

# STORIES FOR YOUR NIGHTS AND WEEKENDS

*The  
California  
Sunday  
Magazine*



POP-UP  
MAGAZINE



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.

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### 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

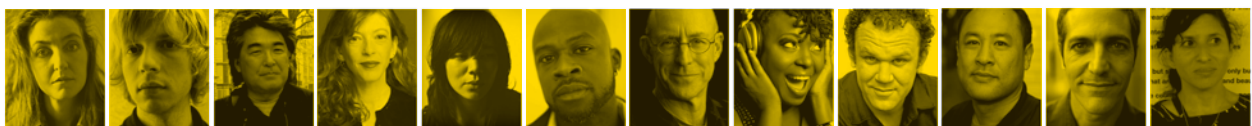


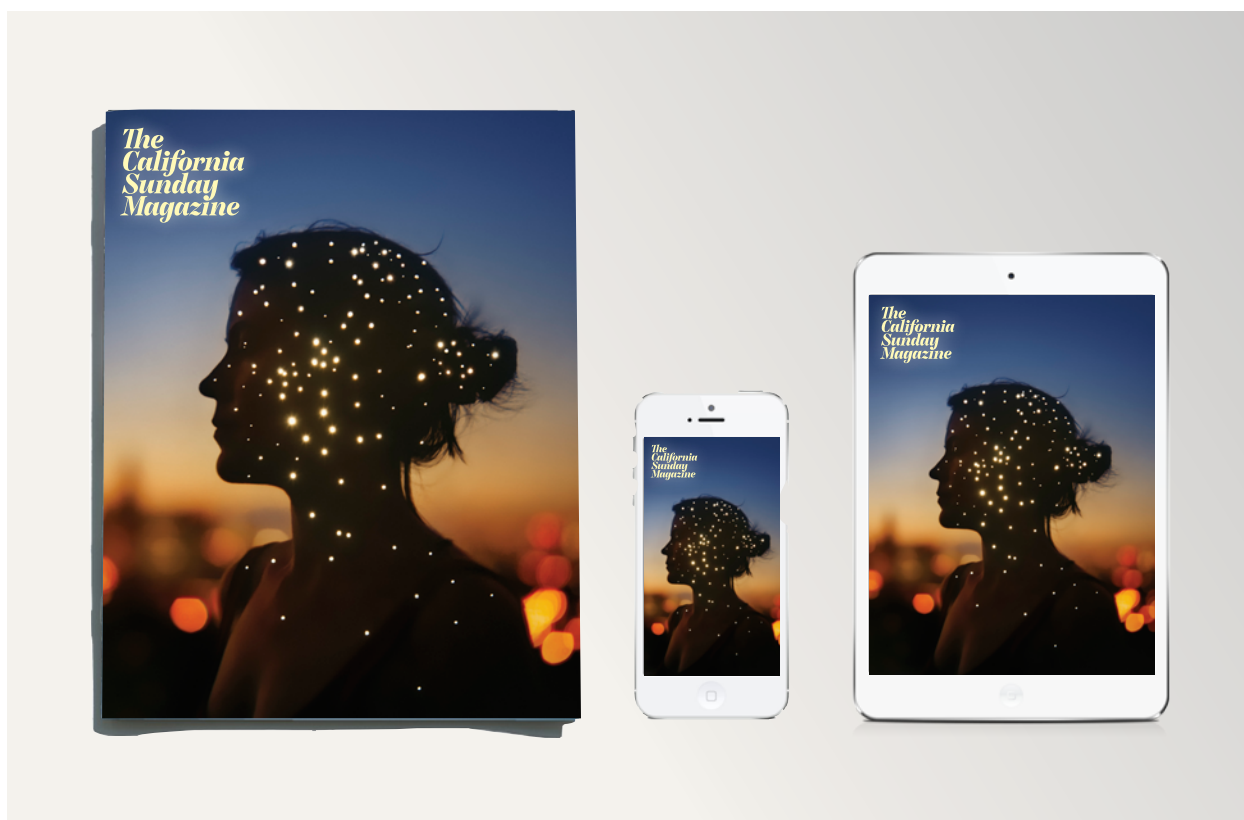
*Pop-Up Magazine* is an evening of original true stories performed live on stage, in a mix of media, by some of the country's most influential storytellers in film, writing, animation, photography, sound, and art.

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.

Sells out  
**2,600**  
seats at Davies  
Symphony Hall in  
minutes!





*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 neighbor-

hoods 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

\*COMPARED TO DESIGNATED MARKET AREA

### 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

\*COMPARED TO DESIGNATED MARKET AREA

## OUR AUDIENCE

### LIVE AUDIENCE

**1,500-3,000**  
CREATIVE TASTEMAKERS PER SHOW

### PRINT AUDIENCE

**1M+**

### DIGITAL + SOCIAL MEDIA AUDIENCE

**15M+**

### CALIFORNIA SUNDAY INFLUENCERS AND CONTRIBUTORS



Mary Roach



Roy Choi



Miranda July



Ira Glass



Baratunde Thurston



Beck



Marc Andreessen



Sir Richard Branson

### OUR SOCIAL MEDIA REACH



Facebook  
25K followers



Twitter  
32K followers



Instagram  
14.5K followers

**“A NEW  
AMBITIOUS  
PLACE FOR  
INTERESTING  
LONG-FORM  
JOURNALISM...  
BRAVO!”**

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.

**70%**  
of individuals want to learn about products through content rather than through traditional advertising\*

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.



GOOGLE PLAY



LEXUS



MAILCHIMP

\*DATA FROM ADAGE, APRIL 23, 2014

## CONCLUSIONS

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**“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

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**GET IN TOUCH**  **ADS@CALIFORNIASUNDAY.COM**

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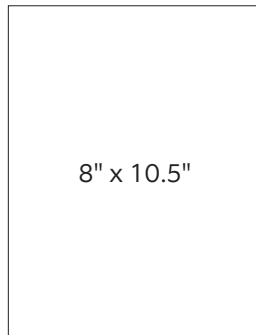


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# ADVERTISEMENT SPECIFICATIONS

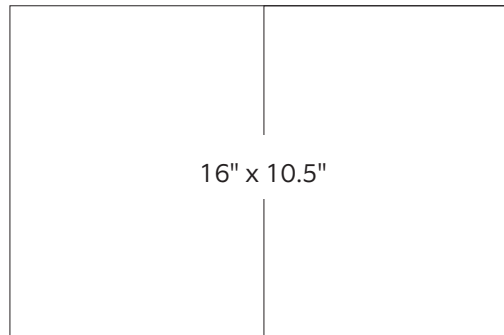
A GUIDE TO PREPARING AND SUBMITTING FINAL ARTWORK  
FOR PRINT AND DIGITAL PLATFORMS

## 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)

ISSUE DATE	CLOSE DATE	MATERIALS DUE DATE	GO TO PRESS DATE	PRINT ONSALE DATE	ONLINE PUB DATE
<b>JANUARY/FEBRUARY</b>	Fri 12/30	Thurs 1/5	Thurs 1/12	Sun 2/5	Thurs 2/2
<b>MARCH/APRIL</b>	Fri 2/17	Thurs 2/23	Thurs 3/2	Sun 4/2	Thurs 3/30
<b>MAY</b>	Fri 3/31	Thurs 4/6	Thurs 4/13	Sun 5/7	Thurs 5/4
<b>JUNE</b>	Fri 4/28	Thurs 5/4	Thurs 5/11	Sun 6/4	Thurs 6/1
<b>JULY/AUGUST</b>	Fri 6/30	Thurs 7/6	Thurs 7/13	Sun 8/6	Thurs 8/3
<b>SEPTEMBER</b>	Fri 7/28	Thurs 8/3	Thurs 8/10	Sun 9/3	Thurs 8/31
<b>OCTOBER</b>	Fri 8/25	Thurs 8/31	Thurs 9/7	Sun 10/1	Thurs 9/28
<b>NOVEMBER</b>	Fri 9/29	Thurs 10/5	Thurs 10/12	Sun 11/5	Thurs 11/2
<b>DECEMBER</b>	Fri 10/27	Thurs 11/2	Thurs 11/9	Sun 12/3	Thurs 11/30

## General Advertisement Rates (2017)

	SIZE	1X	6X	12X
Print 4/C in <i>The California Sunday Magazine</i>	1 page	\$42,000	\$39,900	\$35,700
	2 page spread	\$80,000	\$76,000	\$68,000
Print Covers in <i>The California Sunday Magazine</i>	Cover 2	\$50,400	\$47,880	\$42,840
	Cover 3	\$44,100	\$41,895	\$37,485
	Cover 4	\$52,500	\$49,875	\$44,625
Live sponsorship segments on-stage at <i>Pop-Up Magazine</i>	Custom Live-read	Contact us for pricing	Contact us for pricing	Contact us for pricing