



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, giving advertisers 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

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DISTRIBUTION

Western Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties:

Agoura Hills	Montecito	Santa Barbara
Bell Canyon	Moorpark	Santa Ynez Valley
Calabasas	Morro Bay	Simi Valley
Camarillo	North Ranch	Solvang
Cambria	Newbury Park	Summerland
Carpinteria	Nipomo	Thousand Oaks
Canoga Park	Oak Park	Ventura
Dos Vientos Ranch	Ojai	Westlake Village
Lake Sherwood	Paso Robles	Woodland Hills
Los Olivos	Pismo Beach	
Malibu	San Luis Obispo	



805 Living has the most comprehensive strategic distribution plan that targets affluent customers with buying power.

6,600 Direct Mail Copies:

High income/high value homes in Agoura Hills, Calabasas, Dos Vientos Ranch, Hidden Hills, Lake Sherwood, Malibu, Montecito, Newbury Park, North Ranch, Santa Barbara, Thousand Oaks, and Westlake Village.

C-Level executives (CEOs, CFOs, COOs, etc.)

Paid subscriptions

Luxury Hotels:

2,500 copies at area four- and five-star hotels

WESTLAKE VILLAGE

(in-room) Four Seasons Hotel Westlake Village (exclusive local magazine in-room), Hyatt Regency Westlake, Westlake Village Inn

OJAI

(in-room) Ojai Valley Inn and Spa, Su Nido Inn, The Blue Iguana Inn, and The Emerald Iguana Inn

SANTA BARBARA

(in-room) Canary Hotel, Fess Parkers Wine Country Inn & Spa, Harbor View Inn, Hotel Milo, Montecito Inn and The Upham Hotel, and San Ysidro Ranch

(lobby/concierge) Four Seasons Resort The Biltmore Santa Barbara, Hotel Indigo, Hyatt Centric Santa Barbara, The Fess Parker A Doubletree by Hilton Resort

SANTA YNEZ VALLEY

(in-room) Fess Parkers Wine Country Inn & Spa, Hadsten House, Hotel Corque, The Landsby

NORTH COUNTY

(in-room) Allegretto Vineyard Resort, Avila Lighthouse Suites, Dolphin Bay Resort & Spa, Hotel Cheval, La Bellasera Hotel & Suites, Sycamore Mineral Springs Resort, The Cliffs Resort

Private Country Clubs: Sherwood, North Ranch, Wood Ranch, Spanish Hills, Las Posas, Saticoy, Montecito, Santa Barbara Polo & Racquet Club, Montecito Athletic Club, and Santa Barbara Athletic Club

Public Places: High-end retail stores and shopping centers, restaurants, medical offices and hospitals, spas and salons, fitness centers, real estate offices, wealth management offices and banks, visitors and convention bureau centers, chamber of commerce offices, and wine alliances

Newsstands: Albertsons, CVS, Gelson's, Lassen's, Ralphs, Trader Joe's, Vons, Whole Foods, providing a consistent spot for consumers to find the publication.

805 Living has a 100% pickup rate on newsstand.

