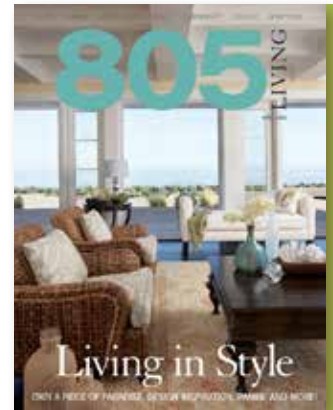


EDITORIAL OVERVIEW

805 Living is a high-end regional lifestyle magazine that combines the best of both worlds: the quality and style of a national publication with smart, locally relevant, actionable editorial.

Our focus highlights the vibrant communities of western Los Angeles, Ventura, Santa Barbara, and San Luis Obispo Counties. Readers depend on *805 Living* for its exciting mix of home design, fashion, entertaining, health and wellness, philanthropy, recreation, shopping, dining out, cooking, wines and spirits, family, events, travel, and, most important, the extraordinary people who call this unique region of Southern California home.



FEATURE STORIES capture the spirit and style of the area and the notable neighbors who call it their home. Our feature stories often include entertaining, home design, and exciting travel destinations, (along with stunning photography and art direction), but we also include profiles on many of the individuals who make a difference with our lives right here at home.

PULSE Whether it's a profile of an interesting personality, a tip from an expert in a particular field, or a look at what's trending in local businesses, *Pulse* finds the beats and rhythms of our communities.

FINDS Shopping. Fashion. Travel. *Finds* is a potpourri of stylish, must-have products. *Finds/Style* is a "look book" of men's and women's fashion and accessories. *Finds/Travel* helps readers plan extraordinary getaways in the 805 and beyond.

INSIDER spotlights the hottest events and activities taking place in the region, including concerts, theater, festivals, dance, visual arts, charity events, sports, and more.

MIND BODY SOUL Our focus on health and wellness features local resources and area experts to help enhance the mind, body, and soul.

ARTS & CULTURE encompasses the literary, musical, and performance arts. This column is a lively look at the people and events that entertain us.

FACES IN THE CROWD Some are well known and "out there" while others are more of the behind-the-scenes types. Either way, with this regular column we'll get to know a little more about our Central Coast neighbors doing something unique for the region.

UPGRADES offers expert tips and creative ideas for interior and exterior home improvements.

GOOD DEEDS Our social pages highlight the charitable community.

TASTE incorporates food, recipes, wines, and spirits into each issue, as well as where to find them locally.

DINING OUT Appetizing intelligence from the new, the classic, and the best restaurants in the region.

DINING GUIDE A spotlight of fine and casual dining establishments that includes the most comprehensive dining guide around.

P.S. SKETCHPAD Award-winning illustrator Greg Clarke's humorous take on life.

MAGGIE AWARDS NOMINEE
2015 Best Regional & State Magazine
2011 Best Regional & State Magazine
2011 Best Lifestyle Magazine

AN AUDIENCE WORTH INVESTING IN

805 Living connects your brand to our community of 210,000 affluent readers* who turn to the magazine for the inside scoop on living the good life in the 805 and beyond. Our readers are powerful consumers ... they are uniquely positioned with the desire and the means to enhance their lives.



805 LIVING READERS ARE IN THE PRIME OF THEIR EARNING AND SPENDING YEARS. THEY ARE AFFLUENT AND POISED TO BUY:

- **Average age is 38.**
- 80% are homeowners.
- Median household income: \$195,000
- **Median net worth: \$1,900,000**
- Median home value: \$1,500,000
- 73% are married.

805 LIVING READERS ARE ENGAGED AND PASSIONATE ABOUT THE MAGAZINE:

805 Living is a controlled consumer circulation magazine. Our readers prove they love the magazine by actively seeking out each issue. They respond to both the editorial and the advertising in the magazine. In fact, according to a survey in *805 Living*:

- 96% rate the magazine as “very good” to “excellent.”
- 74% have shopped with our advertisers after seeing their ad in *805 Living*.
- **99% plan to shop with our advertisers after seeing their ad in *805 Living*.**
- 100% will recommend *805 Living* to others.
- **100% will pick up/read *805 Living* again.**

805 LIVING READERS ARE INTERESTED IN LOCAL AND REGIONAL BUSINESSES, PRODUCTS, AND SERVICES:

- | | |
|-------------------------------------|----------------------------------|
| Antiques | Gym/Personal Training |
| Arts and Entertainment | Health & Wellness/Fitness |
| Audio/Video/Home Theater | Home Improvement |
| Automotive | Interior Design/Home Furnishings |
| Beauty Products & Treatments | Landscaping |
| Dining/Restaurants | Massage Therapy |
| Eco-friendly, “Green” Living | Real Estate |
| Estate Planning, Financial Planning | Spas and Salons |
| Event Planning/Catering | Travel |
| Fashion & Accessories | Wine, Spirits, and Beer |
| Fine Jewelry and Watches | |

**Readership is based on an AAM-audited circulation of 30,000.*

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*

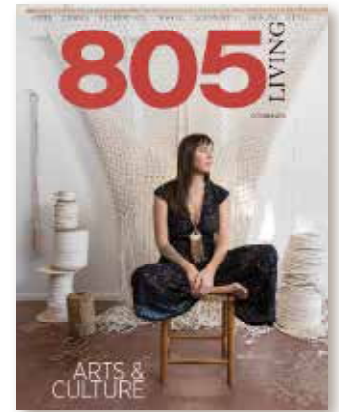
Readership accounts for the estimated number of people reading a single copy of the magazine.

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 (a 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

CIRCULATION & READERSHIP

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.**



TESTIMONIALS

We advertise in regional and national magazines. **BY FAR WE GET THE MOST DIRECT RESPONSE AND BUSINESS FROM OUR ADVERTISING IN 805 LIVING.** The magazine targets our regional customer and garners bottom-line results.”

– *Steve Thompson*
Owner, Cabana Home



I liked the quality of the magazine and noticed it in a lot of doctor and dental offices, and higher-end stores. We wanted to increase awareness of our store to new customers.

IT BRINGS CUSTOMERS IN.

– *Maria Bartolet*
Owner, The Agoura Antique Mart

I GET THE MOST RESPONSE from *805 Living* magazine—more than any other local publication I advertise with.”

– *Mary Resnick*
Owner, Les Boudoirs Boutique
Westlake Village

805 Living has been an important part of our advertising campaign from the beginning of our store opening in 2011. We have heard over and over again from our customers that they have seen our ads in *805 Living* or they saw a featured product that they are interested in.

... We can directly attribute store sales to our advertising and to the editorials which feature our products.

805 Living is a high quality publication that we will continue to advertise in for many years to come. We appreciate the team effort from their entire staff to help make Coast 2 Coast a featured business in this outstanding magazine. *805 Living* offers full service from print publication to e-marketing through their e-newsletter, Facebook, Twitter, and Pinterest. There is no other magazine that is as thorough from beginning to end in this regard.

WE CONSIDER 805 LIVING TO BE A CRUCIAL BUSINESS PARTNER IN HELPING US TO CONTINUE TO GROW AND MARKET OUR BUSINESS IN OUR LOCAL COMMUNITY AND BEYOND.

– *Holly Murphy*
Owner of Coast 2 Coast Collection, Santa Barbara

Duke's is proud to advertise in *805 Living*. It is our magazine of choice because it is beautifully put together with so many interesting articles of not only the 805 but the surrounding communities as well. **IF YOU WANT TO KNOW WHAT'S HAPPENING IN THE AREA, WE TURN TO 805 LIVING.** A large percentage of our guests at the restaurant are from the 805.

– *Josh Morgan*
General Manager/Partner
Duke's Malibu

2018 EDITORIAL CALENDAR & DEADLINES

Frequency: 10 times a year

Guaranteed Circulation: 32,000 (AAM-audited)



ISSUE	AD CLOSE (CALL FOR EXTENSION)	CREATIVE DUE DATE*	EDITORIAL HIGHLIGHTS
Winter Issue (January/February)	November 27	December 1	New Year, New You Health & Wellness 805 Weddings Resource Guide
March	January 26	February 2	The Restaurant Issue
April	February 23	March 2	Home & Garden 150th ISSUE! SPECIAL ADVERTISING SECTIONS: Design Spotlight Realtors of Distinction
May	March 26	April 2	#Cre805ers: Exploring the creative minds of the 805 area
June	April 24	May 1	The Sporting Life
Summer Issue (July/August)	May 25	June 1	The Summer Issue
September	July 26	August 2	Food & Wine SPECIAL ADVERTISING SECTION: Swirl, Sip, Savor (For Wineries)
October	August 27	September 4	The Best of Fall Arts & Culture SPECIAL ADVERTISING SECTION: Realtors of Distinction
November	September 24	October 1	A Season of Giving Philanthropy Thanksgiving Entertaining 3rd Annual Dishing It Out for Charity
December	October 26	November 2	Holiday Annual Gift Guide

If you are interested in advertising and an issue closing date has passed, please contact your sales representative and we will do our best to accommodate you.

Advertising contract must be signed to reserve space.

Issue distribution begins on the first of the month, with the exception of the Winter issue that will be distributed starting the first week of January, and Summer issue that will be distributed starting the first ten days of July.

**Editorial themes and closing dates are subject to change.*

805 LIVING AD SPECS & GUIDELINES

PRODUCTION NOTES/DIGITAL REQUIREMENTS:

AD SIZE	FINAL TRIM SIZE	NON-BLEED SIZE	BLEED SIZE
Two-page spread	16.75 x 10.875"	15.75 x 10.375"	17.25 x 11.375"
Full page	8.375 x 10.875"	7.875 x 10.375"	8.875 x 11.375"
One-half page horizontal	8.375 x 5.312"	7.875 x 4.812"	8.875 x 5.812"
Two-third page vertical	5.275 x 10.875"	4.775 x 10.375"	5.775 x 11.375"
One-third page square	4.84 x 4.84"		
One-quarter page	3.59 x 4.84"		
One-sixth page	2.32 x 4.84"		

BLEED: Extend bleed ¼" on all sides, include crop marks **outside** of image area.

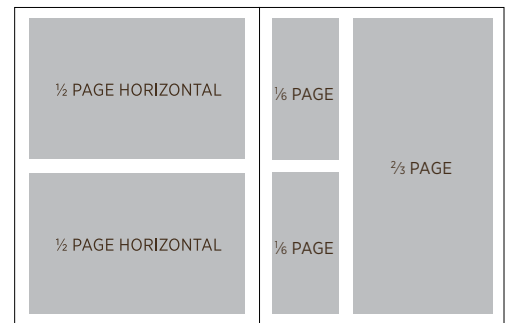
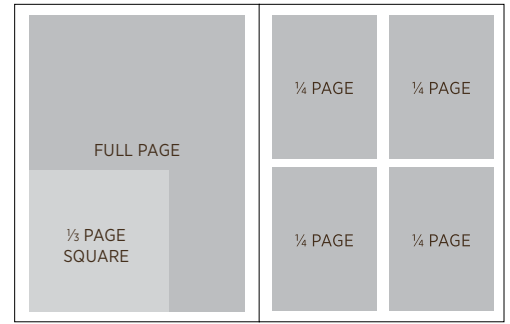
LIVE AREA: Keep all live matter at least ¼" from final trim size on all sides.

(Refer to Non-Bleed Size.)

GUTTER SAFETY: Keep all critical matter at least ½" from the gutter.

PRINTING PROCESS: Four-color process (cmyk). Direct to plate. Web offset. Perfect bound.

SCREENS: 150-line preferred. Total printing tone value should not exceed 270 percent.



GENERAL GUIDELINES:

- Build document to ad size.
- **Be sure to extend bleed by ¼" on all sides**, and allow at least ¼" on all sides for live area, as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads only. **Do not include any printer's marks in image or bleed area.** All marks should fall outside of the image.
- Images and graphics should be **300 dpi**, or no less than 266 dpi.
- Convert **all colors to cmyk**. All colors must be converted to cmyk prior to creating pdf files.
- No rgb images. **No spot or pantone colors.** All colors should be four-color process (cmyk). Never use the color "Registration" built in color palettes.
- No jpeg, pict, gif, Microsoft Publisher or Microsoft Word can be accepted.
- Do not nest eps files or embed ICC profiles within images.
- Run preflighting software whenever possible and provide report.
- If files require intervention, the advertiser will be billed at \$125 per hour.

COLOR SETTINGS:

- Rich Black for large black areas (do not use for text or fine lines/details): 60 Cyan, 40 Magenta, 30 Yellow, 100 Black
- Set Black color swatch to overprint.

- Provide a SWOP-certified color guide for color-sensitive digital files. All files supplied without acceptable color guide will waive all implied guarantee of color reproduction and will be subject to additional production charges for required production or proofs.

FONTS:

- Convert all fonts to outline; or
- Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.
- Some fonts may be restricted from being embedded in a pdf file. Please choose another font, or supply all working files and fonts used.
- PC fonts cannot be accepted.

DIGITAL FILES:

PDF Ensure all links are valid and images are CMYK and high-resolution files. Write a postscript file using a high-quality or postscript driver, and distill separately using press-quality job options with compatibility of **Acrobat 5 (PDF 1.4)**. Do not downsample images. Set to **Automatic (jpeg) compression**, and image quality to **Maximum** or CCITT Group 4 for monochrome images. Do not include any printer's marks, but set **bleeds to 0.25"**. No color conversion needed, and do not include profiles. All color destination should be set to **US Web Coated (SWOP) v2**. Transparency flattener

should not be selected, as the file can be processed without the need to be flattened. Do not compress text or set to outlines to allow the type to be live for hyperlinks, and therefore allow your website address to be searched in our digital edition.

TIFF **300 dpi** minimum, **CMYK** color mode. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

DISCLAIMER:

- *805 Living* is not responsible for ads sent without proofs or ads not meeting the specification guidelines and requirements.
- *805 Living* uses a premium grade gloss coated paper stock. Please note that some show-through may be visible on very light ad creative or white areas. *805 Living* is not responsible for any show-through.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Advertisers are responsible for the content of their ads or materials.
- Materials delivered beyond deadline may be subject to additional charges.

SHIPPING INSTRUCTIONS:

EMAIL sophie@805living.com

MAIL *805 Living*, c/o Sophie Patenaude
3717 E. Thousand Oaks Blvd.
Westlake Village, CA 91362

Questions? Contact Sophie Patenaude at 877-944-0707 or via email at sophie@805living.com.

