



VISITOR & MEETING
PUBLICATIONS

2012 | MEDIA KIT



WHY ADVERTISE WITH US?

Influence first-time visitors and return guests as they plan where to indulge their senses — dining, tasting, touring, playing, shopping and staying in Santa Barbara County. With a distribution of more than 135,000, Santa Barbara’s award-winning visitors publications will ensure your business capitalizes on The American Riviera® brand and reaches the 8.2 million visitors** who plan to vacation and do business in Santa Barbara this year.



SANTA BARBARA VISITORS MAGAZINE 90,000 total copies

Distribution of the 2012 Santa Barbara Visitors Magazine will target individuals/families with the propensity and means to travel. Distribution will:

- Engage potential visitors in early stage of trip planning
- Reach visitors en route to Santa Barbara or while traveling in region
- Reach drive market (daytrip/weekender market, primarily out of LA)

California Welcome Centers 10,000 magazines

New visitor center locations chosen due to proximity to Santa Barbara: Buena Park, Oceanside & Salinas; continued distribution at Oxnard, Pismo Beach, San Francisco

Area Airports 17,500 magazines

Burbank, Ontario, Orange County, San Diego, San Jose, key locations at LAX rental car counters

In-Market Outlets 9,500 magazines

Santa Barbara Visitors Center, regional visitor centers, chamber offices, and other public outlets

Los Angeles Corporate Offices **New!** 15,000 magazines

High profile racks in more than 100 major corporations in Los Angeles County

Promotions 5,000 magazines

Inquiry Fulfillment, Trade & Press 33,000 magazines



NEXT: GO.SEE.DO. 40,000 copies

Distribution of the In-Market guide will target visitors once they’ve hit the ground in Santa Barbara. Free distribution at local businesses and points of interest.

- Hotels, restaurants, attractions, retail locations
- In-room distribution
- Santa Barbara Airport
- Santa Barbara Visitors Center

THE SOURCE: INSPIRING MEETINGS & EVENTS IN SANTA BARBARA 7,500 copies

Strategically targets corporate, incentive, wedding and association meeting & event planners, and tour and travel operators/agents.

- Inquiry fulfillment
- Trade shows
- FAM tours
- Sales missions

DIGITAL PROMOTION

All publications can be found in an eBook format online at SantaBarbaraCA.com, including ads (Over 600,000 unique visits yearly***). Additional digital platforms will include applications for smart phones and tablet devices. *The Magazine for Visitors* and *Next* will also be available for download and viewing via a virtual newsstand.

VISITOR PROFILE**

- 67% Ages 30 - 59
- 2.6 Persons per party
- 2.4 Nights in Santa Barbara County (overnight visitors only)
- 21% Non-U.S. (foreign)
- 67% California resident
- 12% Other U.S. non-California resident
- 66% HHI \$75K+

VISITOR SPENDING*

Total:	\$1,455 billion
Accommodations:	\$352 million
Food and Beverage:	\$387 million
Food Stores:	\$44 million
Ground Transportation/Fuel:	\$185 million
Arts/Entertainment/Recreation:	\$198 million
Retail Sales:	\$286 million
Air Transportation (visitor only):	\$3 million

ACTIVITIES PLANNED**

- 40% Dining
- 35% Sightseeing
- 31% Beach
- 29% Shopping
- 17% Wineries/Sideways tour
- 7% Historic or architectural sites
- 6% Art museums/galleries
- 6% Outdoor/water recreation
- 4% Golfing
- 3% Art shows/festivals/cultural events
- 3% Nightclubs/nightlife

*Source: 2009 Travel Impact by County Statistics, Dean Runyan Associates

**Source: 2008 Santa Barbara Visitor Study, Lauren Schlau Consulting. These stats thus far represent groups of 2 or more (not group travel).

*** Reported by Google Analytics 2010-2011 year end data.

VISITOR MAGAZINE ADVERTISING RATES

2-page spread.....	\$13,750
Full page.....	\$7,600
2/3 page.....	\$6,225
1/2 page.....	\$4,850
1/3 page.....	\$3,475

PREMIUM AD PLACEMENTS

Inside Front Cover.....	\$8,400
Inside Back Cover.....	\$8,000
Adjacent to TOC.....	\$8,400
Back Cover.....	\$9,100

DIVERSE CO-OP OPPORTUNITIES

AVAILABLE. Check with your sales rep for mock-ups and pricing.

ISSUE DATE: November 2011,
one full year of targeted exposure



CULINARY CORNER

Show off your restaurant's signature dish or cocktail and make readers salivate over their upcoming trip to Santa Barbara. You can even share your secret recipe. Through personal interviews, professional writing and sleek design, your restaurant will stand out among the best in Santa Barbara County.

\$1,350 includes design, photo and write-up

Limited to 6 features, subject to publisher's approval

KNOW 2 GO PHOTO PLACEMENT

3 exclusive photo placements in Know 2 Go with short caption developed by the Pace editorial team.

\$250

ADDED VALUE

KNOW 2 GO: Advertisers in the service industry (attractions, activities, dining, retail, transportation, wine) receive a 10 word call-out, phone and Web site listing in the *Visitors Magazine*.

THE SOURCE ADVERTISING RATES

Accommodations

2-Page Spread Formatted Ad.....	\$4,625
Full-page Formatted Ad.....	\$3,100
1/2-Page Formatted Ad.....	\$1,630

Catering & Dining; Off-Site Venues and Support Services

Full-page Formatted Ad.....	\$2,650
1/2-Page Formatted Ad.....	\$1,470
1/3-Page Formatted Ad.....	\$1,050

PREMIUM AD PLACEMENTS

Inside Front Cover.....	\$3,800
Inside Back Cover.....	\$3,800
Adjacent to TOC.....	\$3,800
Back Cover.....	\$4,200

ISSUE DATE: January 2012,
one full year of targeted exposure

WE RECOMMEND

Make the choice easy for meeting and event planners when choosing their exclusive locale, group activity or evening plans.

- Team Building Adventures
- Wedded Bliss
- Eat Out
- Going Green
- Distinctive Venues

\$289 includes one image or logo, Web site, phone number and 10-word description

**Limited to 10 businesses per theme, subject to publisher's approval*



GROUP EXPLORATION

Showcase your favorite group/tour offering for groups of varying sizes in our newly designed activity profiles. Through personal interviews and sleek design, your company will stand out among the best in Santa Barbara County.

\$350 includes one image, Web site, phone number and write-up by Pace editorial team.

Limited to 6 businesses, advertisers must purchase advertising space, subject to publisher's approval



New! Santa Barbara's Official In-Market Guide

NEXT: GO. SEE. DO.

ADVERTISING RATES

Full page.....	\$2,500
1/2 page.....	\$1,250
1/4 page.....	\$800

PREMIUM AD PLACEMENTS

Inside Front Cover.....	\$2,800
Inside Back Cover.....	\$2,800
Adjacent to TOC.....	\$2,800
Back Cover.....	\$3,000

ISSUE DATE: November 2011,
one full year of targeted exposure

**ADDITIONAL ENHANCED ADVERTISING
OPTIONS AVAILABLE. CHECK WITH YOUR
SALES REP FOR MORE INFORMATION.**

AD PAGE REFERENCE

Advertisers' page numbers will be listed in all directories.

EARLY BUY DISCOUNT

5% off total media buy by May 20, 2011

GROUP BUY DISCOUNT

Advertisers in the 2012 *Visitors Magazine* or *The Source* who are also SBCVB members will receive a **50% discount** off the *NEXT* rates.

Buy all three! Receive a **7% discount** off total media buy.

AD SPACE DEADLINE: July 15, 2011

CREATIVE DEADLINE: July 29, 2011

ADVERTISING POLICY

All ads must be approved by publisher. Ads in the Source are formatted by the publisher. All enhanced advertising opportunities and premium ad placements are on a first-come basis.

FOR SPACE RESERVATION AND QUESTIONS, CONTACT:

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YOUR VISITORS MAGAZINE MADE MOBILE

Available on iPhone, iPad & Android • Free Download



Basic Listing

Free to SBCVB+FC members;
\$250 for non-members
Business Name + address + click to call
phone # + link to website + link to map



Enhanced Listing **New!**

\$365 (advertisers receive for FREE)
Basic Listing Benefits + **photo or logo** +
50-word description + **deal listing**

NAVIGATION 101

USERS will have at-their-fingertips access to information on:

- Dining
- Wine
- Things To Do
- Shopping
- Outdoor Activities
- Accommodations
- Events
- Deals
- Maps

USERS can search by geography, retail type or type of activity

FUNCTIONALITY

- Click-to-call buttons
- Google map directions
- What's Near Me button
- Maps
- Photos

ENHANCED FEATURES

New! Photo or Logo—Add to your listing's impact with an engaging visual.

Description—Entice potential customers with a description of your business, product, event or service.

New! Custom Links—Drive customers to specific pages on your website with highlighted buttons on your listing. Custom links can include: Buy Tickets, Make Reservation, See Menu, etc.

Deal Listing—Catch the attention of customers with a money-saving offer. Premium listing advertisers can update their Deal throughout the year.



Premium Listing **New!**

\$525 (advertisers \$310)
Enhanced Listing Benefits + up to three
custom links + advertiser access to
update listing description and deal info
throughout year



Section Sponsorship **New!**

\$225
Always be the first listing! Categories include: accommodations, arts & culture, attractions, dining, golf, kid friendly, outdoor recreation, retail, tours & transportation, and wine. One year duration. Limit one per category.

For space reservation and questions, contact:

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