

The background image shows the interior of a restaurant or bar. On the right, there is a long bar with a dark countertop and a white grid shelving system behind it filled with various bottles of liquor. Several people are seated at the bar, including a woman in a white jacket and another in a dark top. The ceiling is dark with numerous small, warm-toned string lights hanging from it. On the left, there is a large window looking out onto a city street at night, with some lights visible outside. The floor is made of light-colored wood.

Sunset
INSIDE SEATTLE

2018 RATE CARD

SUNSET INSIDER GUIDE: SEATTLE— AN ADVERTISING INVESTMENT THAT WORKS

- > Sunset Insider Guide: Seattle allows advertisers to reach 386,220 readers in Western Washington four times a year¹
- > Your ad will be surrounded by relevant editorial focused specifically on the Seattle metropolitan area
- > Sunset has more than 100 years of relationship building with Seattle 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 SEATTLE AT A GLANCE

- > Rate base: 102,000
- > Cover price: \$5.99
- > Frequency: 4 issues (April, June, September, December)
- > Distribution: Western Washington

AUDIENCE PROFILE

- > Female: 75%
- > Male: 25%
- > Average household income: \$105,685
- > Homeowners: 86%
- > College educated: 74%
- > Average age: 53.9

EDITORIAL THEMES

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

INSIDE SEATTLE INSIDER GUIDE	
	CIRCULATION
Sunset Insider Guide: Seattle	96,523
Seattle Metropolitan	48,879
Seattle Magazine	46,188

¹ Audience estimate based on 102,000 rate base x 3.61 Sunset total audience readers-per-copy

² 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 Statement; Circulation Verification Council, Mar 2015

THE SUNSET AUDIENCE

READERS INVEST IN THEIR HOMES

- > 63% made home improvements, decorated or purchased furnishings in the past year
- > 42% purchased kitchen appliances or cooking/serving products in the past year
- > 71% purchased garden or property maintenance products in the past year

THEY'RE FOOD ENTHUSIASTS

- > 73% cooked for fun or entertained in the past year
- > 79% enjoy being creative in the kitchen
- > 79% enjoy different types of food

THEY ENJOY ALCOHOLIC BEVERAGES

- > 74% have had alcoholic beverages in the past 6 months
- > 50% have had wine in the past 6 months
- > 44% are willing to spend more for a quality bottle of wine

READERS LOVE CULTURAL ACTIVITIES...AND TRAVELING

- > 48% attended cultural activities² in the past year
- > 59% took a domestic vacation in the past year
- > 55% stayed at a hotel/motel in the past year

THEY'RE STYLE-CONSCIOUS TRENDSETTERS WHO BUY PREMIUM QUALITY

- > 70% buy brands that reflect their style
- > 56% Consumer Innovators
- > 63% are typically willing to pay more for high-quality items

PLUS, THEY'RE GREEN SHOPPERS

- > 71% are willing to pay more for a product that is environmentally safe



ADVERTISING SPECIFICATIONS

Ad files are to be sent via the Time Inc. web ad portal at <http://direct2time.sendmyad.com>. 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 Vishal Prasad at (212)522-6653 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:

Vishal Prasad
(212)522-6653
vishal.prasad@timeinc.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"
1/2 page vert.	4.25" x 10.75"	3.5" x 10"	4" x 10.5"
1/2 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	\$13,170	\$12,240	\$11,450
1/2 page	\$8,230	\$7,660	\$7,190

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.



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