



APRIL 2022

# 805 LIVING

## Home + Garden



WINTER 2022

# 805 LIVING

## New Year Fresh Start



MAY 2022

# 805 LIVING

## The Travel Issue



JUNE 2022

# 805 LIVING

## The Drinks Issue



MARCH 2022

# 805 LIVING

## The Restaurant Issue



SUMMER 2022

# 805 LIVING

## Summer fun

# 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.

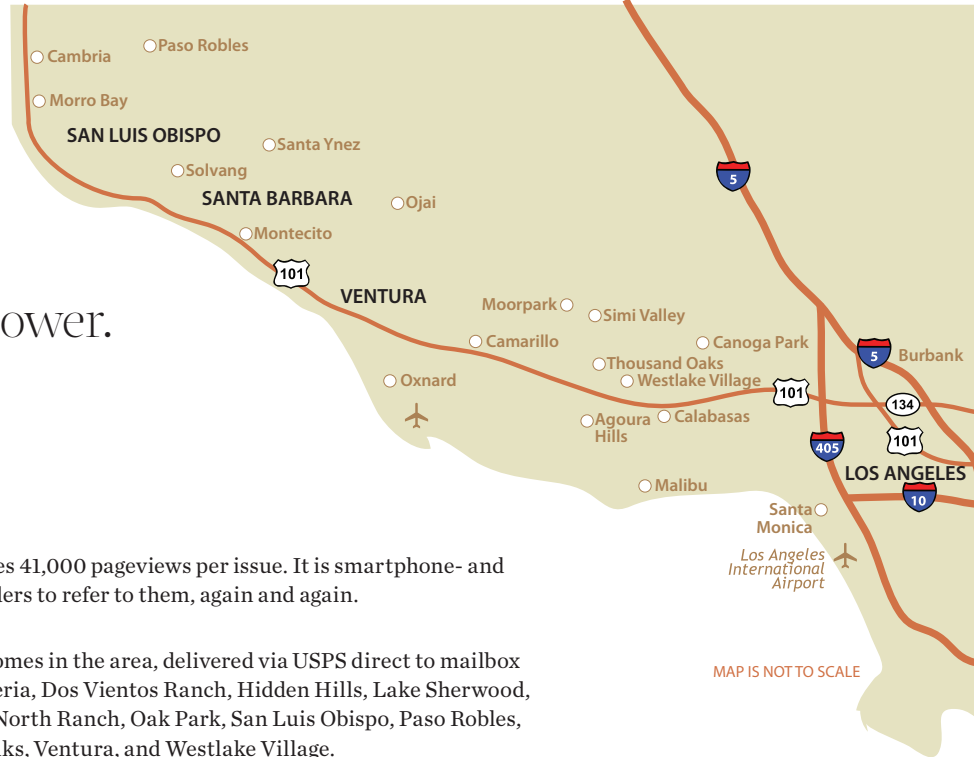
**WHERE TO EAT NOW** Appetizing intelligence from the new, the classic, and the best restaurants in the region.

**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.

# 805 Living is Everywhere

Published 10 times a year, *805 Living* has the most comprehensive strategic distribution plan that targets affluent customers with buying power.



## CIRCULATION

**25,000 Print Copies, 10x a Year**

**Digital Edition** is complimentary and averages 41,000 pageviews per issue. It is smartphone- and tablet-compatible. Archived editions allow readers to refer to them, again and again.

**Copies Direct Mailed** to the most affluent homes in the area, delivered via USPS direct to mailbox in Agoura Hills, Calabasas, Camarillo, Carpinteria, Dos Vientos Ranch, Hidden Hills, Lake Sherwood, Malibu, Montecito, Moorpark, Newbury Park, North Ranch, Oak Park, San Luis Obispo, Paso Robles, Santa Barbara, Santa Rosa Valley, Thousand Oaks, Ventura, and Westlake Village.

**Direct-Mail Copies to Area C-Level Executives** (CEOs, CFOs, COOs, etc.)

## Paid Subscriptions

**Luxury Hotels:** Copies distributed at 28 area four- and five- star hotels including Four Seasons Hotel Westlake Village (exclusive local magazine in-room), Ojai Valley Inn, Belmond El Encanto, San Ysidro Ranch, Hotel Californian, Canary Hotel, Fess Parker Wine Country Inn, The Landsby, Dolphin Bay Resort & Spa, Hotel Cerro, Hotel San Luis Obispo, Allegretto Vineyard Resort, and more.

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

**Other Distribution Locations** include shopping centers, grocery stores, restaurants, hospitals, country clubs, real estate and wealth management offices, banks, visitors and convention bureaus, and chambers of commerce.

**Widely Circulated** throughout four counties: Western Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties.

**100% pick-up rate shows popularity of magazine.**

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

# 805 Living Digital Advertising

Choose one, mix and match, or combine with print advertising for a powerful multi-platform marketing campaign.

1



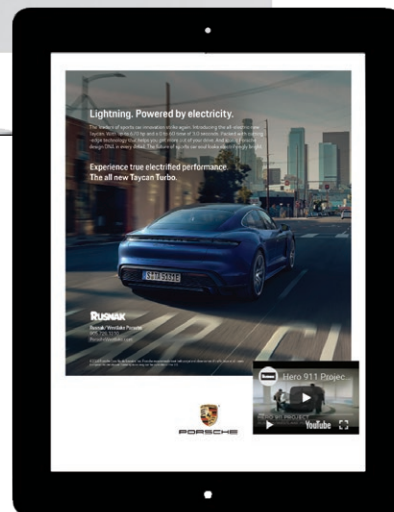
## Digital Edition

Average of 41,000 pageviews per issue

Free to readers and available at **805living.com** and **issuu.com**

PRESENTING SPONSORSHIP OF ISSUE

Gives your brand premium positioning **opposite front cover**



EMBED VIDEO OVER BRANDING AD IN ISSUE  
*Available when running a full-page ad in the print edition.*

## For Pricing

contact your sales representative or Jennifer Vogelbach, Associate Publisher at 818-427-3496 or [jennifer@805living.com](mailto:jennifer@805living.com)



2



## Social Media

47,000 followers on Instagram, Facebook, and Twitter who tune into our channels for news, happenings, and more.

SPONSORED SPOTS & CUSTOM CAMPAIGNS

3

## E-mail Advertising

Datebase of 16,000 contacts

Average open rate 28% to 30%  
(higher than industry average)

Drive traffic and leads to your website


PRESENTING SPONSORSHIP  
with top billing, sponsored content,  
and banner ads



**SPONSORED**

Enrich Your World and Discover Europe on a Luxury River Cruise in 2022

At Scenic, we believe the journey is just as important as the destination. From the moment you step on board one of our luxury ships, expect impeccable service, world-class dining, and unforgettable on-shore excursions, all-included in the one price you pay. Enjoy the finest 5-star river cruising at its most intimate. Order your free brochure to start planning your unforgettable Scenic vacation at [scenicusa.com/brochures](http://scenicusa.com/brochures).



E-NEWSLETTER, "THE INSIDER":  
WHAT TO DO BETWEEN THE ISSUES  
Deploys mid-month, every month

SPONSORED CONTENT  
& BANNER AD



### Fast Facts

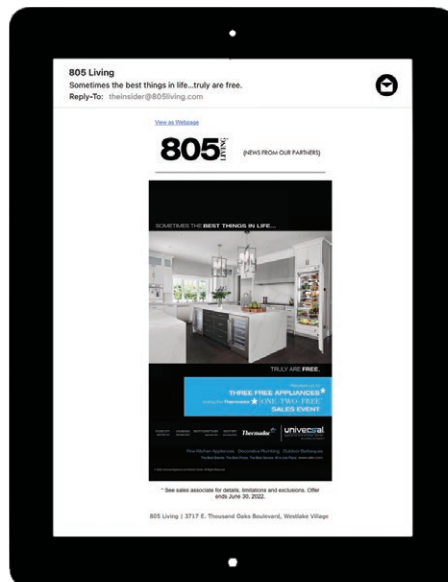
DIGITAL EDITION  
Average of 41,000 pageviews per issue

DEDICATED E-BLAST  
16,000 recipients in our database

SOCIAL MEDIA  
47,000 followers on Instagram,  
Facebook, Twitter, and Pinterest

VIDEO  
Embed your video in our digital edition

SPONSORSHIP OPPORTUNITIES  
Digital edition, E-newsletter



DEDICATED E-MAIL  
Can include video, links to  
your website, and photos

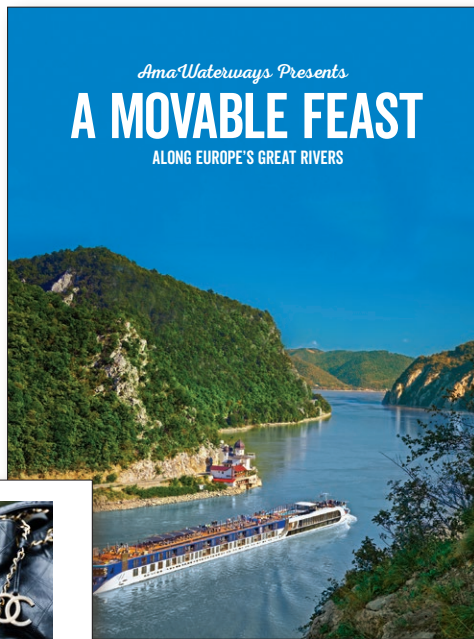
# Custom Content Studio

805 Living delivers high-quality production value through our **branded custom content and advertising** to ensure your unique story finds our audience across all platforms.

BRANDED CUSTOM CONTENT

CUSTOM ADS

CUSTOM PUBLISHING



AmaWaterways Presents  
**A MOVABLE FEAST**  
ALONG EUROPE'S GREAT RIVERS

Virginia Woolf said it best, "One cannot think well, love well, sleep well, if one has not dined well." This phrase epitomizes AmaWaterways' dining philosophy. While sailing Europe's legendary rivers, you'll be tempted by a veritable smorgasbord of exquisite cuisine. AmaWaterways' menus balance mouthwatering regional dishes and time-honored gastronomic favorites served with fine local wines, so you can enjoy Austrian Grüner Veltliner with Wiener schnitzel as you cruise the Danube and drink full-bodied reds with heavy pinot-noir while visiting Bordeaux, France.



Regularly inspired cuisine

ADVERTISEMENT

**LA CHAÎNE DES RÔTISSERS**  
One of the most delicious aspects of traveling is indulging in the incredible cuisine and flavors of new destinations. As a member of La Chaîne des Rôtisseurs, a prestigious international culinary society, AmaWaterways results in offering surprising, locally inspired cuisine, ensuring a pleasantly authentic epicurean journey.

**DIVERSE AND DELECTABLE DINING**

Executive Chef Franck Perchold, winner of three gold medals at the European Championship of Culinary Art, along with his talented team of expert chefs, crafts menus using the finest and freshest local ingredients. Bountiful breakfasts and lunches tempt with a tantalizing array of choices to satisfy even the most discerning palates, with omakase made-to-order using seasonal produce, as well as freshly baked breads, stinging frozen yogurt and fruit crisp salads, hearty soups and sandwiches. Evenings offer a range of delightful entrees, including filet of salmon, beef tenderloin, and peppers and eggplant expertly sautéed and grilled. Appetizers and handshakes downers are artfully presented—and paired with distinctive wines—while flavorful vegetarian and gluten-free options are equally enticing.

**THE CHEF'S TABLE**

Join a few of your fellow guests at The Chef's Table specialty restaurant, where the kitchen—usually hidden—becomes part of the entertainment. Watch as your chef prepares a true tasting menu with three appetizers, a champagne oyster intermission, three main courses and three decadent desserts—all paired with carefully hand-selected wines reflective of the destination you visit.

**DINING ON BOARD THE HIGHEST-RATED SHIPS**

No matter which ship or itinerary you choose, you'll set sail on board Europe's highest-rated ships as honored by the premier travel authority, *Forbes*, and the "Overall Best River Cruise Line," chosen by the esteemed Editors of *Cruise Critic*. From start to finish, an AmaWaterways cruise is an all-around amazing experience that will linger in your memory—and on your taste buds—for many more meals to come!

For more information, contact your Travel Agent, call our river cruise specialists at 800.545.4439 or visit [www.AmaWaterways.com](http://www.AmaWaterways.com)



Proudly located in Calabasas

Pictured left: Cruising through the Bas Gers, Orinda Boer

ADVERTISEMENT

## Renaissance: The Ultimate in Affordable Luxury

For more than 20 years, Renaissance Fine Consignment has been a fashion fixture in downtown Santa Barbara. It's a perfect fit for owner Kendra Younger. "I've had an obsession for fashion since I was a kid trying on my grandmother's milestone jewelry and faux furs."

With a focus on designer items and vintage couture in pristine condition, Renaissance attracts a wide range of local fashionistas and celebrity shoppers, and was recently featured in *Vogue* magazine, which noted, "There's no other store in the world like it." Renaissance specializes in resale one-of-a-kind finds and high-end brands such as Gucci, Chanel, Hermès, Oscar de la Renta, Louis Vuitton, Yves Saint Laurent, Valentino, Fendi, and Prada, to name a few.

Renaissance is actively seeking and willing to travel as far as the Orange County area for designer labels to add to its boutique and newly launched online store.

Contact the store for information on how to consign designer items for profit and visit [renaissance.com](http://renaissance.com) to see what's new, including lists of a third location (the second is in Sacramento). Don't miss the cheeky blog "Under the FanFur" for ideas, inspiration, and influence by Renaissance.

Renaissance Fine Consignment is located at 1183 State Street, Santa Barbara, 805-963-7800; [renaissance.com](http://renaissance.com).



THE MAGAZINE OF FOUR SEASONS HOTEL  
WESTLAKE VILLAGE

Custom publication  
for Four Seasons Hotel  
Westlake Village

# 805 Living Themed Advertorials

REALTORS OF DISTINCTION

ARCHITECT AND INTERIOR DESIGNER SPOTLIGHT

HOME DESIGN RESOURCE GUIDE  
(for interior and landscape designers, retailers)

DESTINATION CITY GUIDE  
(for tourism bureaus to showcase where to eat/stay/dine/play)

GIVING COUNTS  
(for nonprofits to share “what they do” and “what they need”)

THE GREAT ESCAPE  
(for hotels, resorts, and travel destinations)

SPONSORSHIP OF 805 LIVING'S FARMERS' MARKET GUIDE

FINANCIAL INTELLIGENCE  
(for wealth advisors)

MODERN HEALTH MATTERS  
(for medical professionals)

TASTE OF THE VINE  
(for wineries)

WINEMAKER WISDOM  
(for wineries)

ADVERTISEMENT

## WINEMAKER WISDOM

HOLIDAY EDITION

**VINCENT FOUNDER**  
Vineyard & Co.  
Santa Barbara  
vinyardco.com

**CHRISTINE MADOLAY**  
Grap Cellar Winery  
Paso Robles  
grapcellar.com

**DANIEL KING**  
White, Red & Red  
Morristo  
whiteredandred.com

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## REALTORS OF DISTINCTION

**CINDY ALEMAN**, Berkshire Hathaway HomeServices CA Realty  
cindyaleman.com | cindy@aleman.com  
805-827-0916 | 2860 E. Thousand Oaks Blvd., Thousand Oaks

Cindy is a lifelong Orange County resident and an experienced Realtor with three decades of helping buyers and sellers achieve their home goals. Clients have trusted her with home findings and purchases because of her extensive knowledge of the marketplace and ability to negotiate the best deals. However, it's her integrity, dependability, and communication skills that have made her the backbone of repeat clientele. Call Cindy today to make your home dreams into a reality.

**SIG ULBRICH & PAM MORAN**, Berkshire Hathaway HomeServices CA Realty  
sigulbrich.com | sig@sigulbrich.com  
818-879-9999 | 1451 Lindero Canyon Road, Vista/Lake Village

The powerful, highly dedicated, real estate team is personally honored for their presence in the industry's top 1% nationwide in earnings. No other sales team in the Orange Valley indicates as much time, energy, experience, and investment in marketing to provide the best possible client service in this ever-changing market. This is the substitute for the experience of Sig Ulbrich & Pam Moran.

**DONNA VELLA**, Berkshire Hathaway HomeServices CA Realty  
donnavella.com | donna@donnavella.com  
805-489-0777 | 2860 E. Thousand Oaks Blvd., Thousand Oaks

Donna Vella has been selling homes that sell in days. Orange County's 2009 and 2010 Production Awards were hers. She is a real estate legend and a 2010 award recipient. These homes distinguish Donna as a Professional, Nationalist, Donor's name to a strong work ethic, integrity, and dedication. Her motto is Dedication - 5.

**MEGAN PAULSON**, Berkshire Hathaway HomeServices CA Realty  
meganpaulson.com | megan@paulson.com  
805-377-9224

Megan Paulson is a real estate professional with over 10 years of experience. She is a dedicated professional who is committed to providing exceptional service to her clients. She is a member of the National Association of Realtors and the Orange County Association of Realtors. She is also a past president of the Orange County Association of Realtors. She is a highly motivated and results-driven professional who is committed to providing exceptional service to her clients.

ADVERTISEMENT

## ARCHITECT AND INTERIOR DESIGNER SPOTLIGHT

**22 DESIGN HOUSE**  
22 Design House is an interior design studio providing a full range of interior design services for residential properties. Interior Designer Megan Paulson creates timeless, balanced, functional, custom-made spaces for everyday living that allow her clients to rest, rejuvenate, gather with family and friends, carry on traditions, and make lifelong memories.

**What's in:** their-and-ohk wallpaper, performance fabrics, earthy colors, and hand-made pieces.

**What's out:** Skip it! (in real, modern farmhouse, single purpose spaces and furnishings)

**MEGAN PAULSON**  
805-377-9224  
22designhouse.com | 805-377-9224

**JUBILEE INTERIORS**  
We are a full-service residential interior design studio for projects ranging from whole-home remodels to redefining a single room. Our design ethos revolves around organic, modern living with the aim to achieve the perfect balance of aesthetics and function. We believe good design is timeless and understand a long space is the physical expression of a person's identity. Follow us on Instagram @jubileeinteriors.

**What's in:** Natural materials, texture, and colors to multiply the comfort and warmth in our spaces.

**What's out:** Matching furniture sets! They can look boring, flat, and lack character.

**JULIEE-CARR**  
jubilee-interior.com | 805-377-9224

**FINCH & FERN INTERIOR DESIGN**  
At Finch & Fern, we are a full-service interior design studio providing complete home design and more. Combining the old and the new with natural elements while adding splashes of color and texture to create an ambiance of comfort and light is our specialty. Creating the environment in which you live is most important not only for the mind but also for the soul.

**What's in:** Blending elements of classic design fused with natural elements, like a natural fiber rug.

**What's out:** Grey. We are blending towards warmer toned palettes touched with rich color accents on earth tones.

**DAWNY DI BARTOLO**  
19000 Fenwick St., Santa Ynez  
finchandfern.net | 805-905-3215

ADVERTISEMENT

## Retreat in Relaxed Luxury

Located within the Topanga Mountains in the mystical Ojai Valley, the iconic AAA Five-Diamond Ojai Valley Inn continues to redefine luxury, beckoning travelers since its opening in 1923 to the tranquil setting known as "Shangri La." Located in the chic bohemian enclave of Ojai, the resort balances the relaxed glamour of Southern California with reverence for the unspoiled natural beauty of the region for an unrivaled experience that embodies the authentic spirit of Ojai. Sprawled across 220 lush, oak- and olive-tree-studded acres scented with wild sage and lavender, Ojai Valley Inn offers an abundance of freshly renewed settings, activities, and amenities for inspired escapes.

For more information, visit [www.ojavalleyinn.com](http://www.ojavalleyinn.com).

**THE CONCORDE RECOMMENDS**  
Ojai Valley Inn's historic charm, restored California estate with Italian influences and a lush garden.

**Indigo Pool** Sweeping valley views and natural elegance await at the outdoor Indigo Pool. Choose cabana, and book a day for blissful sunbathing and relaxation. Or thoughtfully prepared, locally sourced poolside snack plates, salads, and beverages will tempt your taste buds. Lounge with handcrafted cocktails, refreshing specialty beverages, and Ojai Valley Inn's California's top producers.

**Ojai** Ojai Valley Inn's designed course has been ranked as one of the best courses in Southern California. Calling edge programs and separate instruction combine for an elevated playing experience on this historic and restored course.

# An Audience Worth Investing In

*805 Living* connects your brand to our **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 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*.
- 100% will recommend *805 Living* to others.
- **100% will pick up/read *805 Living* again.**

MANY OF THE COMMUNITIES IN THE 805 AREA AND SURROUNDING CITIES BOAST MEDIAN HOUSEHOLD INCOMES THAT ARE ON PAR WITH SOME OF THE WEALTHIEST, HIGHER-PROFILE COMMUNITIES IN THE COUNTRY.\*

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 U.S. (in 2014 dollars),  
2010–2014: \$53,482; \*Source U.S. Census (2014)



# 2023 Editorial Calendar & Deadlines

Issue	Ad Close (call for extension)	Creative Due Date*	Editorial Highlights
<b>Winter Issue</b> <i>(out late January)</i>	December 23	December 30	<b>New Year, Fresh Start</b> Weddings Resource Guide
<b>March</b>	January 25	February 1	<b>The Restaurant Issue</b> SPECIAL ADVERTISING SECTION: Taste of the Vine (for wineries)
<b>April</b>	February 23	March 2	<b>Home &amp; Garden Issue</b> SPECIAL ADVERTISING SECTIONS: Architect and Designer Spotlight Home Design Resource Guide Realtors of Distinction
<b>May</b>	March 24	March 31	<b>The Travel Issue</b> SPECIAL ADVERTISING SECTIONS: The Great Escape Discover Santa Ynez Valley
<b>June</b>	April 24	May 1	<b>The Drinks Issue</b> SPECIAL ADVERTISING SECTION: <i>805 Living</i> Annual Cocktail Week
<b>Summer Issue</b> <i>(out early July)</i>	May 26	June 2	<b>Summer Fun</b>
<b>September</b>	July 25	August 1	<b>Food &amp; Wine</b> SPECIAL ADVERTISING SECTIONS: Taste of the Vine (for wineries) Winemaker Wisdom (for wineries) Discover Paso Robles
<b>October</b>	August 25	September 1	<b>The Best of Fall</b> Arts & Culture SPECIAL ADVERTISING SECTION: Realtors of Distinction
<b>November</b>	September 25	October 2	<b>Giving Back Issue</b> Philanthropy Thanksgiving Entertaining 8th Annual Dishing It Out for Charity SPECIAL ADVERTISING SECTION: Giving Counts: Nonprofit Directory
<b>December</b>	October 25	November 1	<b>Holiday Issue</b> SPECIAL ADVERTISING SECTION: Gifted



**Advertising Inquiries**  
Jennifer Vogelbach,  
Associate Publisher  
818-427-3496  
jennifer@805living.com

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 at the end of January and the summer issue that will be distributed in early July.*

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