



APRIL 2018

# 805

LIVING

## HOME + GARDEN



MARCH 2018

# 805

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## THE RESTAURANT ISSUE



JUNE 2017

# 805

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## THE SPORTING LIFE



SEPTEMBER 2018

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## FOOD & WINE

Santa Barbara chef Cat Cora shares insider intel on the local culinary scene.



JANUARY/FEBRUARY 2018

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## NEW YEAR FRESH START



JUNE 2016

# 805

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## SUMMER PERFECT

# CIRCULATION & READERSHIP

**PRINT FREQUENCY: 10 TIMES A YEAR**

**GUARANTEED CIRCULATION: 32,000**

**Transact with trust! This number has been verified by the Alliance for Audited Media (AAM),** a third-party that provides confirmation of the number of copies we distribute, safeguarding advertisers' investments and giving them peace of mind that they are getting exactly what they are paying for. **No other regional lifestyle magazine in the 805 area is audited by AAM.**

**READERSHIP: 210,000\***

Readership accounts for the estimated number of people reading a single copy of the magazine.

## DIGITAL

A complimentary digital version of each issue of *805 Living* is viewable online. It's smartphone and tablet compatible.

## SOCIAL

*805 Living* engages with our audience via our large, organically grown social media channels: Facebook, Twitter, Pinterest, and Instagram.



Many of the communities in the 805 area and surrounding cities boast median HHIs that are on par with some of the wealthiest, higher-profile communities in the country.\*\*

## MEDIUM HOUSEHOLD INCOME: \$195,000

- Hidden Hills: \$245,694
- Lake Sherwood: \$230,000
- Bell Canyon: \$208,508
- Malibu: \$130,432
- Montecito: \$130,129
- Oak Park: \$117,326
- Calabasas: \$117,176
- Westlake Village: \$115,550
- Agoura Hills: \$107,268
- Moorpark: \$99,353
- Thousand Oaks: \$99,115
- Santa Ynez: \$97,911

***805 Living* is distributed in all of these cities.**

## COMPARED TO OTHER AFFLUENT U.S. COMMUNITIES:

- Palo Alto, CA: \$126,771
- Englewood Cliffs, NJ (affluent Manhattan suburb): \$138,780
- Newport Beach, CA: \$107,991
- Birmingham, MI: \$107,161
- Greenwich, CT: \$90,359
- Brentwood, CA: \$88,697
- Beverly Hills, CA: \$87,366
- Southampton, NY: \$77,130

Median HHI in US (in 2014 dollars), 2010–2014: \$53,482

**Ventura County is part of the Greater Los Angeles Metropolitan Area, the third largest metropolitan economy in the world.\*\*\***

\*4 readers per newsstand and direct mailed copies and 19 readers per "public place copies" (e.g. medical offices, spas, salons).

Source for public place copy readership number: McPheters & Co. AudienceLab, 2008

\*\*Source U.S. Census (2014)

\*\*\* Source: Pricewaterhouse Coopers



