

MEDIA KIT / 2019

Sunset



SUNSET KNOWS THE WEST BEST

Sunset is the *definitive lifestyle brand* of the modern American West.

We are the single *most trusted* resource for the Western audience—and those who *aspire* to live the Western lifestyle—on travel and gardening, food and wine, and home design.

We *inspire* and inform our followers on the full range of platforms through which they consume content, as well as through meaningful *events* and *experiences*.

From off the grid hikes to adventure outfitters, Baja fish tacos to backyard edible gardens, we translate the *iconic* elements of the West directly to your everyday life.



BEVERLY
HILLS
IDEA
HOUSE



SILICON
VALLEY
IDEA
HOUSE



SHOWCASING THE WEST



HOME

Over 3 in 4
Sunset consumers are homeowners—out delivering most competitors



GARDEN

Sunset's **median home value of \$404,056** makes it one of the **HIGHEST** for all magazines



TRAVEL

Sunset's audience is **152% above average** for taking 2+ domestic vacations AND 2+ foreign vacations recently



FOOD & WINE

Sunset **inspires 94%** of readers to try new recipes



4MM READERS
965K SOCIAL FANS
1.2MM+ UNIQUE VISITORS

CONSUMER DEMOGRAPHICS

Median HHI: \$96,350
Male/ Female: 32 / 68
Age 35-64 : 88%

2019 EDITORIAL CALENDAR

DECEMBER 2018/JANUARY

CLOSE DATE: 10/19/18
ON SALE DATE: 12/22/18

YOUR BEST YEAR EVER ISSUE

PRINT: Winter Wellness Special, Brunch Hacks, Tips For Decluttering, A Taste Of The Holidays, Winter Checklist, The Best Cookie Recipes

DIGITAL: The Best Stew & Chili Recipes, Planning A Cozy Winter Staycation, The Best Winter Hikes, Cozy Cabin Homes, Festive Winter Arrangements

FEBRUARY/MARCH

CLOSE DATE: 12/28/18
ON SALE DATE: 2/22/19

THE COMFORT ISSUE

PRINT: The Best Comfort Foods, Whiskeys Of The West + Whiskey Road Trip, Exploring Santa Ynez

DIGITAL: 29 Places To Visit This Spring, Valentine's Day Gift Guide, The Best Biking Towns In The West, *Sunset's* Guide To Houseplants, The Best Plants For Your Edible Garden, 10 Minute Healthy Breakfasts

APRIL

CLOSE DATE: 2/12/19
ON SALE DATE: 3/29/19

THE FRESH START ISSUE

PRINT: Surf Cottage Makeover, Wellness Tips & Tricks, Spas Of The West, Creating A Calm Sleep Space, Kitchen & Bath Makeovers, Austin + Flagstaff Travel Guides, Alcohol-free Cocktails, Middle Eastern Cuisine, *Sunset's* Coffee Guide

DIGITAL: Urban Wellness Guides, Yoga Retreats Across The West, Healthy Weeknight Meals, The West's Best Hot Springs, Indoor Workouts, Growing Herbs At Home, DIY Body Products

MAY/JUNE

CLOSE DATE: 3/20/19
ON SALE DATE: 5/3/19

THE CAMPING ISSUE

PRINT: Exploring The Hidden West, The Camping Gear Guide & Awards, Overlanding 101, Wine Importers, Northern California Rafting, Exploring Carbondale, *Sunset's* Guide To Backyard Camping

DIGITAL: The National Parks You Need To Know, The West's Best Treehouses, Camping Checklist, Cowboy Cuisine, Van Life, Campfire Meal Recipes, S'more Guide

JULY/AUGUST

CLOSE DATE: 5/28/19
ON SALE DATE: 6/28/19

THE HEAT ISSUE

PRINT: Lakes & Coasts Guide, *Sunset* Travel Awards, Best Road Trips In The West, Outdoor Entertaining Guide, Exploring Bowen Island, *Sunset's* Ultimate Guide To Convenience

DIGITAL: The West's Best Pepper Gardens + Hot Sauces, Eco Friendly Pools, Rooftop Gardens, The Best In Grilling Equipment, Outdoor Grilling Guide + Recipes, Desert Style, Ice Cream Shops Of The West

SEPTEMBER/OCTOBER

CLOSE DATE: 7/30/19
ON SALE DATE: 8/23/19

FOOD & WINE ISSUE

PRINT: Wine In The West, Made In The West Awards, Guide To Napa & Sonoma County, Fall In The West, Tasting Room Design

DIGITAL: Food & Spirits Road Trip, DIY Home Brewing, Food & Wine Pairings, *Sunset's* Favorite Tasting Rooms, Fall Travel Guide, Organic Wine Producers, Cooking With Wine

NOVEMBER/DECEMBER

CLOSE DATE: 10/7/19
ON SALE DATE: 10/25/19

HOLIDAYS & ENTERTAINING ISSUE

PRINT: *Sunset's* 2019 Idea House, Home Makeovers On A Budget, Women Of The West, Holiday Gift Guide, Ski Resorts Of The West, Exploring Jackson Hole, Holiday Entertaining Guide

DIGITAL: A Look Inside *Sunset's* 2019 Idea House, Smart Home Hacks, *Sunset's* Favorite Winter Cocktails, Winter Baking Recipes, Gift Wrapping 101, Holiday Roasts, DIY Wreaths + Garlands, National Parks To Visit In The Offseason, New Year's Eve Entertaining + Appetizer Guide



DEMOGRAPHIC PROFILE

Magazine

TOTAL AUDIENCE 4 MM
READERS PER COPY 3.61
FEMALE 65%
MALE 35%
COLLEGE EDUCATED 82%
MARRIED 66%
MEDIAN AGE 58
MEDIAN NET WORTH \$497,170
MEDIAN HHI \$96,350
OWN HOME 80%
MEDIAN HOME VALUE \$433,000

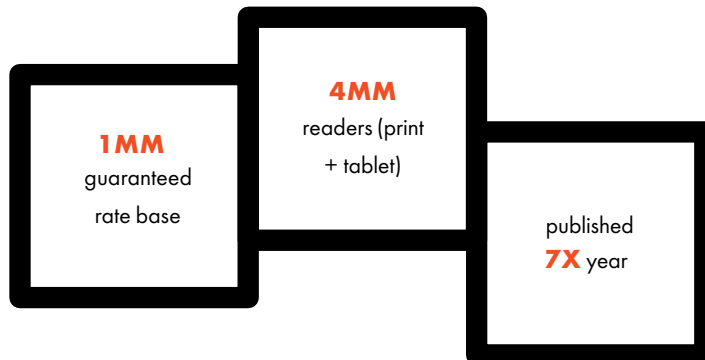
Digital

PREMIUM AUDIENCE

MONTHLY UNIQUE VISITORS 1,257,625
PAGE VIEWS 10,322,330
VIDEO STREAMS 6,185,243
FEMALE 72%
MALE 28%
COLLEGE EDUCATED 49%
MARRIED 61%
MEDIAN AGE 48
MEDIAN NET WORTH \$345,583
MEDIAN HHI \$80,486
OWN HOME 65%
MEDIAN HOME VALUE \$242,602

SOCIAL MEDIA — audience of 965K and growing

INSTAGRAM 181,500
FACEBOOK 514,430
PINTEREST 194,310
YOUTUBE 5,260
TWITTER 70,200



2019 MECHANICAL SPECIFICATIONS

PRINT: MAGAZINE

TRIM SIZE: 8.375" x 10.5"

BINDING: Perfect, jogs to foot

| AD SIZE | BLEED | LIVE / SAFETY | TRIM |
|-------------------------------|------------------|------------------|------------------|
| Page | 8.625" x 10.75" | 7.5" x 10" | 8.375" x 10.5" |
| Spread | 17" x 10.75" | 16.25" x 10" | 16.75" x 10.5" |
| ½ Page Vertical | 4.25" x 10.75" | 3.5" x 10" | 4" x 10.5" |
| ⅓ Page Vertical (One Column) | 3" x 10.75" | 2.25" x 10" | 2.75" x 10.5" |
| ⅔ Page Vertical (Two Columns) | 5.375" x 10.75" | 4.625" x 10" | 5.125" x 10.5" |
| ½ Page Horizontal | 8.625" x 5.4375" | 7.5" x 4.6875" | 8.375" x 5.1875" |
| ½ Spread Horizontal | 17" x 5.4375" | 16.25" x 4.6875" | 16.75" x 5.1875" |

Please note: when designing an ad with the expectation of an equal border on all sides there is a 1/6" allowable tolerance in the trimming of our magazines. We require using a border with a minimum width of 3/8".



SAFETY MARGINS

Keep essential matter 3/8" from bleed size. Live material on facing units should not be closer than 1/8" to center fold on either side of gutter—total of 1/4" for both pages. Please have crop marks 1/8" away from the bleed.

SCREEN

133-line screen, 290% maximum density. All black and grey type should overprint

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 <https://www.adshuttle.com/sunset>.

QUESTIONS

Contact **Barbara Rousseau** at barbara.rousseau@sunset.com with any questions regarding materials extensions or uploading files.

For advertising inquiries, please call (510) 858-3166.

Sunset

2019 TERMS AND CONDITIONS

SUNSET MAGAZINE 2019 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 February 2019. 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 ("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.
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, 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 IBT 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.

The digital edition of 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"), depending on, among other things, the device and/or platform on which it is viewed. Please consult a Magazine representative for details of format availability.

Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital version of both the Designed For Tablet Magazine Version and the Straight From Print Magazine Version, including but not limited to, scented units and special units (such as pop-ups, die-cuts, special effects and business reply cards). Additionally, with respect to the Designed For Tablet Magazine Version, non-standard fractionals (such as fractionals that are less than 1/3 page) may not qualify. In all cases, please consult a Magazine representative 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" ("SFPAF") where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format" ("DFTAF") where the same creative has been resupplied 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" ("EFTAF") 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 SFPAF. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than SFPAF, it must so indicate prominently on the insertion order by the ad close date. DFTAF or EFTAF may

not be available on all platforms or devices. Please consult a Magazine representative for details.

If a URL or multiple URLs exist in qualifying advertisement print creative, the brand's main URL may or may not be automatically activated. If advertiser does not wish for the URL to be activated, it must notify a Magazine representative in writing. Please consult a Magazine representative for further details regarding URL activation availability.

4. With respect to national advertisements that are less than a full-page but equal to or greater than 1/3 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 upgraded to a full page. Please consult a Magazine representative 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 a magazine's editorial material in appearance or style or 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, or 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.