

STORIES FOR YOUR NIGHTS AND WEEKENDS

POP-UP
MAGAZINE



*The
California
Sunday
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 events series, *Pop-Up Magazine*, launched in 2009 and performs for sold-out crowds in major theaters in cities across the country. We produce national stories from a West Coast perspective for more than 300,000 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 California Sunday platforms



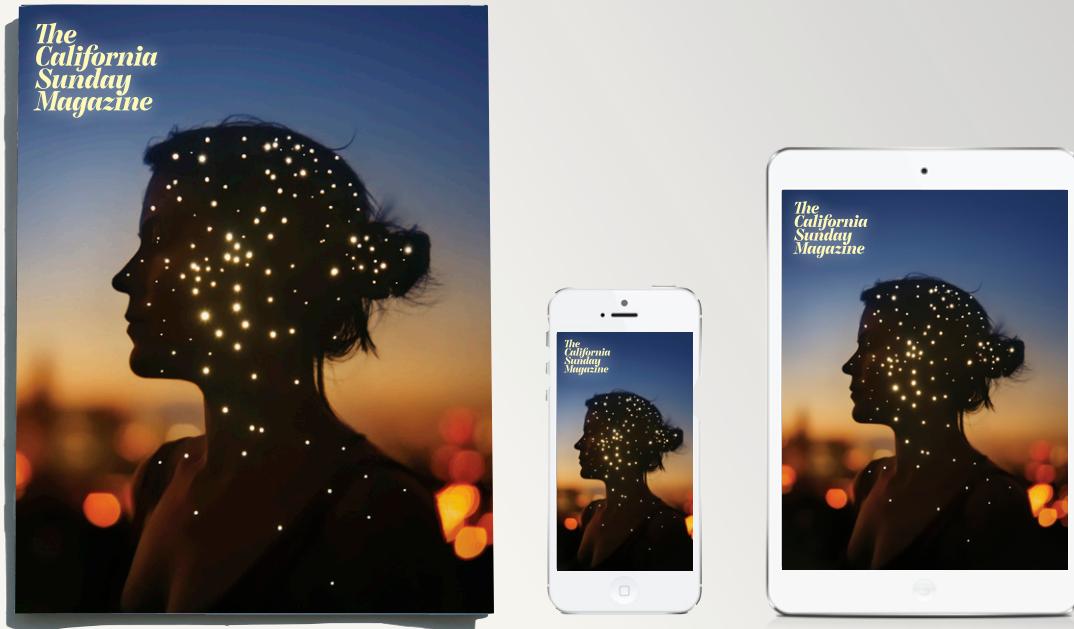
Pop-Up Magazine is an evening of original true stories performed live on stage, in a mix of media, by some of the country's most influential storytellers in film, writing, animation, photography, sound, and art.

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 300,000 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

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

300,000

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

300-3,000
CREATIVE INFLUENCERS

PRINT AUDIENCE

300K+
UPMARKET READERS

DIGITAL + SOCIAL MEDIA AUDIENCE

15M+
ORGANIC TWITTER IMPRESSIONS
AT LAUNCH

CALIFORNIA SUNDAY INFLUENCERS AND CONTRIBUTORS



Mary Roach
20.3K followers



Roy Choi
41.6K followers



Miranda July
64.2K followers



Ira Glass
149K followers



Baratunde Thurston
171K followers



Beck
265K followers



Marc Andreessen
324K followers



Sir Richard Branson
5.6M followers

OUR SOCIAL MEDIA REACH



Facebook
21K likes



Twitter
38.4K followers



Instagram
10K 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 California Sunday's live event, print, digital, and social media platforms.

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 California Sunday story advertising 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 story ad studio will translate those messages into stories — travel narratives, photo

essays, short films, commissioned art pieces — that feel at home across the California Sunday 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

**“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**

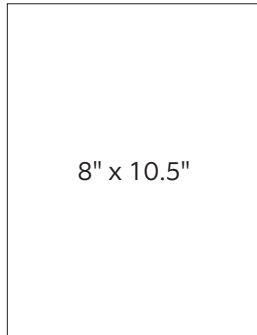
*The
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ADVERTISEMENT SPECIFICATIONS

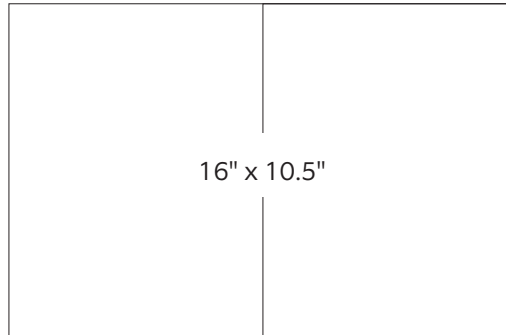
A GUIDE TO PREPARING AND SUBMITTING FINAL ARTWORK
FOR PRINT AND DIGITAL PLATFORMS

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 CMYK (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 (2016)

ISSUE	AD MATERIAL DEADLINE	ON SALE
Jan/Feb 2016	Monday, January 7, 2016	Sunday, February 7, 2016
Mar/Apr 2016	Monday, March 7, 2016	Sunday, April 3, 2016
May/June 2016	Monday, May 9, 2016	Sunday, June 5, 2016
July/Aug 2016	Monday, July 5, 2016	Sunday, August 7, 2016
Sept/Oct 2016 Music & Sound Special	Monday, September 5, 2016	Sunday, October 2, 2016
Nov/Dec 2016	Monday, November 7, 2016	Sunday, December 4, 2016
Jan/Feb 2017	Monday, January 9, 2017	Sunday, February 5, 2017

General Advertisement Rates (2016)

	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