



Savor

WineCountry

magazine

2011 Media Kit



A PART OF
The New York Times
Company



Our Recipe

The Wine Country of Northern California is a world unto itself. And no one knows that world better than the people who live here. Savor Wine Country, launched in 2002, provides a unique view of local chefs, winemakers, wineries and the lifestyles of Sonoma, Napa, Mendocino and surrounding areas. Calendars, maps and guides to the very best of the region are included in each issue. The Press Democrat's award-winning editorial team presents the best of the region – the food, the wine, the people, the secret picnic spots, the hidden cellars. All captured in stunning photography, Savor offers our readers informative stories about everything gastronomic including events and sumptuous recipes from local culinary masters.

Award-Winning

Savor Wine Country magazine's visually compelling content has earned several prestigious awards for photography and journalism. Among them are:

Society of Newspaper Design:

- First place, John Burgess photo essay, winter 2003
- First place, John Burgess photo essay, winter 2004
- First place, Kent Porter photo essay, fall 2005
- First place, John Burgess photo essay, winter 2005

California Newspaper Publishers Association Awards

- First place for best special section, 2005
- Second place for best special section, 2007

Missouri Lifestyle Journalism Awards

- Third place national award for best regularly scheduled feature supplement, 2005

Association of Food Journalists

- First place national award for best special section 150,000 circ and under, 2005
- Third place national award for best special section, 150,000 circ and under, 2006

Graphic Design USA

- First place national award for best in-house design, fall 2005 cover



Our Editorial

Savor Magazine celebrates all that Wine Country has to offer and gives the reader the insider's guide to one of the most beautiful areas on earth. The award-winning photography draws readers even deeper into the seasonal features and transports them to the vineyards, homes and kitchens profiled.



The Season:

Savor Magazine focuses on the four seasons and the best of the season is highlighted in this far-forward section.



Wine:

The best of seasonally appropriate varietals are reviewed and highlighted.



In the Kitchen:

What's fresh and ready to eat? Savor taps the expertise of chefs and growers in this foodie epicenter, offers recipes.



Seasonal Calendar:

With all of the great activities & events in Wine Country, we provide our readers with the must see, savor and attend calendar.



At Home With:

How do folks in Wine Country live? Take a peek inside, learn about the design, get some ideas



Inside:

See Wine Country through an insider's eye. Big names and colorful figures share tips on what to do, where to go, what to eat and drink.

Our Audience

Savor Wine Country offers an audience unmatched by any other regional Wine Country magazine. The typical Savor reader is evenly split male/female. Their median age is 47 and they've arrived at a very comfortable station in life. Over half of our readers are married, they have active lifestyle, and they travel extensively. Brimming with uncomplicated elegance, this regional "must read" lasts well beyond the season and cherished by locals and visitors alike.



Sonoma County Composition:

Key demographics:

- \$100,000+ Household Income
- Professional / Managerial
- College Graduates
- Likely to use their credit card monthly for \$1,000+
- Travel Domestically &/or Internationally 1-3x a year
- Food & Wine Connoisseurs
- Likely to dine out one time per week
- Read Epicurean magazines

Source: Scarborough 2006 readership demographics

New York Times Composition:

Key Demographics:

- \$250,000+ Household Income
- Professional / Managerial
- College Graduate Postgraduate Degree
- Likely to use their credit card monthly for \$1,500+
- Travel Domestically &/or Internationally 3x+ a year
- Food & Wine Connoisseurs
- Likely to dine out at least 10 times per week
- Read Epicurean magazines

Source: Scarborough 2006 readership demographics, Sunday New York Times



Our Distribution

Savor Wine Country is an award-winning, full-color glossy magazine that is published twice a year. It attracts wine and food enthusiasts who live in and travel to California's wine country. Savor reaches the most discriminating readers in Sonoma County and the San Francisco Bay Area. Whether it's inserted into The Press Democrat, the Sunday New York Times, or direct mailed to their home, Savor reaches people not only with extraordinary taste; but those who have the financial clout that will make a difference to your business.



MAGAZINE DISTRIBUTION

Sonoma County households via direct mail and insertion into select Press Democrat newspapers: **42,500**

The Sunday New York Times, Sonoma, Napa, Marin, and San Francisco counties: **18,000**

Targeted Bonus Distribution: **4,500**

Total Print Distribution: **65,000**

ONLINE DISTRIBUTION

Each edition of Savor Wine Country can be accessed through www.pressdemocrat.com.

This site delivers news to over 753,063 unique users and delivers 7.7 million page views per month.

Source: Omniture 2009 Monthly Average

2011 Rates

Rates are net and include process color.

AD SIZE	DIMENSIONS	RATE
Back Cover.....	see right	\$4,180
Inside Covers	see right	\$3,800
Premium Spread	see right	\$6,800
Spread	see right	\$5,500
Premium Full Page	see right	\$3,520
Full Pages	see right	\$3,080
2/3 Vertical.....	4.75" x 9.77"	\$2,650
1/2 Vertical	3.52" x 9.77"	\$2,200
1/3 Vertical.....	2.29" x 9.77"	\$1,650
1/3 Square	4.75" x 4.81"	\$1,650
1/6 Vertical.....	2.29" x 4.81"	\$990
Winemaker Profile.....	7.21" x 3.17"	\$999

Multi-Edition Rates Available.

"Table for Six"

Collective advertising pages highlighting your geographic area or business category. By teaming up with other advertisers, it gives you additional impact at affordable rates. It also gives our readers more reasons to head your way!

6 advertisers per page at \$525 each advertiser

Publication Dates:

2011 Spring Issue

April 16 (The Press Democrat)

April 17 (The New York Times)

Reservation Deadline: February 28

2011 Harvest Issue

August 27 (The Press Democrat)

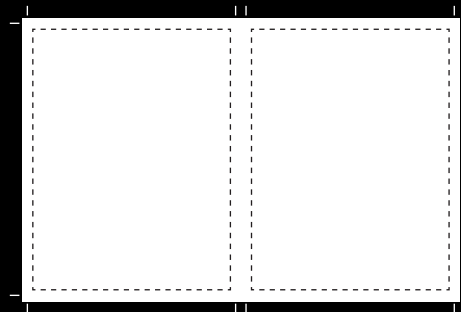
August 28 (The New York Times)

Reservation Deadline: July 11

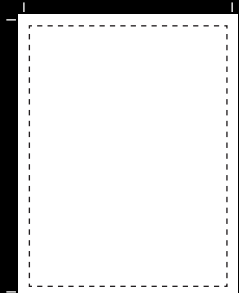
For more information, call
707.526.8587 or linda.hann@pressdemocrat.com



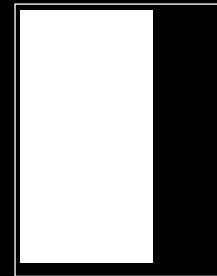
Our Display Sizes



Spread with Bleed
17.25" x 11.3125"**



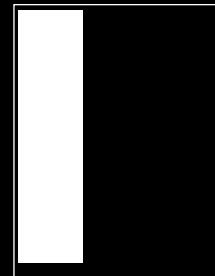
Full Page with Bleed
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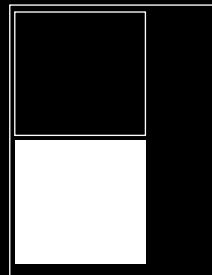
2/3 Vertical
4.75" x 9.77"



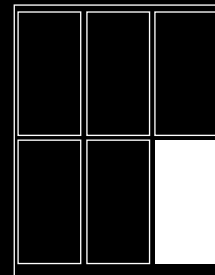
1/2 Vertical
3.52" x 9.77"



1/3 Vertical
2.29" x 9.77"



1/3 Square
4.75" x 4.81"



1/6 Vertical
2.29" x 4.81"

PREMIUM PAGES 1-11

*All full pages include bleed: 8.625" x 11.3125".
Image area: 7.875" x 10.3125" (text or elements not meant to trim should stay within this area)

**Full page spread with bleed: 17.25" x 11.3125".
Image area: 16.25" x 10.3125" (text or elements not meant to trim should stay within this area)

Savor

WineCountry
m a g a z i n e

A sampling of our advertising partners:

A. Rafanelli
Amapola Creek Winery
Anaba Winery
Arboretum
Arrowood Vineyards
B.R. Cohn Winery
Bodega Bay Lodge & Spa
Cafe Beaujolais
Cakebread Cellar
Cellar No 8
Cena Luna
Century 21 Alliance
Chateau St. Jean
Closet Factory
Cokas-Diko
Coldwater Creek Spa
Coldwell Banker
David's Jewelers
Details Landscape Art
Don Sebastiani & Sons
Dry Creek Kitchen
Dutcher Crossing
Equus Restaurant
Fountain Grove Inn
Francis Ford Coppola Winery
Franciscan Oakville Estate
Frank Howard Allen
Prudential California Realty
Freeman Lexus
Geared for Growing
General Motors
Geyser Peak Winery
Gloria Ferrar
Grgich Hills
Group: Lili Designs Inc.
Hansel Honda
Historic Railroad Square
Hotel Healdsburg
Hyatt Vineyard Creek
Ireko
Jack and Tony's
John Ash & Co.
Kenwood Inn and Spa
Korbel Champagne Cellars
Lake Sonoma Winery
Lucky
M2 Studio
Macy's
Madrona Manor
Mark Allen Jewelers
Montgomery Village
Napa Valley Lodge
Napa Valley Marriott
Napa Valley Wine Train
Oakville Grocery
Pacific Market
Palladium
Pine Ridge Napa Valley Wines
Prestige Imports
Pure Luxury Limousine
Ravenswood
Rosenblum Cellars
Santi
Seghesio Family Vineyards
Sheraton Sonoma County
Simi Winery
Smothers European
Sonoma Eyeworks
Sonoma Kitchen & Bath
Sotheby's Int'l Realty
Spirits In Stone
St. Francis Winery & Vineyards
Standards of Excellence
The Gardener
The Orchard at Carneros Inn
The Robert Mondavi Winery
Timber Cove Lodge
Topel Winery
Trentadue Winery
Underwood Bar and Bistro
V Marketplace
Vintners Inn
Willow Wood Market Cafe
Wilson Winery

For more information, call
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