

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 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.

GOOD DEEDS Our social pages highlight the charitable community.

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 column we'll get to know a little more about our Central Coast neighbors doing something unique for the region.

UPGRADES offers creative ideas for interior and exterior home improvements.

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

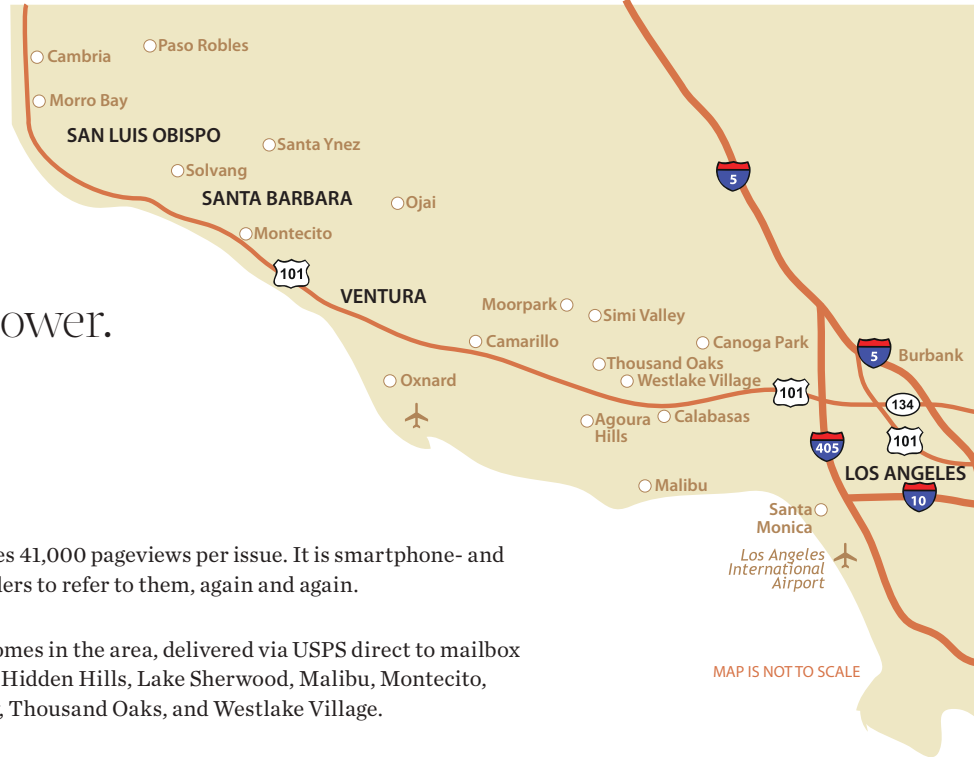
WHERE TO EAT NOW Appetizing intelligence from the new, the classic, and the best restaurants in the region.

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, Dos Vientos Ranch, Hidden Hills, Lake Sherwood, Malibu, Montecito, North Ranch, Santa Barbara, Santa Rosa Valley, Thousand Oaks, and Westlake Village.

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

Paid Subscriptions

Luxury Hotels: Copies distributed at 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, Ritz-Carlton Bacara Santa Barbara, Rosewood Miramar Beach, 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, Pavilions, 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**

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



2



Social Media

50,000 followers on Instagram, Facebook, X, Threads, and Pinterest who tune into our channels for news, happenings, and more.

SPONSORED SPOTS & CUSTOM CAMPAIGNS

3

E-mail Advertising

Datebase of 19,000 contacts

Average open rate 35%
(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

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.



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

SPONSORED CONTENT
& BANNER AD



Fast Facts

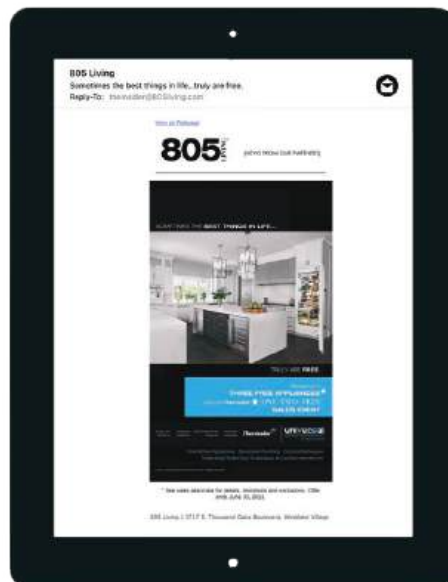
DIGITAL EDITION
Average of 41,000 pageviews per issue

DEDICATED E-BLAST
19,000 recipients in our database

SOCIAL MEDIA
50,000 followers on Instagram,
Facebook, X, Threads, and Pinterest

VIDEO
Embed your video in our digital edition

SPONSORSHIP OPPORTUNITIES
Digital edition, e-newsletter



DEDICATED EMAIL
Can include video, links to
your website, and photos

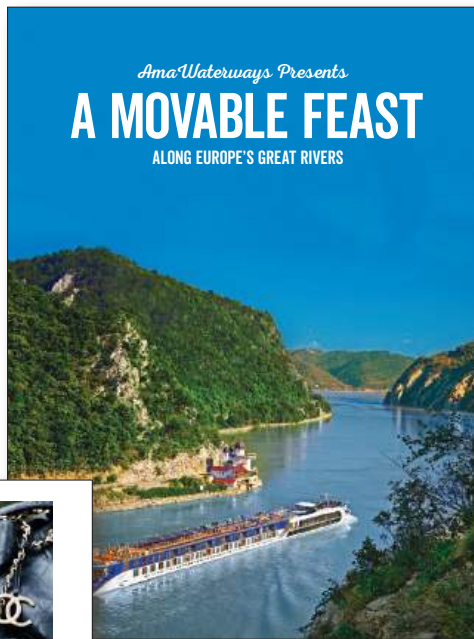
Custom Content Studio

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

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. Seasonal 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 800.645.4439 or visit www.AmaWaterways.com



Proudly located in Calabasas

Pictured left: Cruising through the Bas Gers, Orinda Boat

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 costume 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 to see what's new, including lists of a third location (the second is in Sacramento). Don't miss the cheeky blog "Under the Fan Fiction" for ideas, inspiration, and influence by Renaissance.

Renaissance Fine Consignment is located at 1183 State Street, Santa Barbara, 805-963-7800; renaissance.com.



Custom publication for Four Seasons Hotel Westlake Village

805 Living Themed Advertorials

REALTORS OF DISTINCTION

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)

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WINEMAKER WISDOM

HOLIDAY EDITION

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Winemaker & Co.
Santa Barbara
vinfounder.com

CHRISTINE MADOLAY
Grap Cellar Winery
Paso Robles
grapcellar.com

DANIEL RIND
White, Red & Red
Morleccio
whiteredandred.com

ADVERTISEMENT

REALTORS OF DISTINCTION

CINDY ALEMAN, Berkshire Hathaway HomeServices CA Realty
cindyaleman.com | cindy@aleman.com
805-871-0918 | 12860 E. Thousand Oaks Blvd., Thousand Oaks

Cindy is a lifelong Conejo Valley resident and an experienced Realtor with three decades of helping buyers and sellers achieve their home goals. Clients have trusted her with home listings 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 a network of repeat clients. Call Cindy today to make your home dreams into a reality.

SIG ULBRICH & PAM MORAN, Berkshire Hathaway HomeServices CA Realty
sigandpam.com | sigandpam@sigandpam.com
818-879-9999 | 1455 Linden Canyon Blvd., 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 Conejo Valley dedicates as much time, energy, experience, and investment in marketing to provide the best possible client service in this ever-challenging market. This is a substitute for the experience of Sig Ulbrich & Pam Moran.

DONNA VELLA, Berkshire Hathaway HomeServices CA Realty
donnavella.com | donnavella@bhhs.com
805-498-0777 | 12860 E. Thousand Oaks Blvd., Thousand Oaks

Donna Vella has been selling homes for over 20 years in the Conejo Valley. She is a member of the National Association of Realtors and has been awarded the Distinguished Achievement Award by the National Association of Realtors. Donna is a professional negotiator and is known for her integrity, honesty, and dedication to her clients. Call Donna today to make your home dreams into a reality.

SIG ULBRICH & PAM MORAN, Berkshire Hathaway HomeServices CA Realty
sigandpam.com | sigandpam@sigandpam.com
818-879-9999 | 1455 Linden Canyon Blvd., Vista/Lake Village

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ADVERTISEMENT

HOME DESIGN RESOURCE GUIDE

ALL TILE AND STONE
123 Palm Drive, Ventura, CA 93023-4567
4567 Halsey Street, Santa Barbara, CA 93103-4567
alltile.com

JANE SMITH INTERIOR DESIGN
25426 Rosalinde Drive, Agoura Hills, CA 91301-9000

GREEN LANDSCAPE DESIGN
234 Limestone Drive, Moorpark, CA 93426
greendesign.com, 805-444-1234

HOME DESIGN ACCESSORIES
1411 Hiking Street, Ventura
homedesign.com, 805-879-4567

ADVERTISEMENT

OJAI VALLEY INN // OJAI

Retreat in Relaxed Luxury

Tucked within the Topograpia 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 area 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.

THE CONCORDE RECOMMENDS
Ojai Valley Inn's historic resort features historic California charm with lush landscapes and award-winning amenities. Our thoughtfully prepared, locally sourced, seasonal menu keeps your taste buds tingling with handcrafted cocktails, vibrant appetizing beverages, and more from California's top producers.

Ojai Valley Inn's historic resort has been ranked as one of the best resorts in Southern California. Come enjoy the programs and services that make Ojai Valley Inn a truly unforgettable experience on the historic and beautiful coast.

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)

2025 Editorial Calendar & Deadlines

Issue	Ad Close (call for extension)	Creative Due Date*	Editorial Highlights
Winter Issue <i>(out late January)</i>	December 23	December 30	New Year, Fresh Start
March	January 27	February 3	The Restaurant Issue SPECIAL ADVERTISING SECTIONS: Good Eats (for restaurants) Taste of the Vine (for wineries)
April	February 24	March 3	The Home Issue SPECIAL ADVERTISING SECTIONS: Interior Designer Spotlight Home Design Resource Guide Realtors of Distinction
May	March 28	April 4	The Travel Issue SPECIAL ADVERTISING SECTIONS: The Great Escape Discover Santa Ynez Valley
June	April 25	May 2	The Drinks Issue SPECIAL ADVERTISING SECTION: 805 Living Annual Cocktail Week
Summer Issue <i>(out early July)</i>	May 30	June 6	Summer Fun
September	July 25	August 1	Food & Wine SPECIAL ADVERTISING SECTIONS: Taste of the Vine (for wineries) Winemaker Wisdom (for wineries) Discover Paso Robles
October	August 27	September 3	Arts & Culture SPECIAL ADVERTISING SECTION: Realtors of Distinction
November	September 26	October 3	Giving Back Issue SPECIAL ADVERTISING SECTION: Giving Counts: Nonprofit Directory
December	October 27	October 31	Holiday Issue & Gift Guide SPECIAL ADVERTISING SECTION: Gifted



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 Inquiries
Jennifer Vogelbach,
associate publisher
818-427-3496
jennifer@805living.com

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.*