCE

### READERS INVEST IN THEIR HOMES

- > 54% made home improvements, decorated or purchased furnishings in the past year
- > 40% purchased kitchen appliances or cooking/serving products in the past year
- > 64% purchased garden or property maintenance products in the past year

### THEY'RE FOOD ENTHUSIASTS

- > 67% cooked for fun or entertained in the past year
- > 77% enjoy being creative in the kitchen
- > 81% enjoy different types of food

### THEY ENJOY ALCOHOLIC BEVERAGES

- > 81% have had alcoholic beverages in the past 6 months
- > 70% have had wine in the past 6 months
- > 61% are willing to spend more for a quality bottle of wine

### READERS LOVE CULTURAL ACTIVITIES...AND TRAVELING

- > 55% attended cultural activities<sup>2</sup> in the past year
- > 71% took a domestic vacation in the past year
- > 76% stayed at a hotel/motel on a domestic trip in the past year

### THEY'RE STYLE-CONSCIOUS TRENDSETTER WHO BUY PREMIUM QUALITY

- > 61% buy brands that reflect their style
- > 65% Consumer Innovators
- > 77% are typically willing to pay more for high-quality items

### PLUS, THEY'RE GREEN SHOPPERS

- > 65% are willing to pay more for a product that is environmentally safe



## SUNSET INSIDER GUIDE: BAY AREA VS. SAN FRANCISCO MAGAZINE

	CIRCULATION
Sunset Insider Guide: Bay Area	141,857
San Francisco Magazine	75,000

<sup>1</sup> Audience estimate based on 136,000 rate base x 3.61 Sunset total audience readers-per-copy

<sup>2</sup> Attended art galleries/shows, dance or music performances, live theater or museums

Sources: 2015 Doublebase GfK MRI; Publisher defined edition: Sunset reader panel profile, Apr 2013; Sunset 2013 Readership Study; Dec 16 AAM Publisher's Statement

# ADVERTISING SPECIFICATIONS

Ad files are to be sent via the Sunset ad portal at [adshuttle.com/sunset](http://adshuttle.com/sunset). No color proof is required. Publisher reserves the right to "pick-up" previously run ad materials, if available, when new material is not received by close date.

## ACCEPTABLE FILE FORMATS

PDFX1a (version 1.3) required. If you cannot provide that format, call Barbara Rousseau at 510-858-3164 for specific instructions.

## RESOLUTION

Sunset prints at 133-line screen, so images should be 266 dpi or higher.

## PROOFING

No color proofs are required. The presses will run to industry-standard inking levels.

## FOR MATERIALS QUESTIONS OR SUBMISSIONS, CONTACT:

Barbara Rousseau  
510-858-3164  
[barbara.rousseau@sunset.com](mailto:barbara.rousseau@sunset.com)

# MECHANICAL REQUIREMENTS

**TRIM SIZE:** 8.375" x 10.5"

**BINDING:** Perfect, jogs to foot

**PRINTING:** Body and covers, web offset

## UNIT SIZES AVAILABLE

SIZE	BLEED	LIVE AREA	TRIM
Page	8.625" x 10.75"	7.875" x 10"	8.375" x 10.5"
½ page vert.	4.25" x 10.75"	3.5" x 10"	4" x 10.5"
½ page horiz.	8.625" x 5.4375"	7.875" x 4.6875"	8.375" x 5.1875"

# 2018 NET ADVERTISING RATES

	INSERTIONS PER 12-MONTH PERIOD		
	1-2x	3-4x	5x
Full page	\$17,690	\$16,460	\$15,400
½ page	\$11,100	\$10,330	\$9,660

If agency places advertising, divide by 0.85 to generate gross rates. Rates are **net** and not agency commissionable. All rates are shown **per ad**.

# 2018 PUBLISHING CALENDAR

ISSUE	SPACE CLOSE, MATERIALS DUE	ON SALE
April	1/26/18	3/16/18
June	3/30/18	5/18/18
September	6/29/18	8/17/18
December/January	10/5/18	11/23/18

# SUNSET MAGAZINE 2018 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").

- Rates are based on average total audited circulation, effective with the issue dated January 2018. 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.
- The Magazine is a member of the Alliance for Audited Media ("AAM"). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.
- 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, in writing, opts-out 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). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

# Sunset

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**INSIDE BAY AREA**

SEPTEMBER 2017 • A GUIDE TO WHAT'S HAPPENING NOW IN YOUR NEIGHBORHOOD

**Best feet forward**

Allison Wood (right) Woodhouse has attended a cash following her husband's job quit and it's easy to see why. The magazine-working show isn't like anyone under your feet but look that it's easy to see why. The magazine-working show isn't like anyone under your feet but look that it's easy to see why. The magazine-working show isn't like anyone under your feet but look that it's easy to see why.

**INSIDE BAY AREA**

**NEW**

**Tri-Valley craft beers**

**The Bay Area goes Far East**

**Winning moments start here.**

**BLACK OAK CASINO RESORT**

1-877-747-8777