

TARGET MARKET ADVERTISING

# THE WEST'S BEST



## SUNSET – APRIL 2007 SOUTHERN CALIFORNIA

Destination co-op pages published by Certified Custom Publishing are currently being produced at about 50% off the Sunset regional rate-card for the Southern California circulation. These special pages will be bound in to all 375,000 subscriber and newsstand copies in the April issue of Sunset. And as a bonus, your reader service listing will run in ALL copies of Sunset – so your listing reaches over 5 million readers and online travel seekers!

Sunset has also recently updated their look, to appeal more to their younger and more upscale reader base, so it's the perfect demographic for Southern CA hotels, resorts and destinations who want to reach prospects in their own backyard and drive market. These rates are only available once a year, so call to reserve space today!

	Total Avg. Paid Circ.	Readers Per Copy	Readership
<b>West's Best Printed Section (2007) &gt;</b>	375,000	4.2	1,575,000
<b>*Full-Circulation Reader Service Listing &gt;</b>	1.2 Million	4.2	5 Million+

*\*Based on 2007 estimates*

- > Each advertiser receives their own reader service listing, for most qualified response
- > Reader / Website Requests for more information are emailed directly to each advertiser



**Online components are included with your WEST'S BEST insertion**

	Website	Duration	Avg. Visitors/Mo.
<b>Publication website &gt;</b>	SunsetGetaways.com	Issue Month	n/a
<b>Certified's travel information websites &gt;</b>	TheWestsBest.com and VisitorTips.com	Issue Month	66,000

For more information, please contact your Custom Publishing account representative, the Certified Folder Display Service office nearest you, or contact our corporate office for referral information.



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## SUNSET – APRIL 2007 SOUTHERN CALIFORNIA

CIRCULATION – 375,000

Los Angeles • Orange County

San Diego • San Luis Obispo • Ventura

Santa Barbara • San Bernardino • Riverside

Inyo / Kern / Imperial • Plus Hawaii

### THE WEST'S BEST RATES (NET)

$\frac{1}{4}$  = **\$6,000** >  $\frac{1}{2}$  = **\$11,000** > Full = **\$20,000**

Rates are NET. No agency discounts are available. Space closes on a first-come, first-served basis. Publisher reserves the right to create materials for contracted space if not received by January 15, 2007. Space cannot be cancelled after December 15, 2006.

### RUN OF BOOK DEMOGRAPHICS

*\*Based on MRI Fall 2005*

<b>Total Audience</b> >	4.44 Million
<b>Rate Base</b> (eff. Jan. 2006) >	1.45 Million
<b>Male / Female Ratio</b> >	30 / 70
<b>Median Age</b> >	51
<b>Average Household Income</b> >	\$85,544
<b>Took 3+ Domestic Trips / Year</b> >	33.1%
<b>Took Domestic Business Trip / Year</b> >	13.9%

### RATE CARD RATES (SOUTHERN CALIFORNIA)

*Effective with January 2006 issue – Based on 4-Color, 1x General Rates*

<b>Full page</b> >	(+10% for Bleed)	\$40,260
<b>1/2 page</b> >		\$24,330
<b>1/4 page</b> >		n/a

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