

SHOPPING, GARDEN & OUTDOOR LIVING,
SCHOOL & CAMP

DIRECT RESPONSE ADVERTISING

What's new in the West

Since 1935, the Sunset Directory has provided our readers with at-your-fingertips information on what's new, where to go, and how to find it in the West.

Today, 5 million readers turn to the pages of Sunset each month to learn more about how to best experience life in the West. The Directory is their source for information they can trust about innovative products and services.

SUNSET DELIVERS THE WEST

If you're looking for buyers in the West, look to Sunset. It's the magazine that reaches one in every four (25%) affluent Westerners (household income \$100,000 or more, home value \$500,000 or more, college degree or higher).

THE WEST IS WHERE THE GROWTH IS

From 2000 to 2030, the population in the West will grow by 45.8%, making it the fastest-growing region in the United States. And, it's the region with the highest average annual spending on household furnishings and equipment.

SUNSET READERS TAKE ACTION

Sunset readers are 68% above the U.S. average for spending \$800 or more on Internet and catalog shopping the the past 12 months. Plus, they're responsive. Essentially all (99.8%) took action after reading the magazine.

LET THE DIRECTORY WORK FOR YOU

Direct Response advertisers looking to target the West's affluent shoppers need look no further than Sunset. We are the authority on home, travel, food, and garden—and the resource people turn to when looking for the best in the West.



“We’ve used Sunset Magazine for five years now and it continues to produce more walk-in traffic than anything else we do in Southern California. More walk-in than radio, TV, or other print options. We love the magazine and plan to stay in it.”

—Dan Wilding, Wallbeds by Wilding

EXPAND YOUR REACH

Western consumers trust Sunset each month to share the best of the West. Directory advertisers can increase their reach to our info-seeking readers with these additional options:

LINK SUNSET.COM TO YOUR WEBSITE

Visitors to Sunset.com can learn more about your business in our Resources section, where your online listing includes a 25-word description and a direct link to your site.

TURN OUR READERS INTO YOUR LEADS

Readers can request free information about your business from Sunset's Reader Service page. On the accompanying business reply card, they circle the number assigned to your listing and mail, fax, or call in their choices. We e-mail you the requests, along with names and addresses. Mailing labels are an additional charge.

MAXIMIZE RESPONSES TO YOUR AD

FREQUENCY ADVERTISING The more ads you run in a 12-month period, the greater your discount.

EASY READABILITY gets attention. Use short headlines, clear illustrations, and a type size that is large enough to read.

CLEAR BENEFITS tell readers what they need to know to make a buying decision. Explain the advantages of choosing your business.

TOLL-FREE NUMBERS AND WEBSITES enable readers to contact you instantly. List this important information in bold type.

KEYING YOUR AD helps you track responses to specific issues of the magazine. Ask customers where they saw your ad when they contact you.

REGIONAL COVERAGE

PACIFIC NORTHWEST edition includes Alaska, British Columbia, Idaho, Oregon, and Washington.

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 circulation outside of the West.



MARKETPLACE DIRECTORY RATES

NET ADVERTISING RATES

FULL RUN RATE BASE: 1,250,000

	INSERTIONS PER 12-MONTH PERIOD			
		1-2	3-5	6-11 12+
1"	\$3,120	\$2,750	\$2,640	\$2,500
2"	\$5,600	\$4,910	\$4,750	\$4,480
3"	\$8,420	\$7,380	\$7,130	\$6,730
4"	\$11,200	\$9,890	\$9,540	\$8,990
5"	\$14,030	\$12,340	\$11,910	\$11,200
6"	\$16,660	\$14,670	\$14,140	\$13,310
1/3 page	\$26,500	\$23,340	\$22,520	\$21,210
1/2 page	\$32,500	\$28,610	\$27,630	\$26,030
2/3 page	\$54,110	\$47,620	\$46,000	\$43,320
Full page	\$72,010	\$63,370	\$61,210	\$57,610

Rates are net and not agency commissionable. All rates are shown per ad.

These rates and all advertising transactions are subject to the 2018 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.

Marketplace Directory

MECHANICAL SPECIFICATIONS

PDF/X-1a (version 1.3) files required. No native files are accepted. No color proof required. Files should be uploaded via the Sunset ad portal at adshuttle.com/sunset (if needed, contact your sales representative for instructions).

For materials questions or submissions, contact:

Barbara Rousseau at 510-858-3164 or
barbara.rousseau@sunset.com

AD SIZES

1"	2¼" w x 1" h
2"	2¼" w x 2" h
3"	2¼" w x 3" h
4" or ½ page	2¼" w x 4" h
5"	2¼" w x 5" h
⅓ page vertical	2¼" w x 9" h
⅓ page square	4⅔" w x 4" h
⅓ page horizontal	7" w x 3" h
½ page horizontal	7" w x 4" h
⅔ page vertical	4⅔" w x 9" h
Full page	7" w x 9" h

2018 PUBLISHING CALENDAR

ISSUE	MATERIALS DUE	ON SALE
February	11/24/17	1/12/18
March	12/29/17	2/16/18
April	1/26/18	3/16/18
May	2/23/18	4/13/18
June	3/30/18	5/18/18
July	4/27/18	6/15/18
August	6/1/18	7/20/18
September	6/29/18	8/17/18
October	7/27/18	9/14/18
November	8/31/18	10/19/18
December/January	10/5/18	11/23/18

GENERAL ADVERTISING INFORMATION

ADVERTISING CONTRACTS cover a 12-month period, effective with the first issue in which you advertise (December 2017 to November 2018).

FREQUENCY DISCOUNT RATES are earned based on the fulfillment of ads run within the 12-month advertising contract period. For example, if you sign up for the 6-time rate, you must run at least 6 ads within your 12-month period. If you run only 3 ads, you will be short-rated to the 3-time rate. If, however, you run 12 ads, you will be rebated to the 12-time rate. There is no penalty for cancellation; you simply pay for what you end up running at the frequency level you fulfilled.

RATE OVERLAP occurs when the contract's 12-month period includes two calendar years (starts in December 2017 and runs through November 2018). The frequency level will be protected from one year into the next; however, the rate will change in compliance with the new year's rate card.

SHORT RATES occur if an advertiser does not run enough ads to fulfill its frequency discount level. This may be attributed to cancellation, nonpayment, or not receiving artwork or an advertising contract prior to deadline.

CLOSE for each issue is the first business day of the month, 2 months prior to issue date (May 1 for the July issue). Advertising contracts, artwork, copy changes, size or issue changes, and payment, if on prepay status, must be received by this closing deadline.

PROOFS, as a general rule, are not provided. If an advertiser requires Sunset to make copy changes, proofs will be provided only when requested and if time permits. All proofs provided are confirmation only and are not intended for additional changes. We will make every effort to make sure all changes accurately reflect the copy instructions provided. Sunset will not be held liable for errors in copy changes.

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").

1. 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.

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 fractionals (such as fractionals that are less than ⅓ 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.

Sunset

Sunset Publishing Corporation

55 Harrison Street, Suite # 200
Oakland, CA 94607
sunset.com

Inside Publications Manager

Melinda Sheehan
msheehan@sunset.com
(510) 858-3166

Special advertising section

Getaways

Thousands of destinations in a state or category, and the best of each category.

TRAVEL

- 101 TRAVEL ORIGINATOR
- 102 General Information
- 103 Discounted Airfare
- 104 Discounted Cruise Office
- 105 Discounted Cruise Office
- 106 Discounted Cruise Office
- 107 Discounted Cruise Office
- 108 Discounted Cruise Office
- 109 Discounted Cruise Office
- 110 Discounted Cruise Office
- 111 Discounted Cruise Office
- 112 Discounted Cruise Office
- 113 Discounted Cruise Office
- 114 Discounted Cruise Office
- 115 Discounted Cruise Office
- 116 Discounted Cruise Office
- 117 Discounted Cruise Office
- 118 Discounted Cruise Office
- 119 Discounted Cruise Office
- 120 Discounted Cruise Office
- 121 Discounted Cruise Office
- 122 Discounted Cruise Office
- 123 Discounted Cruise Office
- 124 Discounted Cruise Office
- 125 Discounted Cruise Office
- 126 Discounted Cruise Office
- 127 Discounted Cruise Office
- 128 Discounted Cruise Office
- 129 Discounted Cruise Office
- 130 Discounted Cruise Office
- 131 Discounted Cruise Office
- 132 Discounted Cruise Office
- 133 Discounted Cruise Office
- 134 Discounted Cruise Office
- 135 Discounted Cruise Office
- 136 Discounted Cruise Office
- 137 Discounted Cruise Office
- 138 Discounted Cruise Office
- 139 Discounted Cruise Office
- 140 Discounted Cruise Office
- 141 Discounted Cruise Office
- 142 Discounted Cruise Office
- 143 Discounted Cruise Office
- 144 Discounted Cruise Office
- 145 Discounted Cruise Office
- 146 Discounted Cruise Office
- 147 Discounted Cruise Office
- 148 Discounted Cruise Office
- 149 Discounted Cruise Office
- 150 Discounted Cruise Office
- 151 Discounted Cruise Office
- 152 Discounted Cruise Office
- 153 Discounted Cruise Office
- 154 Discounted Cruise Office
- 155 Discounted Cruise Office
- 156 Discounted Cruise Office
- 157 Discounted Cruise Office
- 158 Discounted Cruise Office
- 159 Discounted Cruise Office
- 160 Discounted Cruise Office
- 161 Discounted Cruise Office
- 162 Discounted Cruise Office
- 163 Discounted Cruise Office
- 164 Discounted Cruise Office
- 165 Discounted Cruise Office
- 166 Discounted Cruise Office
- 167 Discounted Cruise Office
- 168 Discounted Cruise Office
- 169 Discounted Cruise Office
- 170 Discounted Cruise Office
- 171 Discounted Cruise Office
- 172 Discounted Cruise Office
- 173 Discounted Cruise Office
- 174 Discounted Cruise Office
- 175 Discounted Cruise Office
- 176 Discounted Cruise Office
- 177 Discounted Cruise Office
- 178 Discounted Cruise Office
- 179 Discounted Cruise Office
- 180 Discounted Cruise Office
- 181 Discounted Cruise Office
- 182 Discounted Cruise Office
- 183 Discounted Cruise Office
- 184 Discounted Cruise Office
- 185 Discounted Cruise Office
- 186 Discounted Cruise Office
- 187 Discounted Cruise Office
- 188 Discounted Cruise Office
- 189 Discounted Cruise Office
- 190 Discounted Cruise Office
- 191 Discounted Cruise Office
- 192 Discounted Cruise Office
- 193 Discounted Cruise Office
- 194 Discounted Cruise Office
- 195 Discounted Cruise Office
- 196 Discounted Cruise Office
- 197 Discounted Cruise Office
- 198 Discounted Cruise Office
- 199 Discounted Cruise Office
- 200 Discounted Cruise Office

ALASKA

- 121 Alaska Cruise Office

CALIFORNIA

- 121 California Cruise Office

FLORIDA

- 121 Florida Cruise Office

HAWAII

- 121 Hawaii Cruise Office

IDAHO

- 121 Idaho Cruise Office

ILLINOIS

- 121 Illinois Cruise Office

INDIANA

- 121 Indiana Cruise Office

KANSAS

- 121 Kansas Cruise Office

KENTUCKY

- 121 Kentucky Cruise Office

LOUISIANA

- 121 Louisiana Cruise Office

MAINE

- 121 Maine Cruise Office

MARYLAND

- 121 Maryland Cruise Office

MASSACHUSETTS

- 121 Massachusetts Cruise Office

MICHIGAN

- 121 Michigan Cruise Office

MINNESOTA

- 121 Minnesota Cruise Office

MISSISSIPPI

- 121 Mississippi Cruise Office

MISSOURI

- 121 Missouri Cruise Office

MONTANA

- 121 Montana Cruise Office

NEBRASKA

- 121 Nebraska Cruise Office

NEVADA

- 121 Nevada Cruise Office

NEW HAMPSHIRE

- 121 New Hampshire Cruise Office

NEW JERSEY

- 121 New Jersey Cruise Office

NEW YORK

- 121 New York Cruise Office

NORTH CAROLINA

- 121 North Carolina Cruise Office

NORTH DAKOTA

- 121 North Dakota Cruise Office

OHIO

- 121 Ohio Cruise Office

OKLAHOMA

- 121 Oklahoma Cruise Office

OREGON

- 121 Oregon Cruise Office

PENNSYLVANIA

- 121 Pennsylvania Cruise Office

RHODE ISLAND

- 121 Rhode Island Cruise Office

SOUTH CAROLINA

- 121 South Carolina Cruise Office

SOUTH DAKOTA

- 121 South Dakota Cruise Office

TENNESSEE

- 121 Tennessee Cruise Office

TEXAS

- 121 Texas Cruise Office

UTAH

- 121 Utah Cruise Office

VIRGINIA

- 121 Virginia Cruise Office

WASHINGTON

- 121 Washington Cruise Office

WEST VIRGINIA

- 121 West Virginia Cruise Office

WISCONSIN

- 121 Wisconsin Cruise Office

WYOMING

- 121 Wyoming Cruise Office

FREE INFORMATION

Visit sunsetgetaways.com

or call 800-858-3166

Order free advertiser information here or at sunsetgetaways.com