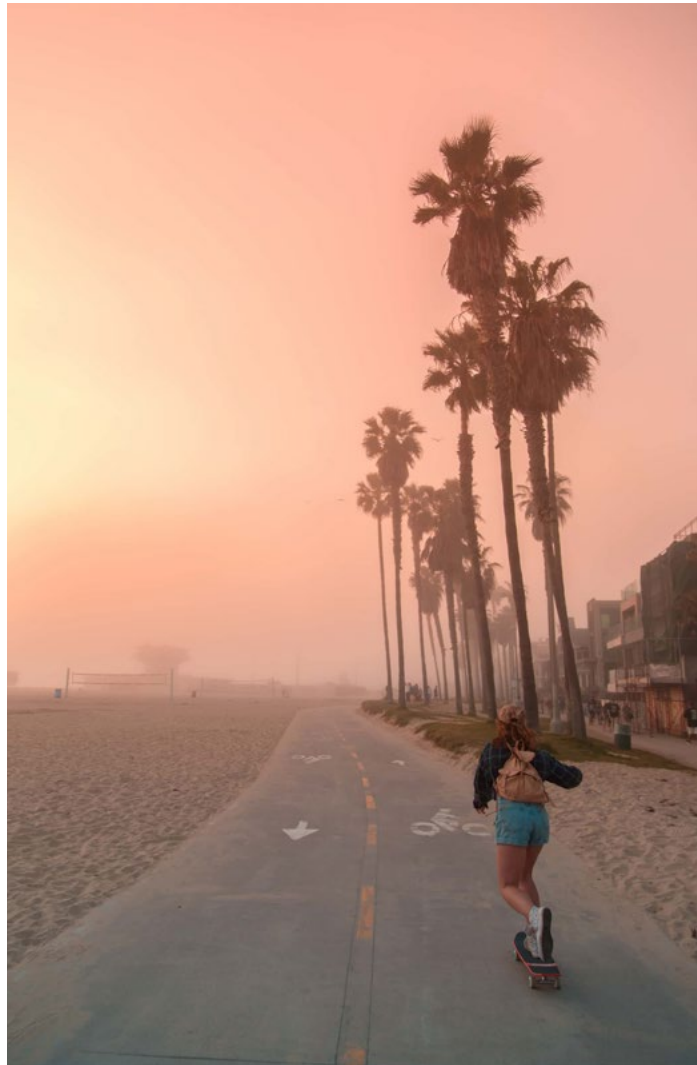




CALIFORNIA
STYLE &
CULTURE

THE MISSION

Celebrating our 15th anniversary, C Publishing has become the global authority on California style. *C Magazine* continually strives to showcase every facet of California's unparalleled lifestyle.



C MAGAZINE

California remains the largest and most affluent luxury market in the United States. And since its launch in 2005, *C Magazine* has continued to establish itself as the premier advertising vehicle for reaching the nation's top luxury spenders, from Los Angeles to San Francisco, Napa Valley to Orange County, Silicon Valley to San Diego.

C Magazine's rate base is 150,000. Our readership includes South Coast Plaza, Shreve & Co. and Stanford Shopping Center's most affluent spenders, as well as luxury hotel distribution, newsstands and public placement in the highest HHI zip codes.



C MAGAZINE

Rate Base 150,000



- **Subscriptions & Partnerships**

Subscriptions via traditional mail, insert cards, online and other direct sales efforts. Partnerships with exclusive luxury retailers include: South Coast Plaza, Stanford Shopping Center and Shreve & Co. to reach California-based customers.

- **Single Copy & Newsstand**

Prominent placement in more than 2,000 retail locations, including CA and NY airports, Barnes & Noble, Whole Foods Market, Bristol Farms, Gelson's. Distribution Partnership: Comag Marketing Group. Single copy: \$6.99.

- **Luxury Hotel Distribution**

In-room at select five-star luxury hotels, spas and resorts throughout the state.

- **Select Public Placement**

Select physician offices, spas and wellness centers in the highest HHI zip codes



C MAGAZINE | AUDIENCE

High-net-worth individuals. Major wealth and buying power. Luxury retail consumers. Cultural influencers.

C Magazine is targeted to California's wealthiest residents. Our readers have a passionate interest in — and a high level of influence on — the trends, styles and attitudes that shape the way Californians live and look. *C* is the only magazine that directly connects you with this affluent market, in an atmosphere that is worthy of your brand. California is more than where our readers live; it is who they are.



C MAGAZINE | AUDIENCE

Female / Male	90% / 10%	Mean Home Value	\$2.0M
Median Age	44	Median Home Value	\$1.7M
Mean HHI	\$493K	Married / Partner / Single	60% / 13% / 27%
Median HHI	\$220K	Bachelor's Degree	85%
Mean Net Worth	\$2.7M	Graduate Degree	40%
Median Net Worth	\$2.2M	Readers Per Copy	3.8

*Data Sourced: Verified Audit Circulation



C MEN'S EDITION

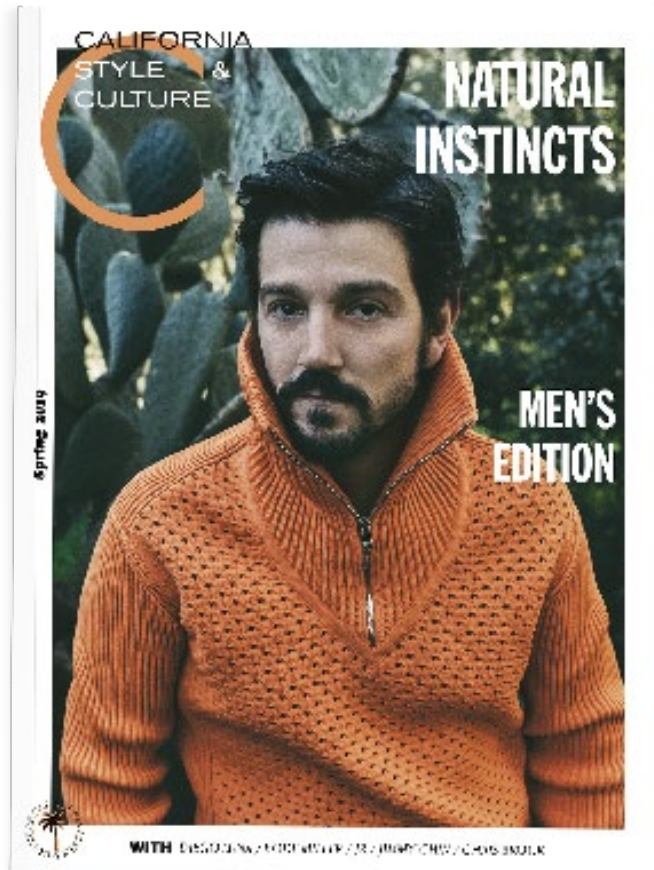
In a class all its own, *C Magazine Men's Edition* is the definitive guide to all California has to offer for the modern gentleman. Each page is filled with inspiration and information, from winding backroads to modern cityscapes, famous faces to ambitious up-and-comers. Sophisticated, athletic and creative, the California reader turns to the Men's Edition for ideas on how to live the good life in The Golden State. The best in travel, culinary arts, technology, entertaining and style is all within our pages.

Readership includes male-specific and dual households from our current database and prominent placement at leading newsstands and retailers. *C Magazine Men's Edition* is published twice annually.



C MEN'S EDITION

Rate Base 100,000



- **Subscriptions & Partnerships**

Male-specific and dual households from our current database, including top spenders from our South Coast Plaza, Stanford Shopping Center and Shreve & Co. partnerships.

- **Single Copy & Newsstand**

C Magazine Men's Edition carries a three-month newsstand shelf life, with prominent placement at leading newsstands and retailers. Single copy: \$6.99.

- **Luxury Hotel Distribution**

In-room at select five-star luxury hotels, spas and resorts throughout the state.

- **Select Public Placement**

Select male-oriented public placement in the highest HHI zip codes.

- **Closing Dates**

Spring 2020	Space Close	2.28.20	On Sale	4.14.20
Fall 2020	Space Close	8.21.20	On Sale	10.6.20



C MEN'S EDITION | AUDIENCE

High-net-worth individuals. Major wealth and buying power. Luxury retail consumers. Cultural influencers.

C Magazine Men's Edition is filled with invaluable information on how to live the good life in The Golden State, all culled by *C*'s expert editorial team and designed with the magazine's signature sophistication. Men's Edition is the definitive guide for California's high-net-worth male residents and connects you with this affluent audience, in an atmosphere that is worthy of your brand. California is not just a state, it's a state of mind.



C MEN'S EDITION | AUDIENCE

Male / Female	87% / 13%	Mean Home Value	\$2.1M
Median Age	52	Median Home Value	\$1.1M
Mean HHI	\$515K	Married / Partner / Single	58% / 18% / 24%
Median HHI	\$180K	Bachelor's Degree	81%
Mean Net Worth	\$4.0M	Graduate Degree	41%
Median Net Worth	\$1.8M	Readers Per Copy	3.9

*Data Sourced: Verified Audit Circulation



C MAGAZINE | CIRCULATION

Regional Breakdown

Northern California

San Francisco	20,000	13%
Santa Clara / Silicon Valley	14,000	9%
Marin / Napa / Sonoma	10,000	7%
Peninsula	10,000	7%
East Bay	9,000	6%
Sacramento / Central Valley	4,000	3%
	67,000	45%

Southern California

Los Angeles	33,000	22%
Orange County	31,000	20%
San Diego	10,000	7%
Santa Barbara / Ventura	6,000	4%
Palm Springs / Palm Desert	3,000	2%
	83,000	55%



C MAGAZINE | CIRCULATION

Category Breakdown

	<u>C Magazine</u>		<u>Men's Edition</u>	
Subscriptions	135,000	90%	85,000	85%
Newsstand	3,000	2%	3,000	3%
Luxury Hotels	12,000	8%	12,000	12%
	150,000	100%	100,000	100%



HOTEL DISTRIBUTION

In room at select five-star luxury hotels, spas and resorts throughout the state

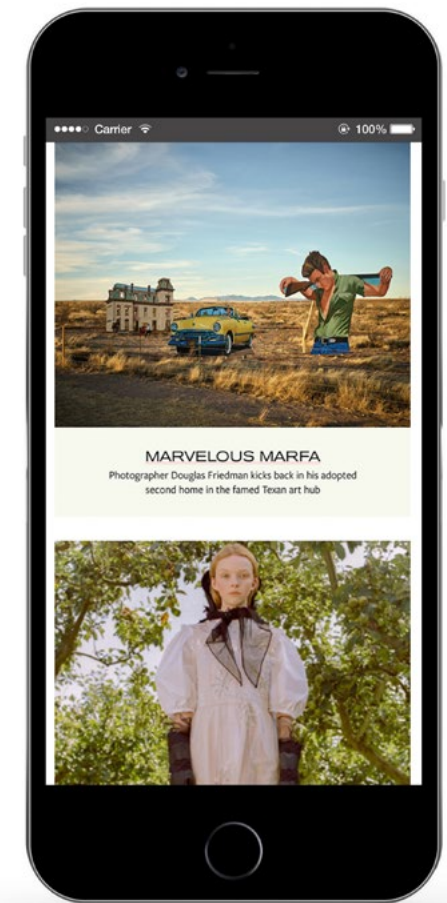
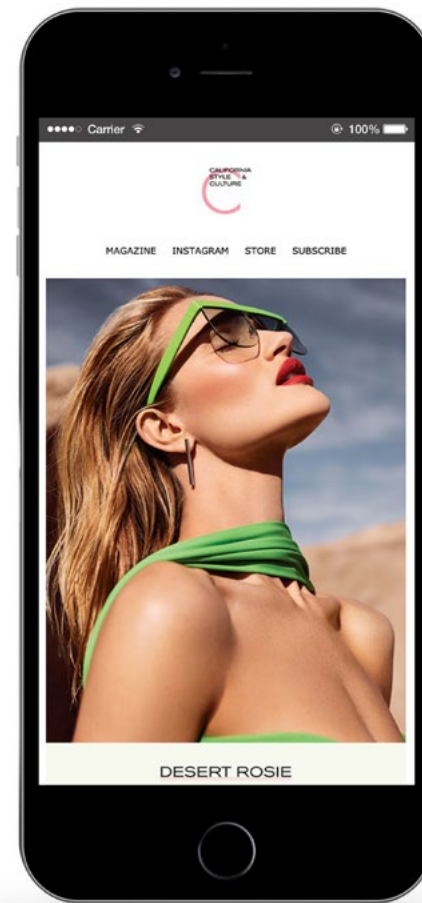
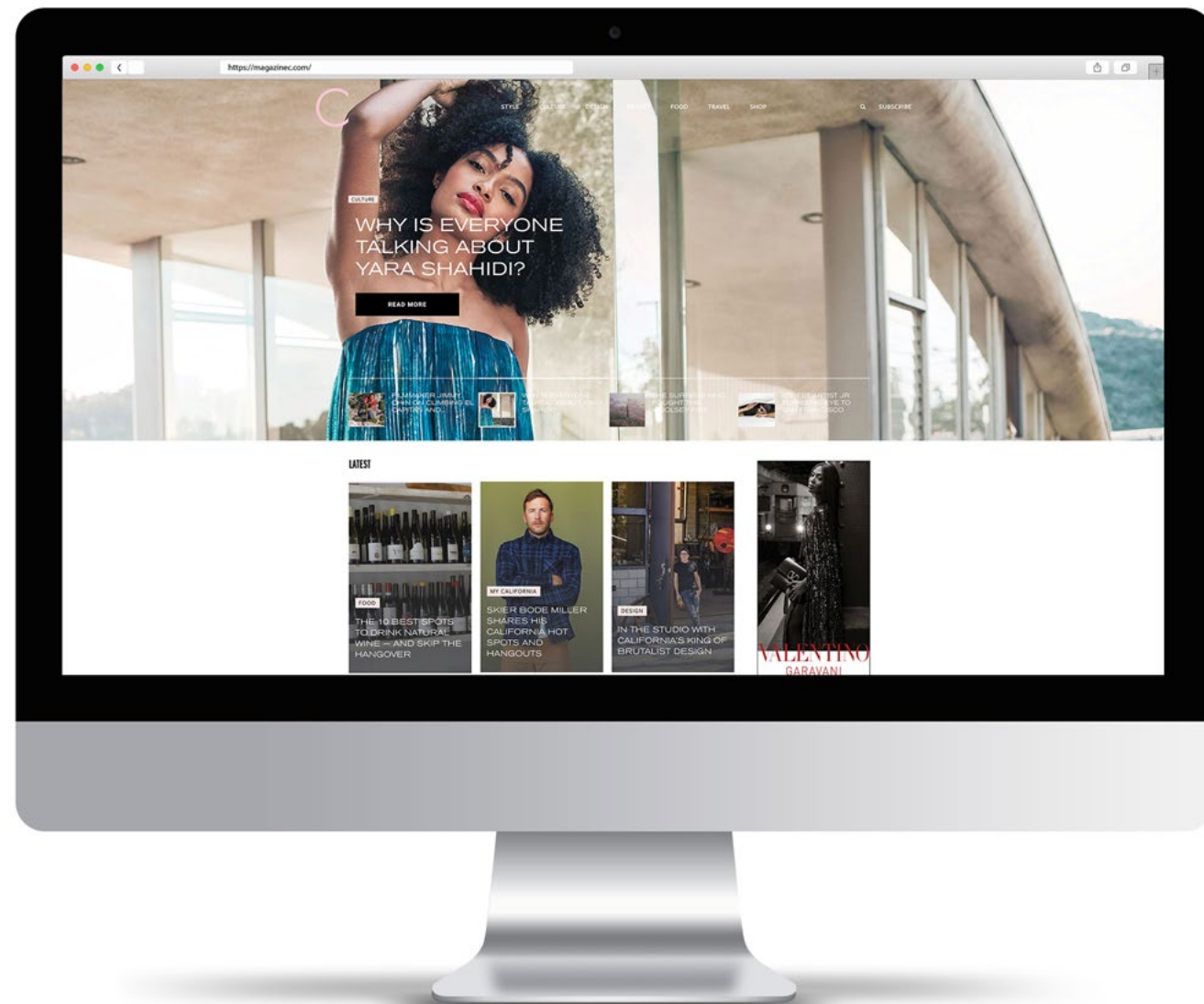
Aloft Silicon Valley	Hotel Bel-Air	Loews Regency - San Francisco	SoHo House
Archer - Napa	Hotel Californian	Malibu Beach Inn	Solage Calistoga
Avalon Hotel - Palm Springs	Hotel Casa del Mar	Meadowood Napa Valley	Stanford Park Hotel
Bernardus Lodge & Spa	Hotel Covell	Miramonte	Sunset Marquis Hotel And Villas
Bodega Bay Lodge and Spa	Hotel Del Coronado	Montage - Beverly Hills	Surf & Sand Resort
Brannan Cottage Inn	Hotel Del Sol	Montecito Inn	The Beverly Hills Hotel
Calistoga Ranch	Hotel Drisco	Monterey Plaza	The Charlie Hotel
Carmel Valley Ranch	Hotel Joaquin	North Block Hotel	The Francis House
Casa Del Mar Inn	Hotel Kabuki	Oceana Beach Club Hotel	The Garland
Chateau du Sureau	Hotel La Jolla	Ojai Valley Inn & Spa	The Grand Hotel - Silicon Valley
Colony Palms Hotel	Hotel Milo	Packard House & JD House	The Hideaway
Cupertino Inn	Hotel Valencia	Palace Hotel	The Huntington Hotel
Dolphin Bay	Hotel Via	Palihotel - Culver City	The Ink House
El Capitan Canyon	Inn at Laguna Beach	Palihotel - Melrose Avenue	The London - West Hollywood
Element 52	Inn at the Presidio	Palihotel - Westwood Village	The Lowell
Embrace Calistoga	InterContinental - L.A. Downtown	Palihouse - Santa Monica	The Meritage Resort & Spa
Fairmont - Miramar Hotel & Bungalows	JW Marriott - Union Square	Palihouse - West Hollywood	The Oasis at Death Valley
Fairmont - San Francisco	Kenwood Inn & Spa	Paséa Hotel & Spa	The Resort at Pelican Hill
Fairmont - Sonoma Mission Inn & Spa	L'Auberge Carmel	Pendry - San Diego	The Surfrider Malibu
Four Seasons - Lanai	L'Ermitage Beverly Hills	PlumpJack - Squaw Valley Inn	W - Los Angeles
Four Seasons - Las Vegas	La Serena Villas	Rosewood - Miramar Beach	W - San Francisco
Four Seasons - The Biltmore	Lafayette Park Hotel	Rosewood - Sand Hill	
Four Seasons - Westlake Village	Laguna Cliffs Marriott Resort & Spa	San Ysidro Ranch	
Harvest Inn by Charlie Palmer	Le Meridien - San Francisco	Sands Hotel & Spa	
Holiday House	Lodge At Cordevalle	Sea Ranch Lodge	
Honor Mansion	Lodge at the Presidio	Shutters on the Beach	and more...



DIGITAL ADVERTISING

Please be sure to include a click-through URL.

Send to: production@magazinec.com



DIGITAL SPECIFICATIONS

Name	Size	Platform		Visibility		
		Desktop	Mobile	Home	Channel	Post
Welcome Mat	1440 X 900	●	●	●	●	●
Four-Column	1440 X 400	●		●		
Three-Column	800 X 250	●		●	●	●
Mobile	600 X 900		●	●		
Sidebar	300 X 600	●	●	●	●	●
Newsletter	520 X 210	●	●			
eBlast	560 X 560	●	●			

Pricing for a la carte options and takeovers to be discussed.
 Dynamic creative to be hosted by client.



SOCIAL MEDIA SPECIFICATIONS

Name	Size	Platform	
		Instagram	Facebook
Square	1080 X 1080	●	
Landscape	1080 X 566	●	
Portrait	1080 X 1350	●	
Story	1080 X 1920	●	●
Link	1200 X 628		●
Post	1200 X 900		●
Event	1920 X 1080		●

Pricing for a la carte options and takeovers to be discussed.
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PRINT SPECIFICATIONS

C Publishing accepts advertisements supplied to press quality, PDF/X-1A standards

Send all PDFs to: production@magazinec.com

Spread (bleed)	16.5" x 11.125"
Spread (trim)	16.25" x 10.875"
Spread (live area)	15.75" x 10.375"
Full Page (bleed)	8.375" x 11.125"
Full Page (trim)	8.125" x 10.875"
Full Page (live area)	7.625" x 10.375"
Half Page (non-bleed)	7.125" x 4.6875"

- **File Format:** PDF/X-1A
- **Color Critical:** C Publishing runs to SWOP standards
- **Contact Proofs:** Recommended

Contact us:

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1543 Seventh Street, 2nd Floor
Santa Monica, CA 90401
310.393.3800



EDITORIAL CALENDAR 2020

C California Style & Culture

Spring Fashion March

The Best of Spring Fashion

Space Close 1.3
Materials Due 1.10
On Sale 2.18

Spring

*Design and Jewelry/Watch
Trends + Weddings Spotlight*

Space Close 1.31
Materials Due 2.7
On Sale 3.17

Spring Mens

Spring/Summer Style

Space Close 2.28
Materials Due 3.6
On Sale 4.21

Fall Fashion September

The Best of Fall Fashion

Space Close 7.17
Materials Due 7.24
On Sale 8.25

Fall

*Culture and Jewelry/Watch
Trends + Weddings Spotlight*

Space Close 8.14
Materials Due 8.21
On Sale 9.22

Fall Mens

Fall/Winter Style

Space Close 9.4
Materials Due 9.11
On Sale 10.13

Winter

*Ultimate Gift Guides +
Winter Escapes*

Space Close 10.2
Materials Due 10.9
On Sale 11.10



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