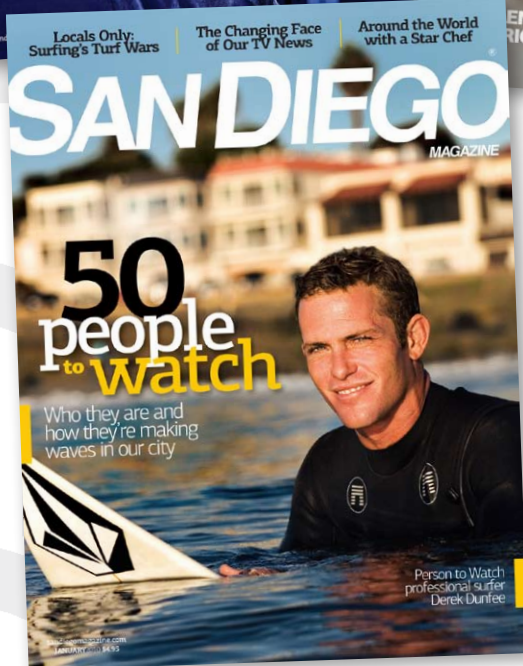


Media Kit [2011]



We are here to give readers the insider information they need to experience the Best of San Diego®, from the best restaurants, shopping and art happenings to the politics and people that shape the region.

San Diego Magazine at a Glance

PRINT

ABC Audited Circulation: 39,057
Total readership: 310,100

*ABC Audit Publisher's, Statement, December 2010



ONLINE

Contest, Blogs, Polls, Event Galleries
70,000+ unique monthly viewers
224 page views



E-NEWSLETTERS

A-List: 15,000+
Main Dish: 5,600+
Charible Events Registry: 3,600+
Exquisite Weddings: 2,500+
VIP Invitations: 3,800+
NEW Deals & Steals: 32,000 +



SOCIAL MEDIA

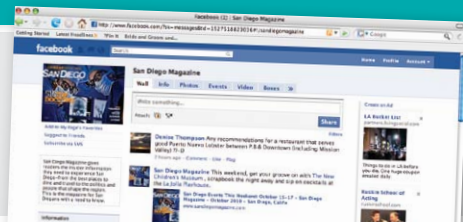
Facebook: 4,400+ fans
Twitter: 8,000+ followers



facebook.com/sandiegomagazine



@sandiegomag



EVENTS

50 People to Watch
Best Lawyers Party
Best of North County Party
Top Tech Exec Awards
@SanDiegoMag Social Media Buzz Party
Best of San Diego Party
Women Who Move the City
Top Doctors Gala
Charitable Events Registry Celebration



To take advantage of the entire San Diego Magazine package, contact us at 619.230.9292.

Our Readers

Age

| | |
|----------------|-------|
| Age 25-34..... | 13.0% |
| Age 35-44..... | 22.0% |
| Age 45-54..... | 25.1% |
| Age 55-64..... | 18.1% |

Gender

| | |
|-------------|-------|
| Female..... | 59.2% |
| Male..... | 40.8% |

Marital Status

| | |
|--------------|-------|
| Married..... | 65.7% |
| Single..... | 32.8% |

Education/Occupation

| | |
|--------------------------|-------|
| College educated..... | 93.5% |
| Graduated college..... | 68.5% |
| Post-graduate study..... | 36.9% |
| Owner of a business..... | 39.6% |
| Board of directors..... | 20.1% |

Dining

| | |
|---|-------|
| Eat an average of 9.9 meals out per month | |
| Dined at a fine restaurant in past year..... | 94.8% |
| Dined out at a restaurant 10 or more times in past month..... | 44.4% |

Household Income

| | |
|-------------------------------|-----------|
| Average household income..... | \$220,000 |
| Greater than \$100,000..... | 77.0% |
| Greater than \$150,000..... | 75.0% |
| Greater than \$200,000..... | 20.1% |

Net Worth

| | |
|-------------------------------|-------------|
| Average net worth..... | \$2,147,500 |
| Greater than \$500,000..... | 80.6% |
| Greater than \$1,000,000..... | 60.2% |
| Greater than \$2,000,000..... | 30.4% |

Home Ownership

| | |
|------------------------------------|-------------|
| Own home..... | 89.2% |
| Average value of home..... | \$1,206,000 |
| Own vacation/weekend home..... | 24.7% |
| Average value of vacation home.... | \$665,100 |

Value of Primary Home

| | |
|-------------------------------|-------|
| Greater than \$500,000..... | 85.4% |
| Greater than \$750,000..... | 58.8% |
| Greater than \$1,000,000..... | 31.8% |

Investment Portfolio

| | |
|-----------------------------------|-------------|
| Average value of investments..... | \$2,025,800 |
| Greater than \$250,000..... | 75.8% |
| Greater than \$500,000..... | 64.7% |
| Greater than \$1,000,000..... | 50.2% |
| Greater than \$2,000,000..... | 32.0% |

Readership Habits

| | |
|--|--------------|
| Read the last three out of four issues | 88.0% |
| Average time spent reading..... | 55.5 minutes |

Actions Taken

| | |
|--|-------|
| Took action as a result of reading magazine..... | 96.1% |
| Dined at a specific restaurant..... | 78.0% |
| Passed magazine along to someone else..... | 74.2% |
| Saved one or more issues..... | 52.0% |
| Clipped and saved items of interest... | 47.5% |
| Recommended a restaurant/product/service/store..... | 35.7% |
| Visited a specific store..... | 33.1% |
| Attended an event..... | 29.9% |
| Used menu/calendar listings to make a reservation..... | 28.6% |
| Visited a specific Web site..... | 23.4% |
| Purchased product or service..... | 22.0% |

See magazine as:

| | |
|--------------------------|-------|
| Informative..... | 96.8% |
| Credible..... | 95.7% |
| Authoritative..... | 84.7% |
| Enjoyable..... | 93.9% |
| Trustworthy..... | 92.9% |
| Contains useful ads..... | 73.8% |

Philanthropy

| | |
|--|---------|
| Engaged in fund-raising in past year... | 29.3% |
| Average amount given..... | \$4,900 |
| On board of philanthropic/community organizations..... | 73.0% |

Leisure Activities & Entertaining

| | |
|--|-------|
| Attend live theater..... | 88.6% |
| Entertain at home..... | 82.8% |
| Attend art/antique/museum events..... | 82.0% |
| Gardening..... | 81.0% |
| Gourmet cook..... | 77.5% |
| Participate in fitness walking..... | 70.1% |
| Attend music/dance performances.... | 77.0% |
| Participate in aerobics/calisthenics.... | 51.7% |
| Visit casinos..... | 50.6% |
| Attend pro sports events..... | 46.9% |
| Belong to a private club..... | 46.6% |
| Play golf..... | 44.7% |
| Participate in yoga/pilates..... | 44.3% |
| Participate in boating activities..... | 32.3% |

Travel

| | |
|--|---------|
| Average amount of money spent on travel last year..... | \$9,765 |
| Plan to take a trip/vacation/cruise in the next 12 months..... | 87.5% |
| Plan to take a domestic trip/vacation in the next 12 months..... | 76.5% |
| Plan to take an international trip in the next 12 months..... | 51.5% |
| Stayed in a hotel/motel 10 or more nights in last year..... | 40.4% |
| Took three or more domestic trips by plane in last year..... | 36.9% |
| Plan to take a cruise in the next 12 months..... | 29.9% |

Automotive

| | |
|---------------------------------|-------|
| Own/lease car..... | 97.4% |
| Own/lease imported car..... | 73.8% |
| Own/lease domestic car..... | 65.0% |
| Own two or more vehicles..... | 72.6% |
| Own three or more vehicles..... | 23.7% |

Home

| | |
|--|---------|
| Average amount spent on home remodeling in last year..... | \$6,715 |
| Decorated in past year..... | 79.4% |
| Remodeled in past year..... | 52.5% |
| Plan on decorating/redecorating in the next 12 months..... | 25.1% |
| Plan on remodeling in the next 12 months..... | 30.7% |

2011 Planning Calendar

JANUARY **ON-SALE: 12/28**

The Power Issue
50 People to Watch
Business
Fashion
Travel

Special Sections***
Living Well: Women's Wellness
Senior Living (A) - includes resource index
Exploring North County
K-12 Private School Guide and Profiles

Important Dates
Space Reservation Deadline: 11/24
Art Deadline: 11/30
Mailed to Subscribers: 12/15

FEBRUARY **ON-SALE: 2/1**

The Sex Issue
Home
Business
Fashion
Travel

Special Sections***
BBB Torch Award Winners and Profiles
A Day at the Spa
Destination: Tucson
Five Star Wealth Managers**

Important Dates
Space Reservation Deadline: 12/31
Art Deadline: 1/4
Mailed to Subscribers: 1/19

MARCH **ON-SALE: 3/1**

The Neighborhood Issue
Best Places to Live
Neighborhoods, Real Estate, Schools
Business
Fashion
Home
Travel

Special Sections***
Living Well: Men's Health
Destination: Hawaii
Exploring North County
Five Star Real Estate
San Diego Women's Week
How to Make \$\$\$ in Real Estate in this economy

Important Dates
Space Reservation Deadline: 1/28
Art Deadline: 2/1
Mailed to Subscribers: 2/16

APRIL **ON-SALE: 3/29**

The Design Issue
Best Lawyers
Business
Fashion
Home
Travel

Special Sections***
Lawyer Profiles
Destination: Las Vegas
Artist Profiles

Important Dates
Space Reservation Deadline: 2/25
Art Deadline: 3/1
Mailed to Subscribers: 3/16

MAY **ON-SALE: 4/26**

Best of North County
San Diego Health
Top Dentists
Business
Fashion
Home
Travel

Special Sections***
Living Well: Achievements and innovations in Healthcare (part of SD Health)
Doctor, Dentists & Hospital Profiles
Destination: Scottsdale/Phoenix
Exploring North County

Important Dates
Space Reservation Deadline: 3/25
Art Deadline: 3/29
Mailed to Subscribers: 4/13

JUNE **ON-SALE: 5/31**

The Food Issue
Best Restaurants
Business
Fashion
Home
Travel

Special Sections***
Ad Club Centennial Anniversary
Discover Downtown
Top Tech Exec Awards

Important Dates
Space Reservation Deadline: 4/22
Art Deadline: 4/26
Mailed to Subscribers: 5/11

For more information, please contact 619-230-9292.

*See San Diego Home calendar for content and deadlines. **Outsourced special sections.

***Special advertising sections including opportunities for paid advertorial. Calendar subject to change.

2011 Planning Calendar

| JULY | | | ON-SALE: 6/28 |
|---|--|--|---|
| <p>Cool Jobs Business Fashion Home Travel</p> | | <p>Special Sections*** Casino/Gaming Guide Exploring North County K-12 Private School Guide and Profiles Mega Mansions Executive & Business Profiles</p> | <p>Important Dates Space Reservation Deadline: 5/27 Art Deadline: 5/31 Mailed to Subscribers: 6/15</p> |
| AUGUST | | | ON-SALE: 8/2 |
| <p>Best of San Diego Business Fashion Home Travel</p> | | <p>Special Sections*** Senior Living (A) - includes resource index Best Value for your Real Estate Dollar Discover Downtown</p> | <p>Important Dates Space Reservation Deadline: 7/1 Art Deadline: 7/5 Mailed to Subscribers: 7/20</p> |
| SEPTEMBER | | | ON-SALE: 9/6 |
| <p>The Style Issue Business Fashion Home Travel</p> | | <p>Special Sections*** Women Who Move the City Destination: Las Vegas & Hawaii Exploring North County Fall Arts Preview Artist Profiles Supplement: Art San Diego 2011</p> | <p>Important Dates Space Reservation Deadline: 7/29 Art Deadline: 8/2 Mailed to Subscribers: 8/17</p> |
| OCTOBER | | | ON-SALE: 9/27 |
| <p>The Science Issue Top Doctors cover Business Home Travel</p> | | <p>Special Sections*** Doctor Profiles A Woman's Guide to Beating Breast Cancer Best Places to Host Your Holiday Party (A) Discover Downtown</p> | <p>Important Dates Space Reservation Deadline: 8/26 Art Deadline: 8/30 Mailed to Subscribers: 9/14</p> |
| NOVEMBER | | | ON-SALE: 11/8 |
| <p>Made in San Diego Local Products, Companies, Gifts Business Fashion Home Travel</p> | | <p>Special Sections*** Destination: Ski Vacations (CA), Palm Springs, Mexico Exploring North County</p> | <p>Important Dates Space Reservation Deadline: 9/23 Art Deadline: 9/27 Mailed to Subscribers: 10/12</p> |
| DECEMBER | | | ON-SALE: 11/29 |
| <p>The Arts Issue Philanthropy Business Fashion Home Travel</p> | | <p>Special Sections*** <i>Charitable Events Registry</i></p> | <p>Important Dates Space Reservation Deadline: 10/28 Art Deadline: 11/1 Mailed to Subscribers: 11/16</p> |

For more information, please contact 619-230-9292.

*See San Diego Home calendar for content and deadlines. **Outsourced special sections.

***Special advertising sections including opportunities for paid advertorial. Calendar subject to change.

2011 Mechanical Requirements

Printed web offset and perfect bound. Trim size is 8³/₁₆ x 10³/₄ inches. For more information, contact Lizzie Raudenbush at 619-744-0504 or lizzier@sandiegomagazine.com.

| SPACE | Width x Height (inches) |
|---|---|
| Full-Page Non-Bleed | 7 ¹ / ₄ x 9 ⁷ / ₈ |
| ² / ₃ Page | 4 ³ / ₄ x 9 ⁷ / ₈ |
| ¹ / ₂ Page (vertical) | 3 ¹ / ₂ x 9 ⁷ / ₈ |
| ¹ / ₂ Page (horizontal) | 7 ¹ / ₄ x 4 ⁷ / ₈ |
| ¹ / ₃ Page (vertical) | 2 ¹ / ₄ x 9 ⁷ / ₈ |
| ¹ / ₃ Page (horizontal) | 4 ³ / ₄ x 4 ⁷ / ₈ |
| ¹ / ₄ Page | 3 ¹ / ₂ x 4 ⁷ / ₈ |

*Two-page spread available. Create as two separate full pages with the above specs



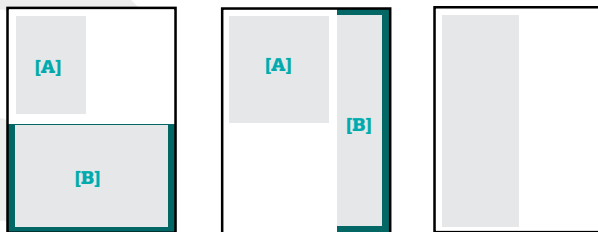
Spread

Full Page



¹/₂ Page

¹/₂ Page Spread



[A] ¹/₄ Page
[B] ¹/₂ Page Horizontal

[A] ¹/₅ Page Horizontal
[B] ¹/₅ Page Vertical

¹/₂ Page Vertical

| BLEED SPACE | Width x Height (inches) |
|---|--|
| Spread Bleed | 16 ³ / ₄ x 11 |
| Full-Page Bleed | 8 ⁷ / ₁₆ x 11 |
| ² / ₃ Page Bleed | 5 ¹ / ₂ x 11 |
| ¹ / ₂ Page Spread Bleed | 16 ³ / ₄ x 5 ¹ / ₂ |
| ¹ / ₂ Page (horizontal) Bleed | 8 ³ / ₈ x 5 ¹ / ₂ |
| ¹ / ₃ Page (vertical) Bleed | 2 ³ / ₄ x 11 |

Digital Media

Include Quark document, all support files, printer and screen fonts and a high resolution PDF file. Ads can be submitted on Macintosh compatible CD, e-mailed to: lizzier@sandiegomagazine.com or upload to our FTP site. FTP instructions can be located at SanDiegoMagazine.com/ftp. Compress all files before uploading or emailing.

File Formats

Files must be native Macintosh. QuarkXPress 7.3 or lower; InDesign CS3 or lower; Illustrator CS3 or lower; or Photoshop CS3 or lower.

Resolution

All images and logos must have a resolution of 300 dpi at 100% print size.

Color

All colors must be CMYK. Total ink density should not exceed 300%. Pantone colors and metallic ink can be purchased at an additional cost.

Bleed

Bleed size 8⁷/₁₆ x 11 trimmed at 8³/₁₆ x 10³/₄. Text and logos must not extend beyond ⁵/₁₆ of an inch from the trim size to avoid live matter trimming off.

Proofs

A high-quality color-match print must accompany all print-ready digital files.

2011 Circulation & Distribution

REACHING AFFLUENT AND LOYAL SUBSCRIBERS

San Diego Magazine is proud to present our loyal circulation base: our most loyal readers have been dedicated for more than 40 years. *San Diego Magazine* continues to grow its subscription base among new and renewing loyal readers, using various sources, regular direct-mail campaigns and an expanding multimedia platform. Every month, *San Diego Magazine* can be purchased at more than 1000 locations in San Diego County.

San Diego Magazine also has direct relationships with upscale hotels in San Diego County in which we distribute more than 11,000 in-room copies each month, and with strategic partners, developing experiential events where your advertisement can meet quality readers.

San Diego Magazine creates the highest quality circulation for our advertisers. These quality readers are paying for each magazine, whether through a subscription or on the newsstand. They are experiencing the magazine at events filled with affluent clientele. They are active San Diegans who care about reading an engaging magazine.

Premium Positioning

San Diego Magazine has exclusive regional checkout selling points in Vons, Albertsons and Stater Bros. and high traffic positions in Ralphs, Barnes & Noble and Borders. We are also the leading performer for a regional magazine in our market.

San Diego Magazine gets you inside all these plush hotel rooms:

| | |
|--------------------------------|----------------------------------|
| Beach Terrace Inn | Omni Hotel |
| Coronado Island Marriot | Park Hyatt Aviara |
| The Grand Del Mar | Radisson Suite Hotel |
| Harrahs Rincon Casino & Resort | San Diego Marriot Hotel & Marina |
| Hilton Del Mar | Sheraton Carlsbad Resort & Spa |
| Hotel del Coronado | Sheraton Suites Symphony Hall |
| Hotel Parisi | The US Grant |
| La Costa Resort & Spa | The Westgate Hotel |
| La Jolla Beach & Tennis Club | Westin San Diego |
| La Jolla Shores Hotel | |
| La Valencia Hotel | |
| The Lodge at Torrey Pines | |
| Manchester Grand Hyatt | |
| Marriot Gaslamp | |
| Marriott Residence Inn | |

Supermarkets, Drugstores, Food Marts

| | |
|---------------------|---------------|
| Albertsons | Ralphs |
| Bristol Farms | Rite-Aid |
| CVS | 7-Eleven |
| Harvest Ranch | Stater Bros. |
| Henry's Marketplace | Stumps Market |
| Jimbo's | Vons |
| Jonathan's | Walgreens |
| Longs | Whole Foods |

Major Bookstores

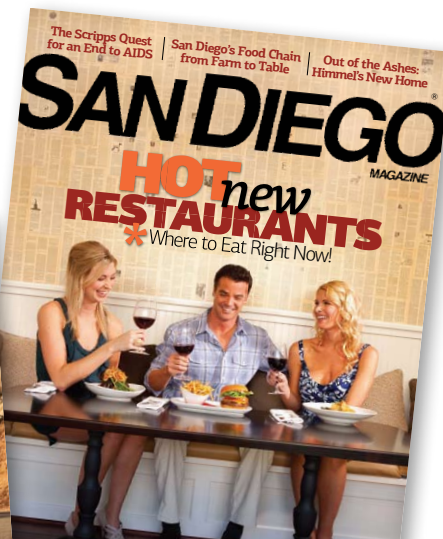
| | |
|----------------|----------|
| B. Dalton | Bookstar |
| Barnes & Noble | Borders |

Mass-Market Chains

| | |
|----------|--------|
| Wal-Mart | Costco |
| Target | |

Airport

San Diego International Airport



Print Run: 50,000
 Annual Subscription: \$18
 Newsstand Price: \$4.95

Marketing Partnerships

San Diego Magazine gives our readers the best of San Diego every day. *San Diego Magazine* facilitates relationships between advertisers and readers through experiential marketing opportunities and special events. These opportunities extend beyond the printed page and enable direct connectivity with an elusive and affluent readership. Check out our 2011 event lineup, set to impress.

50 PEOPLE TO WATCH PARTY*

Friday, January 28, at FLUXX, 6:30-9 pm

Each January, *San Diego Magazine* features 50 San Diegans we think will be the movers, shakers and worth keeping an eye on for the upcoming year. *San Diego Magazine* started a new tradition this year by inducting a selection of perennial People to Watch into a Hall of Fame. We're betting we're going to hear about, care about and follow their endeavors for years to come.

EXQUISITE WEDDINGS SPRING/SUMMER LAUNCH PARTY

Tuesday, March 15, at Rancho Bernardo Inn, 6:30-8:30 pm

Exquisite Weddings invites select wedding professionals, brides and grooms and VIPs for an intimate gathering to celebrate the current issue of the magazine. Each event is set in a unique location. This is an opportunity to bring the pages of *Exquisite Weddings* to life.

SAN DIEGO MAGAZINE'S BEST LAWYERS PARTY

Wednesday, March 30, at The University Club, 6:30 - 8:30 pm

Annually, Woodward/ White, Inc. conducts a survey asking area lawyers to choose the best in their respective fields and other areas of specialty. The April issue publishes the results of the survey and gives local attorneys the opportunity to reach our readers with a full-page branding campaign. In conjunction with the April issue, *San Diego Magazine* will host a Top Lawyers cocktail party to honor the awardees. This event will gather San Diego's top lawyers to celebrate their accomplishments with one another.

SAN DIEGO MAGAZINE'S BEST OF NORTH COUNTY PARTY*

Friday, May 6, at Park Hyatt Aviara, 6:30-9:30 pm

San Diego Magazine has eyes, ears and iPhones in every corner of San Diego, so let us show you what we think the best of North County is all about. Prepare to celebrate the best of North County as we present the inaugural Best of North County Party. In correspondence with the May "Best of North County" issue, *San Diego Magazine* hosts its "Best of North County" bash for San Diegans to taste, enjoy and mingle with the best venues in America's Finest City.

TOP TECH EXEC AWARDS

Wednesday, May 11, at The Paddock at The Del Mar Fairgrounds

San Diego Magazine with title sponsor, Cox Business will host the largest annual gathering of IT executives and organizations in San Diego on May 11, 2011 at the Del Mar Fairgrounds. In its fourth year, the Top Tech Exec Awards (formerly known as the Information Technology Executive of the Year awards) will attract an estimated 1,000 attendees for an evening of networking, food, libations and entertainment to recognize the most outstanding information technology executives who work in San Diego, as nominated by their peers and clients. Nominations can be submitted on www.sandiegomagazine.com/toptech until March 23, 2011. Event tickets may be purchased on www.sandiegomagazine.com/toptech.



Marketing Partnerships

@SANDIEGOMAG SOCIAL BUZZ PARTY*

Friday, June 10, at W Hotel, 6:30-9:30 pm

Buzz/meet/tweet/greet *San Diego Magazine* and its followers at an evening of tweets and tastes at the W Hotel. And we love a good party. Connecting to our readers on Facebook is one thing, but sharing a cocktail and a story in person is something we value now more than ever.

BEST OF SAN DIEGO PARTY*

Friday, August 19, at NTC Promenade, 6:30-9:30 pm

Prepare to celebrate the best of what San Diego has to offer as we present the most highly anticipated event of the year. In correspondence with the August "Best of" issue, *San Diego Magazine* hosts an annual "Best of San Diego®" bash for San Diegans to taste, enjoy and mingle with the best venues in America's Finest City.

WOMEN WHO MOVE THE CITY EVENT

Wednesday, September 14, at Scripps Seaside Forum, 6:30-8:30 pm

The annual Women Who Move the City event honors the dynamic local women who work tirelessly to affect positive change, support women in business and enhance our community. These women create real, positive change in the community. They are pushing for more innovation in business, fashion, philanthropy, media and many other sectors of San Diego life. Such impressive accomplishments are worth celebrating. Women Who Move the City is not just a nice idea or an excuse for a party. The people on list really do move our fine city forward. A portion of the ticket proceeds will be donated to Susan G. Komen.

EXQUISITE WEDDINGS FALL/WINTER PARTY

Wednesday, September 28, TBD, 6:30-8:30 pm

Exquisite Weddings invites select wedding professionals, brides and grooms and VIPs for an intimate gathering to celebrate the current issue of the magazine. Each event is set in a unique location. This is an opportunity to bring the pages of *Exquisite Weddings* to life.

SAN DIEGO MAGAZINE'S TOP DOCTORS GALA

Saturday, October 29, at Museum of Contemporary Art, 6:30-9:30 pm

Annually, the San Diego County Medical Society conducts a survey asking area physicians to choose the best in their respective fields and other areas of specialty. The survey asks the doctors to choose who they themselves would recommend to family and friends or would entrust their own health to. The October issue publishes the results of the Medical Society survey, and our black-tie gala gathers San Diego's best physicians to celebrate this huge accomplishment.

SAN DIEGO MAGAZINE'S CHARITABLE EVENT'S REGISTRY CELEBRATION

Wednesday, November 16 at The Grand Del Mar, 6-8 pm

Our *Charitable Events Registry* celebration recognizes the spirit of San Diegans and generosity within our community. *San Diego Magazine* publishes the *Charitable Events Registry*, distributed with the December issue. It allows you to keep up to date with what is going on and to get involved in giving back.

Tickets are available to each event online. Please visit www.sandiegomagazine.com for more information. All events are rain or shine. Rules/regulations: All tickets are non refundable. Program subject to change without notice. Please reserve early, as limited space is available for each event. These events are expected to sell out. *No one under 21 will be admitted, this includes infants. ID's will be checked at the gate.

