

SAN DIEGO HOME/GARDEN LIFESTYLES®

mission

Redesigned + refocused, our editorial content takes a friendlier, warmer, more inviting approach to the stories we tell without losing our focus on San Diego. SDH/GL celebrates the best in **local home and garden design, food and entertaining, and personal style and well-being**. We introduce our readers to the most interesting local personalities while also taking them to intriguing locations in San Diego—and around the globe.

2019

media kit



DEFINED BUT NOT SEPARATE
More than just pretty pictures, our three distinct home, garden and lifestyle sections create a publication that's easy to navigate and inspires our readers to create homes, gardens and lives they love.

home
Inspiration + Interiors + Ideas
SDH/GL's home content stimulates creativity, delivers advice from local experts and delights our readers with **fresh ideas, surprising tips and beautiful design.**



lifestyle the creators BY MARLEY MCGAUGHEY

Picnic Picks

Add color and class to your next portable meal by going the extra mile with presentation, props and treats. Don't forget to bring games and tunes to your Instagram-worthy gathering.

Totes and towels
Sound on
Beat the heat
Totally cooler

1. Wintertime super chill cooler bag, \$32, ban.do, ban.do.com • 2. Lotta travel, \$50, Sligo, \$10-263-2076, sligo.net • 3. Kent five piece place setting in girls, \$67, Afton, \$10-514-0474, afton.com • 4. Retro Sacchi Catania white table, \$20, Sunlight, sunlight.com • 5. Retro cooler in yellow, \$49.95, Coze & Brand, \$10-516-4546, cozecoffee.com • 6. Ring toss game, \$25, Kikkerland, kikkerland.com • 7. Maroon's, \$18-44-0342, maroons.com • 8. Sausage, Strawberry & Rose Granulation jam, \$13, Sage, \$21-284-4142, sagedesign.com • 9. Casserole, \$19-477-8566, mcsweeney.com • 10. Tea caddy metal in orange, \$29.99, Zella, zelladesign.com • Williams-Sonoma, \$19-275-5070, williams-sonoma.com • 11. Giuseppe Palani and Lime Margarita canned cocktails, primo verry, Cucumber Spirits, \$10-672-2363, mcsweeney.com • Tegan, \$19-522-2440, tegan.com • 12. Bottle opener in wood and steel, \$18, anilife, anilifelectrics.com • Simple Living, \$16-754-7955, simpleliving.com • 11. Wicker Wood 25 oz. canister, \$37.95, Corkcicle, corkcicle.com • Pigment, \$19-501-4318, shoppigment.com • 12. Cassi, Windstone party glass, \$6, Kase & Rose, kaseandrose.com • Gold, \$19-738-4700, goldtabletop.com

90 SAN DIEGO HOME/GARDEN LIFESTYLES - JULY 2018



lifestyle

People + Food + Places to Go
The stories in the lifestyle section invite readers to **entertain, travel, dine, cook, shop and explore** San Diego—and beyond—with us.

BE PART OF IT
In the magazine, online and on our social platforms, we share home, garden, travel, entertaining, fashion, beauty, food and feel-good content that engages and inspires our readers.

2019 in every issue



Guides + Tricks + Picks

San Diego's **most influential tastemakers** partner with us to introduce original content and help **bring our stories to an even wider audience.**

CULTURE MAP
Where to shop, eat and be inspired in University Heights and North Park, according to Phyllis Van Doren

NATIVE POPPY
The high-end shop specializes in home and gift items with designs of Southern California. The store has a "great coffee" and a menu of artisanal breads. The poppy is a native plant that grows in the area of the San Diego region. It is a native plant that grows in the area of the San Diego region. It is a native plant that grows in the area of the San Diego region.

BETTER BY DESIGN
Before-and-after transformations

FRESH PICKS
Gardening gear we dig

GARDEN GUIDE
How-to projects for any gardener

GARDEN NOTEBOOK
Our novice gardener shares the dirt as she landscapes

WHAT'S INSPIRING ME Right Now
I'm regularly visiting California's top garden centers, one of the best places to see the growing season and see in season.

WHERE YOU MAY FIND ME this month
On November 18, I'm in LA to work. We're going to have a party in Los Angeles. I'm going to be in Los Angeles. I'm going to be in Los Angeles. I'm going to be in Los Angeles.

PETS
Expert advice and tips for pet parents

BACK PAGE
A look back at the city's historical places and events

SKULL-DUGGERY IN DOWNTOWN ENGINAS
Chef Angelo Sosa's delicious food delves into a menu of Baja-inspired creations.

MEET THE...
Getting to know the coolest people in San Diego

THE ETCETERAS
Lifestyle goods we love

MEET THE...
Getting to know the coolest people in San Diego

AROUND TOWN
Taking an insider's look at the best places to shop, eat and be inspired

DISH
Our gossiping gourmet

RECIPE
A local chef's dish

ON THE SCENE
Great causes and good times

HOT FINDS
Furnishings, fixtures, home decor, fashion and beauty trends we want now

TRICKS OF THE TRADE
Expert tips to help you create a stylish space

TRENDS TO TRY
How to bring the latest design trends home

SPACES WE LOVE
A peek at our favorite spaces

Prune & Groom
Beauty and grooming products for the winter season. Includes items like 'The English Rose' perfume, 'BONNE MERE' perfume, and '1502 CANDLE'.

PLUS
sandiegohomegarden.com offers expanded original content creating a space for you to interact with our engaged online community.

2019

editorial calendar

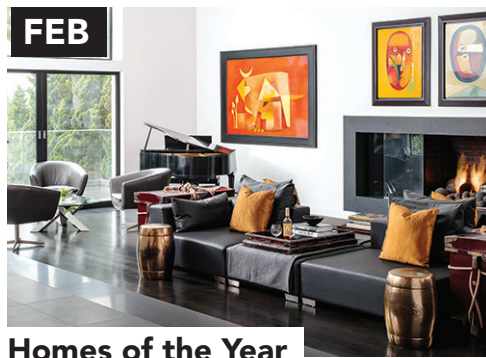
JAN



SPECIAL FEATURE
SAN DIEGANS'
SECRET LIVES

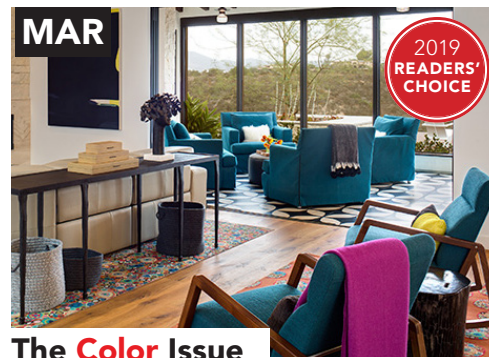
The Wellness Issue
Products + Beauty + Health

FEB



Homes of the Year
Homes + DIY + Shopping

MAR



2019 READERS' CHOICE

The Color Issue
Palettes + Phoenix + Baths of the Year

APR



NEW GARDEN HOW-TO

The Design Issue
Newcomers + Hosting + Design by Sign

MAY



SPECIAL FEATURE
EXPERIENCE
MEXICO

The Travel Issue
Entertaining + Getaways + Hotel Style

JUN



2019 READERS' CHOICE

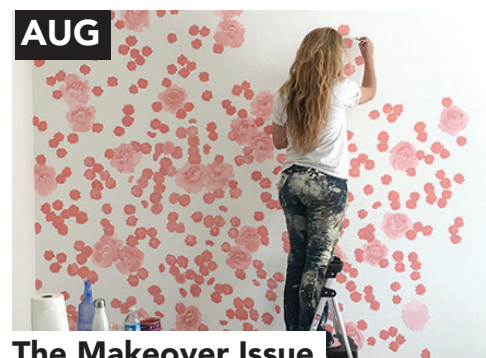
Kitchens of the Year
Kitchens + Cool Hacks + Herbs

JUL



The Summer Issue
Design + Style + Carmel

AUG



The Makeover Issue
Remodels + Redesigns + Redos

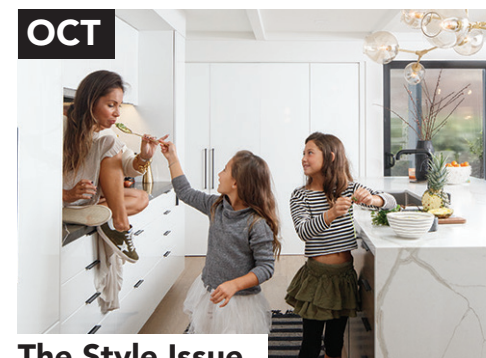
SEP



Our 40th ANNIVERSARY!

Gardens of the Year
Harvest Party + Floral Faves + Garden Gear

OCT



The Style Issue
Decadence + Vegas + Experiences

Content is subject to change

NOV



The Food Issue
Chefs' Spaces + Recipes + Foodie Shops

DEC WE WANT HOW



HOLIDAY Gift Guide

Fashion Finds

Mommy Musts

2019 READERS' CHOICE

The Holiday Issue
Gifting + Decorating + Celebrating

audience

A growing community of readers look to **SDH/GL** for **inspiration**. Whether their passion is **design, architecture, gardening, travel, food or entertaining**, this targeted segment of the population with disposable income wants to better their surroundings and their lives. Our readers are educated and engaged, and they come to **SDH/GL** for the thoughtful perspective we provide that offers a sense of **style and sophistication** to their everyday lives.





Audience + Reach

San Diego Home/Garden Lifestyles reaches a targeted market of new homeowners, designers and influencers every month.

ECONOMIC PROFILE

93% of our readers own their home
Our readers have an average annual household income of \$284,008
43% of our readers own a home valued at more than \$1 million

BUYING POWER

PLAN TO PURCHASE WITHIN THE NEXT 12 MONTHS:

Furniture/Home Furnishings	77%
Lawn & Garden	54%
Major Home Appliance	31%
Women's Apparel	79%
Jewelry	33%
Vacations/Travel	70%
New/Used Automobile, Truck or SUV	35%

65% of our readers frequently purchase products or services from ads seen in *San Diego Home/Garden Lifestyles*

READER DEMOGRAPHICS

Average time spent reading: 61 minutes (national average is 14 minutes)
96% of our readers consider an advertisement in San Diego Home/Garden Lifestyles a reliable source when purchasing home-related products and services
58% of our readers are between the ages of 25 and 54

AGE

25-34	7%
35-44	23%
45-54	28%
55-64	24%
65+	17%

MARITAL STATUS

Married	66%
Single	34%

GENDER

Female	73%
Male	27%

EDUCATION

College Graduates	50%
Post-Graduate Degrees	19%

189,560

MONTHLY READERSHIP
The Media Audit

\$284,008

AVERAGE HOUSEHOLD
INCOME
Circulation Verification Council

\$842,765

AVERAGE PRIMARY HOME
VALUE
Circulation Verification Council

315,324

ESTIMATED "CUME" TOTAL
READERSHIP
The Media Audit



Details + Numbers

Through **partnerships, subscriptions** and newsstand sales, we are read by over **180,000 Southern California readers**—from Chula Vista to Orange County, the Inland Empire to the coast—each month.

As San Diego's premiere home, garden and lifestyle magazine, we connect with TENS OF THOUSANDS OF READERS every month through paid subscriptions.

FOR 40 YEARS, readers continue to come to us for the best home and garden ideas, dining and shopping advice, personal style information, travel tips, compelling stories and remarkable photography. Hundreds of thousands of people interested in home, garden and lifestyle ideas read us every month and our subscribership is growing.

In fact, with social media spreading the word—and our new, ever-friendlier pages—our PAID SUBSCRIBERSHIP HAS INCREASED by 29% in the year since we redesigned the magazine.

Fifty-six percent of our distribution is through PAID READERS AND SUBSCRIBERS and we are ON SALE AT MORE THAN 325 LOCATIONS around San Diego County, Orange County and the Inland Empire.

Thirty-seven percent of our distribution is through REQUESTED WAITING-ROOM COPIES found throughout San Diego County, South Orange County and the Inland Empire—including medical, financial and legal offices, salons, spas, car dealerships and more.

SPONSORED TRADE SUBSCRIPTIONS make up the bulk of the rest of the distribution. Every member of the San Diego chapter of the American Society of Interior Designers and National Kitchen & Bath Association receives the magazine.

Our paid + controlled audited circulation guarantees our advertisers a targeted audience of affluent, educated and influential readers.

PAID CIRCULATION

San Diego Home/Garden Lifestyles magazine delivers the most sought-after magazine audience: active, engaged readers who month after month pay for a subscription or single copy at the newsstand. Smart marketers know that a publication that reaches vested consumers provides a great opportunity to maximize return on their advertising investment.

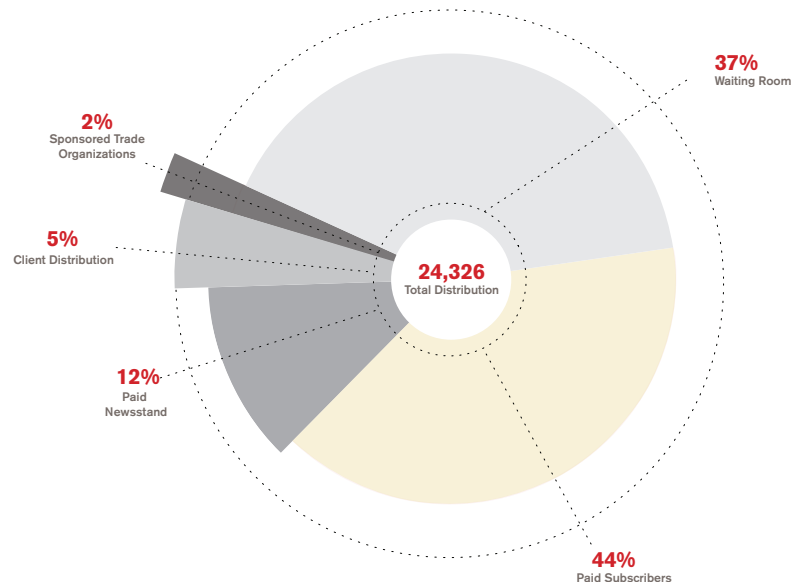
AUDITED PUBLICATION

San Diego Home/Garden Lifestyles magazine voluntarily subjects its circulation figures to independent verification by the world's premier auditing organization: the Circulation Verification Council (C.V.C.). Audit period 7/1/17–6/30/18

CITY REGIONAL MAGAZINE ASSOCIATION MEMBER

Membership in C.R.M.A. is achieved only by those magazines who adhere to rigorous publishing standards, and have a paid circulation.

by the numbers





opportunity

We're constantly building the brand. Come be part of the story, and be part of the **long-lasting experience** we're creating that inspires our readers. Your goods and services are an extension of the thoughtful editorial we feature on **homes, gardens, fashion, beauty, travel, food, drink and entertaining.**

2019

ad space reservations



In every issue we feature beautiful homes, kitchens, baths and gardens, plus so much more.

JANUARY

The Wellness Issue
Products + Beauty + Health

Space Reservation **11/19**

Ads Due **11/28**

On Newsstand **12/27**

FEBRUARY

40th Homes of the Year
Homes + DIY + Shopping

Space Reservation **12/17**

Ads Due **12/26**

On Newsstand **01/24**

MARCH

20th Baths of the Year
Color + Palettes + Phoenix

Space Reservation **01/14**

Ads Due **01/23**

On Newsstand **02/21**

APRIL

The Design Issue
Newcomers + Hosting + Design by Sign

Space Reservation **02/18**

Ads Due **02/27**

On Newsstand **03/28**

MAY

The Travel Issue
Entertaining + Getaways + Hotel Style

Space Reservation **03/18**

Ads Due **03/27**

On Newsstand **04/25**

JUNE

28th Kitchens of the Year
Kitchens + Cool Hacks + Herbs

Space Reservation **04/22**

Ads Due **05/01**

On Newsstand **05/30**

JULY

The Summer Issue
Design + Style + Carmel

Space Reservation **05/20**

Ads Due **05/29**

On Newsstand **06/27**

AUGUST

The Makeover Issue
Remodels + Redesigns + Redos

Space Reservation **06/17**

Ads Due **06/26**

On Newsstand **07/25**

SEPTEMBER

25th Gardens of the Year
Harvest Party + Floral Faves
+ Garden Gear

Space Reservation **07/22**

Ads Due **07/31**

On Newsstand **08/29**

OCTOBER

The Style Issue
Decadence + Vegas + Experiences
ASID Kitchen, Bath and More Tour

Space Reservation **08/19**

Ads Due **08/28**

On Newsstand **09/26**

NOVEMBER

The Food Issue
Chefs' Spaces + Recipes +
Foodie Shops

Space Reservation **09/16**

Ads Due **09/25**

On Newsstand **10/24**

DECEMBER

The Holiday Issue
Gifting + Decorating + Celebrating
*Faces of San Diego

Space Reservation **10/21**

Ads Due **10/30**

On Newsstand **11/29**

*Dates subject to change for special advertising sections.