STORIES FOR YOUR NIGHTS AND WEEKENDS

A LOOK AT WHO WE ARE, WHAT WE DO, AND WHAT WE CAN DO TOGETHER
IN TODAY’S ALWAYS-ON CULTURE, THERE Aren’T MANY CHANCES TO LOSE YOURSELF IN A GOOD STORY. THAT’S WHY WE’RE HERE — TO FILL THOSE ALL-TOO-RARE MOMENTS WITH CAPTIVATING ORIGINAL AND NON-FICTION STORIES THAT PEOPLE LOVE, REMEMBER, AND SHARE.

Called “beautiful” and “a sensation” by national critics, our live event series, Pop-Up Magazine, produces sold-out mixed-media shows in major theaters in cities across the country. We also publish The California Sunday Magazine, which reports on original national stories from a West Coast perspective for more than 350,000 print readers and for millions of digital readers who are creative, influential — and fully paying attention.

3 POP-UP MAGAZINE
A “live magazine” performed on stage before sold-out audiences in major cities

4 THE CALIFORNIA SUNDAY MAGAZINE
A national-interest magazine published monthly in print, online, and across social channels

5 OUR AUDIENCE
Entrepreneurs, developers, writers, filmmakers, designers, media makers, art directors, and other participants in the creative industries

7 STORY ADVERTISING
How we work with brands to create compelling sponsored stories that feel at home across our platforms
Pop-Up Magazine is an evening of original true stories performed live on stage, in a mix of media, by some of the country’s most influential storytellers in film, writing, animation, photography, sound, and art.

The pioneering “live magazine,” Pop-Up Magazine has made a music special with Beck, a sports special with ESPN, and guest-edited on the main stage at the TED 2015 Conference (in Vancouver). The audience is smart, deeply curious, employed in the creative industries, and at the center of their social networks. They are as dynamic as the performers on stage. Recent Pop-Up Magazine events have sold out in minutes, filling thousands of seats at venues such as SF’s Davies Symphony Hall, NYC’s Bam Howard Gilman Opera House, and LA’s Theatre at the Ace.

“Beautiful.”
LOS ANGELES TIMES

“A sensation.”
NEW YORK TIMES
The California Sunday Magazine is a big-audience publication that brings intelligent, visually arresting stories and ideas to readers on phones and tablets, the web, and — through an innovative distribution model — to 350,000 upmarket, influential print readers. It is a national, cross-platform publication born in California.

The California Sunday Magazine is a magazine of stories about people. It is cinematic. It is transporting. Its writers leave their desks and venture out into the world, and you do too, along with them. It is smart and influential, often funny, and never pretentious. It is assured, authoritative, but also humble, curious, and inspired by a Californian spirit of possibility. The stories are set in California, the wider West, Latin America, and Asia — all of them stories of national importance reported from a West Coast perspective.

The California Sunday Magazine reaches a hand-picked subset of subscribers to the Los Angeles Times and San Francisco Chronicle, as well as patrons of independent bookstores and boutiques from Los Angeles to Seattle. They are the readers who live in and around metropolitan centers, especially in neighborhoods populated by residents who over-index on household income, education levels, and spending on international travel, as well as other characteristics that suggest outsize cultural influence.
OUR AUDIENCE

**AVERAGE AGE**

25-49

YEARS OLD

**OCCUPATIONS**

PRODUCT DESIGNER, VP OF MARKETING, ART DIRECTOR, CEO, CREATIVE DIRECTOR, ARCHITECT, PHOTO DIRECTOR, IP LAWYER, GRAPHIC DESIGNER, SOFTWARE ENGINEER, FASHION DESIGNER, FILMMAKER, EDITORIAL DIRECTOR, WEB DESIGNER, SALES DIRECTOR, STUDIO EXECUTIVE, ENTREPRENEUR

**MEDIA CONSUMPTION**

112% MORE LIKELY TO WATCH HBO

123% MORE LIKELY TO READ WIRED

128% MORE LIKELY TO READ THE NEW YORKER

136% MORE LIKELY TO READ THE SUNDAY NEW YORK TIMES

HOW WE REACH THEM

Through a novel distribution partnership, the print edition of The California Sunday Magazine is delivered monthly to more than 350,000 readers in California's major metropolitan areas.

**HOUSEHOLD INCOME**

67% EARN $100,000+

**LIFESTYLE**

128% MORE LIKELY TO OWN A EUROPEAN LUXURY CAR

134% MORE LIKELY TO HAVE SPENT $3,000+ ON FOREIGN TRAVEL WITHIN THE PAST YEAR

129% MORE LIKELY TO OWN APPLE PRODUCTS

*COMPARSED TO DESIGNATED MARKET AREA
Since its early days at the Brava Theater in San Francisco, Pop-Up Magazine has featured prominent voices in journalism, filmmaking, design, and other creative industries. This core audience has expanded to millions of people around the world who are now engaging with our stories across Pop-Up Magazine Productions’ live event, print, digital, and social media.
GOOD STORIES
[EVEN SPONSORED ONES]
GET SHARED

Whether featuring Jack Black in a series of animated short films, commissioning artists to illustrate what “home” means to them, or penning postcards sent from remote locations across the state, the Pop-Up Magazine Productions Brand Studio creates authentic, captivating stories that people love, remember, and share with their networks.

We know our audience and how to tell a great story. You know your customers and the brand messages that resonate with them. Our Brand Studio will translate those messages into stories — travel narratives, photo essays, short films, commissioned art pieces — that feel at home across our platforms. From initial concept through deployment, we provide end-to-end creative services that bring these stories to life.
“I HAVE SEEN THE FUTURE OF NATIVE ADVERTISING IN @CALSUNDAY AND I’M TOTALLY FINE WITH IT.”

– ZACH FRECHETTE
FOUNDER @QUARTERLY, FORMER EDITOR AT GOOD MAGAZINE

“GOOGLE PLAY HAS BEEN RUNNING A GREAT BRANDED CONTENT SERIES...WITH FAMOUS CALIFORNIANS TALKING ABOUT THEIR UPBRINGING. IT’S A COLLABORATION WITH CALIFORNIA SUNDAY MAGAZINE, AND THE RESULTS HAVE BEEN FANTASTIC.”

– ADWEEK

“The ‘STORY ADVERTISEMENTS’ BY NEST, AIRBNB, MAILCHIMP ON @CALSUNDAY’S WEBSITE ARE SIMPLY STUNNING. TAKE THETHREAD.CO FOR INSTANCE.”

– GABY PEÑA
PRODUCT MANAGER AT TWITTER

GET IN TOUCH   →   ADS@CALIFORNIASUNDAY.COM
ADVERTISEMENT SPECIFICATIONS

A GUIDE TO PREPARING AND SUBMITTING FINAL ARTWORK FOR PRINT AND DIGITAL PLATFORMS
Print Advertisement Creative Specifications

Single Page Advertisement
Trim size: 8” x 10.5”
Bleed: 0.125”

Double Page Spread Advertisement
Flat size: 16” x 10.5”
Bleed: 0.125”

File Formats:
File Type: PDF (PDF/X-1a format) with all fonts and high-resolution images embedded
Color space: Process CYMK (no spot colors or RGB)
Resolution: 300 DPI
Marks: Include trim and bleed marks
Printing method: Web Offset
Proofs: Ads that are accompanied by a SWOP-standard proof are welcome. By not providing a color proof, advertisers waive color guarantees.
## Production Schedule (2017)

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<th>ISSUE DATE</th>
<th>CLOSE DATE</th>
<th>MATERIALS DUE DATE</th>
<th>GO TO PRESS DATE</th>
<th>PRINT ONSALE DATE</th>
<th>ONLINE PUB DATE</th>
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<tr>
<td><strong>JANUARY/FEVERARY</strong></td>
<td>Fri 12/30</td>
<td>Thurs 1/5</td>
<td>Thurs 1/12</td>
<td>Sun 2/5</td>
<td>Thurs 2/2</td>
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<td><strong>MARCH/APRIL</strong></td>
<td>Fri 2/17</td>
<td>Thurs 2/23</td>
<td>Thurs 3/2</td>
<td>Sun 4/2</td>
<td>Thurs 3/30</td>
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<td><strong>MAY</strong></td>
<td>Fri 3/31</td>
<td>Thurs 4/6</td>
<td>Thurs 4/13</td>
<td>Sun 5/7</td>
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<td><strong>JUNE</strong></td>
<td>Fri 4/28</td>
<td>Thurs 5/4</td>
<td>Thurs 5/11</td>
<td>Sun 6/4</td>
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<tr>
<td><strong>JULY/AUGUST</strong></td>
<td>Fri 6/30</td>
<td>Thurs 7/6</td>
<td>Thurs 7/13</td>
<td>Sun 8/6</td>
<td>Thurs 8/3</td>
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<td><strong>SEPTEMBER</strong></td>
<td>Fri 7/28</td>
<td>Thurs 8/3</td>
<td>Thurs 8/10</td>
<td>Sun 9/3</td>
<td>Thurs 8/31</td>
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<td><strong>OCTOBER</strong></td>
<td>Fri 8/25</td>
<td>Thurs 8/31</td>
<td>Thurs 9/7</td>
<td>Sun 10/1</td>
<td>Thurs 9/28</td>
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<td><strong>NOVEMBER</strong></td>
<td>Fri 9/29</td>
<td>Thurs 10/5</td>
<td>Thurs 10/12</td>
<td>Sun 11/5</td>
<td>Thurs 11/2</td>
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<tr>
<td><strong>DECEMBER</strong></td>
<td>Fri 10/27</td>
<td>Thurs 11/2</td>
<td>Thurs 11/9</td>
<td>Sun 12/3</td>
<td>Thurs 11/30</td>
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## General Advertisement Rates (2017)

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<tr>
<td>1 page</td>
<td>$42,000</td>
<td>$39,900</td>
<td>$35,700</td>
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<td>2 page spread</td>
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<td>Cover 2</td>
<td>$50,400</td>
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<td>Cover 3</td>
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<td>Cover 4</td>
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<td><strong>Live sponsorship segments on-stage at Pop-Up Magazine</strong></td>
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<td>Custom Live-read</td>
<td>Contact us for pricing</td>
<td>Contact us for pricing</td>
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