The Western lifestyle: where casual luxury meets scenic splendor.

It’s where CULTURAL DIVERSITY influences TRENDS and INNOVATION takes place daily.

It’s being ENERGETIC and PASSIONATE about the future, reimagining the POSSIBILITIES of change.

It’s about locally-grown foods and the great outdoors – HEALTHY LIVING and FITNESS for the entire family.

It’s embracing MOMENTS ENRICHED by the PEOPLE and the PLACE.

FRESH IDEAS.
ICONIC SETTINGS.

Life in the West embodies the spirit of unlimited possibility.
SHOWCASING THE WEST

HOME

Westerners have the most valuable homes, 96% above average for owning a home valued at $500k+

TRAVEL

Sunset’s audience is 111% above average for taking 2+ domestic vacations AND 2+ foreign vacations recently

CONSUMER DEMOGRAPHICS

Median HHI: $97,090
Male/Female: 31/69
Age 35-64: 63%

GARDEN

Sunset’s $394,991 median home value is the HIGHEST of all magazines

FOOD & WINE

Sunset inspires 94% of readers to try new recipes

* Print + digital editions
Sources: 2015 Doublebase GfK MRI; Adobe Cloud/Omniture, Sep 2015; comScore avg Jan - Sep 2015; Sunset 2013 Food Study
To provide Western consumers with editorial relevant to their lifestyles, Sunset Magazine is published in five zoned monthly editions, with region-specific garden and travel information.

**PACIFIC NORTHWEST**
Includes Alaska, Idaho, Oregon, and Washington.

**NORTHERN CALIFORNIA**
Extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County. This edition is also distributed to U.S. subscribers residing outside the West, as well as subscribers in the balance of Canada and other international locales.

**SOUTHERN CALIFORNIA**
Includes the counties of Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura, as well as Hawaii.

**ROCKY MOUNTAIN/SOUTHWEST**
Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.
2016 EDITORIAL CALENDAR

JANUARY
CLOSE DATE: 10/30/15 / ON-SALE DATE: 12/18/15
Fresh starts for winter; getaways to the desert or to the snow; good eating with whole grains; great kitchen updates
PLUS: Wine lover's New Year's resolutions; ingenious small-garden design; Yosemite in winter

FEBRUARY
CLOSE DATE: 11/27/15 / ON-SALE DATE: 1/15/16
Best places to live in 2016; what to cook for hearty, healthy meals; 10 great reasons to take a cruise now; chefs' twists on classic dishes for Valentine's Day
PLUS: Best of Silicon Valley; fashion designer's high-style home; sweet strawberries in containers

MARCH
CLOSE DATE: 1/4/16 / ON-SALE DATE: 2/19/16
The Color Issue: Bold new palettes for your home; Mexico City renaissance; Maui's lush and wild Haleakala National Park; landscaping with herbs; Easter brunch
PLUS: Arizona's burgeoning winemaking region; cooking with carrots

APRIL
CLOSE DATE: 1/29/16 / ON-SALE DATE: 3/18/16
The Smart Issue: How new tech is improving our homes and lives; “life hacks”—simple ways to do everything better; Oakland's innovators and urban pioneers; best new devices and apps for the home
PLUS: Insider tips from Sedona, AZ; high-style yet wired cabins; grilled artichokes

MAY
CLOSE DATE: 2/26/16 / ON-SALE DATE: 4/15/16
Plan your best summer ever; Sunset's annual guide to the West's best camping; build your own raised beds; garden-to-table dining; Hawaii and Sonoma getaways
PLUS: Gardening paradise in Northern California Wine Country; great outdoor cooking

JUNE
CLOSE DATE: 4/1/16 / ON-SALE DATE: 5/20/16
Ultimate National Parks road trip; West's best chefs; electric motorcycle road trip; remodels that maximize sites and views
PLUS: Insider tips from Willamette Valley, OR; gardening in the Northwest style; savoring wild salmon

JULY
CLOSE DATE: 4/29/16 / ON-SALE DATE: 6/17/16
Guide to last-minute summer fun; weekend getaways; chefs' tips on grilling and smoking; creative remodeling ideas for kitchens, baths, and storage
PLUS: Tiered gardening; Alaska's peonies; the best of Berkley, CA

AUGUST
CLOSE DATE: 6/3/16 / ON-SALE DATE: 7/22/16
Sunset's 2016 Travel Awards—best destinations and experiences; chasing salmon on the Oregon coast; fast and easy summer pasta dishes
PLUS: Sleeping in a Montana fire tower; decorating with a Mediterranean flair; insider tips to the best of Boulder, CO

SEPTEMBER
CLOSE DATE: 7/1/16 / ON-SALE DATE: 8/19/16
The Makeover Issue: Home and garden secrets to curb appeal; how to modernize a traditional home; succulent gardens; Celebration Weekend project revealed; West's best craft beers
PLUS: Agritourism; lessons in microwave cooking; where to stay, eat, and sip in Paso Robles, CA

OCTOBER
CLOSE DATE: 7/29/16 / ON-SALE DATE: 9/16/16
The Wine Issue: Back roads getaways among the vines; new tasting rooms and wine-country destinations; 2016 Wine Awards; wine-lovers' buying guide; harvest feast in the Willamette Valley
PLUS: Ghost towns; classic fall garden colors; midcentury Palm Springs remodel

NOVEMBER
CLOSE DATE: 9/2/16 / ON-SALE DATE: 10/21/16
Sunset's 2016 Idea House; uncrowded fall destinations; an easy-going Western Thanksgiving feast
PLUS: Honolulu, off the beaten path; the best of Golden Gate park; pomegranates three ways

DECEMBER
CLOSE DATE: 9/30/16 / ON-SALE DATE: 11/18/16
Alaska's unforgettable Northern Lights; holidays in the national parks; snowy escapes for beginners; easy entertaining; made-in-the-West gifts
PLUS: Best of Maui; fresh and modern holiday style; holiday wine picks
### DEMOGRAPHIC PROFILE

#### MAGAZINE

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Total Audience</td>
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<tr>
<td>Readers per copy</td>
<td>3.61</td>
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<tr>
<td>Female</td>
<td>69%</td>
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<tr>
<td>Male</td>
<td>31%</td>
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<tr>
<td>College Educated</td>
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<tr>
<td>Married</td>
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<tr>
<td>Median Age</td>
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<td>Median Net Worth</td>
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<td>Median HHI</td>
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<td>Own Home</td>
<td>79%</td>
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<td>Median Home Value</td>
<td>$394,991</td>
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- **1,250K** guaranteed rate base
- **4.6 MILLION** readers (print + tablet)
- published **12X** year

#### DIGITAL

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<tr>
<td>Female</td>
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<td>College Educated</td>
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<td>Median Home Value</td>
<td>$242,602</td>
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### SOCIAL MEDIA—AUDIENCE OF 1.9M AND GROWING

- Facebook: 162K+ likes ▲ 17% YOY
- Google+: 1,503K followers ▲ 196% YOY
- Instagram: 61K+ followers ▲ 25% YOY
- Pinterest: 85K+ followers ▲ 32% YOY
- Twitter: 65K+ followers ▲ 8% YOY

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Sources: 2015 Doublebase GfK MRI; comScore Jan - Sep 2015 avg; comScore Sep 2015 (digital gender, age, HHI with median age & HHI per Time Inc.
Digital Audience Snapshot); 2015 comScore/GfK MRI Media MMX + Fusion (09-15/S15); Adobe Cloud/Omniture, Sep 2015
SUNSET BRINGS YOU THE WEST
The Sunset consumer is the quintessential Westerner. The West’s scenic beauty, temperate climate, diversity, trendsetting ways, and immense prosperity, foster a very active, enjoy-life-to-the fullest lifestyle.

THE WEST IS WELL ABOVE AVERAGE FOR OVERALL ECONOMIC VITALITY VERSUS THE REST OF THE COUNTRY

<table>
<thead>
<tr>
<th>WEST</th>
<th>REST OF U.S.</th>
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<tbody>
<tr>
<td>HHI $100K+ better off financially now than one year ago</td>
<td>115</td>
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<tr>
<td>Household net worth $1 million or more</td>
<td>139</td>
</tr>
<tr>
<td>HHI $100K+ Buyers of the Best</td>
<td>117</td>
</tr>
<tr>
<td>Spent $40,000 or more on a new vehicle</td>
<td>124</td>
</tr>
</tbody>
</table>

SUNSET DELIVERS ONE IN EVERY FIVE (21%) AFFLUENT WESTERNER
Household income $100,000 or more, home value $500,000 or more, college degree

SUNSET’S CIRCULATION IN THE WEST (1,050,063) IS GREATER THAN THE WESTERN CIRCULATION FOR:
❖ FOUR TRAVEL MAGAZINES COMBINED: Afar, Conde Nast Traveler, Islands, National Geographic Traveler (463,404)
❖ FOUR EPICUREAN MAGAZINES COMBINED: Bon Appetit, Eating Well, Food Network, Saveur (1,038,375)
❖ SIX SHELTER MAGAZINES COMBINED: Architectural Digest, Elle Decor, HGTV Magazine, House Beautiful, Traditional Home, Veranda (962,511)

THE WEST IS THE FASTEST GROWING & MOST UNIQUE REGION

<table>
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<tr>
<th>WEST</th>
<th>REST OF U.S.</th>
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<tbody>
<tr>
<td>Projected population growth (2000-2030)</td>
<td>45.8%</td>
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<tr>
<td>Number of national parks</td>
<td>38</td>
</tr>
<tr>
<td>Number of top 10 sunniest cities</td>
<td>9</td>
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</table>

<table>
<thead>
<tr>
<th>WEST</th>
<th>REST OF U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Innovator</td>
<td>+26%</td>
</tr>
<tr>
<td>Outdoor Adventurer</td>
<td>+17%</td>
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<tr>
<td>Spend heavy number of hours exercising</td>
<td>+19%</td>
</tr>
<tr>
<td>Green Advocate</td>
<td>+31%</td>
</tr>
</tbody>
</table>

Index 100 = % U.S. Adults 18+
Sources: 2015 Doublebase GfK MRI; Jun 2015 AAM Publisher’s Statements; U.S. Census, Interim State Population Projections, 2005; U.S. National Parks; NOAA National Data Center, U.S. Dept of Commerce
CONNECTING MONTHLY WITH 6.2 MILLION* HIGH-END CONSUMERS

MAGAZINE

Gross audience, MPA 360 YTD 2015; 1 Print + digital editions

MOBILE + TABLET

SOURCES: MPA 360 Jan - Sep 2015 avg; comScore Sep 2015 vs. Sep 2014 mobile uniques; Abode Cloud/Omniture, Sep 2015; Cheetahmail, Jan - Sep 2015 avg; Sunset Publisher 2015 Doublebase MRI to sources: MPA 360 Jan – Sep 2015 avg; 2015 Doublebase MRI; comScore Sep 2015

WEB

New release for 2016:
Camp Sunset

SOCIAL

1.6MM unique visitors

1.9MM fans/followers

NEWSLETTERS

4.6MM readers1

61% growth YOY

564K subscribers

BOOKS/SIPS + LICENSED PRODUCTS

4.6MM readers1

61% growth YOY

564K subscribers

New release for 2016:
Camp Sunset

FRANCHISES

42K+ attendees annually

PROGRAMS/EVENTS

WINE CRUISE

MEDITERRANEAN 2016
BEST IN THE WEST

2015 LOWELL THOMAS AWARDS
Gold Medal, Best Consumer Service, for “Procrastinator’s Guide to Summer,” June 2014 issue

2015 HENRY R. LUCE AWARDS
Best Video—How-To Videos: Pie Crusts, Love Story, Omelet

2015 HENRY R. LUCE AWARDS SPECIAL MENTION
Best Video—“Ultimate Guide to the Southwest”

2015 IACP COOKBOOK COMPILATION WINNER
The Great Outdoors Cookbook: Adventures in Cooking Under the Open Sky

2015 IACP NARRATIVE CULINARY WRITING WINNER
Margo True “The Blacksmith Cooks”, Sunset Magazine

2014 NATIONAL MAGAZINE AWARD
Sunset Magazine, General Excellence, Service and Lifestyle

2014 LOWELL THOMAS AWARDS
Gold Medal, Environmental Tourism category. Gold Medal, Short Work on Travel category. Bronze Medal, U.S./Canada Travel category

2014 FOLIO: AND MIN FAME AWARDS Best Overall Single Event—Celebration Weekend

2014 FOLIO: AND MIN FAME AWARDS Best Epicurean Event—Sunset Savor the Central Coast

2014 FOLIO: AND MIN FAME AWARDS Best Out-of-the-Box Sponsorship Concept—Celebration Weekend Reimagining the Sunset Home

2013 TOP 5 CALIFORNIA FESTIVALS BY HUFFINGTON POST
Sunset Savor the Central Coast

2013 CONTENT MARKETING SILVER AWARD
Best Tourism Publication for Sunset Custom Media’s 2012 California Official State Visitor’s Guide

2012 FAME AWARD FINALIST
Best Epicurean Event—Sunset Savor the Central Coast

2012 TRAVEL WEEKLY MAGELLAN AWARDS
2 Gold Medals for the Travel Destinations “Mobile App” (iPad App) section and “Advertising/Marketing Campaign” (Rob Lowe video) section for Visit California

2012 TELLY AWARD
Online Video Silver Award in How To/Instructional category for “The Fastest Way to Peel a Peach” video

2011 FOLIO AWARD
Silver Medal Ozzie in Best Feature Design category (consumer 250K+ circ) for Sunset’s June 2011 “Mild/Wild” feature article

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION
Lead Gen Initiative for Naughty Volvo’s at Sunset Savor the Central Coast

2011 NOMINATED FOR NATIONAL MAGAZINE AWARD
Sunset’s One-Block Diet blog

2011 MIN INTEGRATED MARKETING AWARDS HONORABLE MENTION
Special Advertising Section—Sunset Savor the Central Coast Visa Signature
## 2016 INTEGRATED CALENDAR

### JANUARY
- **CLOSE:** 10/30/15 / **ON-SALE:** 11/15/15
- **ON-SALE:** 12/18/15

- **DIGITAL** Healthy eats; Cooking with Superfoods; Local’s Guide to Palm Springs; Skiing in the West; National Parks Photo Contest
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)

### FEBRUARY
- **CLOSE:** 11/27/15 / **ON-SALE:** 1/15/16

- **DIGITAL** Modern Home Design Guide; Best Places to Live at any Age; Small-Spaces Gardening
- **SPECIAL ISSUE** Small Yards/Big Ideas (SE; On Sale 2/12/16)
- **EVENT** Travel & Adventure Shows (Long Beach Feb. 27-28)

### MARCH
- **CLOSE:** 1/4/16 / **ON-SALE:** 2/19/16

- **DIGITAL** The Color Issue
- **DIGITAL** Mexico Travel Guide; 150+ DIY Projects; Raised Bed Gardening
- **SPECIAL ISSUE** Edible Gardening (SE; On Sale: 3/11/16)
- **EVENT** Travel & Adventure Shows (Santa Clara Mar. 5-6); Travel Award Judging (Mar. 7-8); Flavor Naya Valley (Mar. 16-20); Yountville Live! (Mar. 31-Apr. 3)

### APRIL
- **CLOSE:** 1/29/16 / **ON-SALE:** 3/18/16

- **DIGITAL** The Smart Issue
- **DIGITAL** Ultimate Guide to Succulents; Our Best Spring Recipes; Local’s Guide to Oakland
- **SPECIAL ISSUE** Indoor/Outdoor Living (SE; On Sale: 4/8/16)
- **EVENT** Sunset International Wine Competition Judging (April 24-26)

### MAY
- **CLOSE:** 2/26/16 / **ON-SALE:** 4/15/16

- **DIGITAL** The Best Summer Ever & Camping Issue
- **DIGITAL** Camp Sunset; Edible Gardening Guide; Backyard Design Guide; Favorite Mexican Recipes
- **BOOKS** Camp Sunset
- **SPECIAL ISSUE** Summer Trips (SIP; On Sale: 5/6/16)
- **EVENT** Sunset International Wine Competition Judging (April 24-26)

### JUNE
- **CLOSE:** 4/1/16 / **ON-SALE:** 5/20/16

- **DIGITAL** Ultimate National Parks Road Trip
- **DIGITAL** Your Complete Grilling Cookbook; The Ultimate Guide to the National Parks; Your Guide to Outdoor Entertaining; DIY Wedding Guide
- **SPECIAL ISSUE** Mountain Escapes (SE; On Sale: 6/10/16)

### JULY
- **CLOSE:** 4/29/16 / **ON-SALE:** 6/17/16

- **DIGITAL** Best places to live in 2016
- **SPECIAL ISSUE** The Great Outdoors Cookbook (SE; On Sale: 7/15/16)
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)

### AUGUST
- **CLOSE:** 6/3/16 / **ON-SALE:** 7/22/16

- **DIGITAL** Summer fun, summer food
- **SPECIAL ISSUE** The Great Outdoors Cookbook (SE; On Sale: 7/15/16)
- **EVENT** Sunset Wine Cruise (July 20-28); Pedalfest (July 23)

### SEPTEMBER
- **CLOSE:** 7/1/16 / **ON-SALE:** 8/19/16

- **DIGITAL** Sunset’s 2016 Travel Awards
- **DIGITAL** Sunset Travel Awards; Paint & Color Design Guide; The West’s Best Seafood
- **SPECIAL ISSUE** Weekend Trips (SIP; On Sale: 8/5/16)
- **SPECIAL ISSUE** Water Wise Gardening (SE; On Sale: 9/9/16)
- **EVENT** Berkeley Idea House Opening Party (Aug 4); Eat Drink SF (Aug 18-21)
- **EVENT** Sunset’s 2016 Travel Awards
- **SPECIAL ISSUE** Water Wise Gardening (SE; On Sale: 9/9/16)
- **EVENT** Berkeley Idea House Opening Party (Aug 4); Eat Drink SF (Aug 18-21)

### OCTOBER
- **CLOSE:** 7/29/16 / **ON-SALE:** 9/16/16

- **DIGITAL** The Makeover Issue
- **DIGITAL** Savor the Central Coast; Small-Space Style; Fall Planting Guide
- **SPECIAL ISSUE** Water Wise Gardening (SE; On Sale: 9/9/16)
- **EVENT** Eat Real (Sept 16-18); Sunset Savor the Central Coast (September 22-25)

### NOVEMBER
- **CLOSE:** 7/29/16 / **ON-SALE:** 9/16/16

- **DIGITAL** The Wine Issue
- **DIGITAL** Halloween Decorating & Party Guide; Wine & Beer Pairings Guide; Fall Decorating Ideas; Fall Travel Destinations
- **EVENT** Half Moon Bay Pumpkin Festival (October 15-16)

### DECEMBER
- **CLOSE:** 9/30/16 / **ON-SALE:** 11/18/16

- **DIGITAL** Sunset’s 2016 Idea House
- **DIGITAL** Entertain the Western Way; 2016 Idea House; Our Favorite Books about the West; Local’s Guide to Honolulu
- **SPECIAL ISSUE** Winter Escapes (SE; On Sale: 6/10/16)
- **EVENT** Sunset Savor the Central Coast (September 22-25)

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**FOOTNOTE:**
- **SPECIAL ISSUE** Mountain Escapes (SE; On Sale: 6/10/16)
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)
- **EVENT** Travel & Adventure Shows (Long Beach Feb. 27-28)
- **EVENT** Travel & Adventure Shows (Santa Clara Mar. 5-6)
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)
- **EVENT** Travel & Adventure Shows (Long Beach Feb. 27-28)
- **EVENT** Travel & Adventure Shows (Santa Clara Mar. 5-6)
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)
- **EVENT** Travel & Adventure Shows (Long Beach Feb. 27-28)
- **EVENT** Travel & Adventure Shows (Santa Clara Mar. 5-6)
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)
- **EVENT** Travel & Adventure Shows (Long Beach Feb. 27-28)
- **EVENT** Travel & Adventure Shows (Santa Clara Mar. 5-6)
- **EVENT** Travel & Adventure Shows (San Diego Jan. 16-17)
These rates and all advertising transactions are subject to the 2016 Advertising Terms and Conditions of Sunset Publishing Corporation. Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.

*Not audited.

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**FULL RUN AND REGIONAL EDITIONS**

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**COVERS**

- 4th cover: $190,500
- 3rd cover: $161,200
- 2nd cover: $175,800

**REGIONAL ADVERTISING COVERAGE**


**NORTHERN CALIFORNIA** edition extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.

**SOUTHERN CALIFORNIA** edition includes Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura counties, and Hawaii.

**ROCKY MOUNTAIN/SOUTHWEST** edition includes Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.

**FULL RUN** edition includes circulation in all 13 Western states, as well as national circulation.

**RATEBASES**

- Full run: 1,250,000
- Pacific Northwest: 245,000
- Northern California: 320,000
- Southern California: 285,000
- Rocky Mountain/SW: 205,000

**PUBLISHING CALENDAR**

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**PRINT AD SPECIFICATIONS**

http://direct2time.com/title/sunset
PRINT: MAGAZINE
TRIM SIZE: 8⅛" x 10⅝"
BINDING: Perfect, jogs to foot

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>LIVE / SAFETY</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8⅛&quot; x 10⅝&quot;</td>
<td>7⅛&quot; x 10&quot;</td>
<td>8⅛&quot; x 10⅝&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>17&quot; x 10½&quot;</td>
<td>16⅝&quot; x 10&quot;</td>
<td>16⅞&quot; x 10½&quot;</td>
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<tr>
<td>½ Page Vertical</td>
<td>4⅝&quot; x 10⅝&quot;</td>
<td>3⅝&quot; x 10&quot;</td>
<td>4&quot; x 10⅝&quot;</td>
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<tr>
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<td>2⅞&quot; x 10⅝&quot;</td>
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<tr>
<td>⅓ Page Vertical (Two Columns)</td>
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<td>4⅝&quot; x 10&quot;</td>
<td>5 ⅜&quot; x 10⅝&quot;</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
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<td>7⅝&quot; x 4⅞&quot;</td>
<td>8⅞&quot; x 5⅛&quot;</td>
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<td>16⅝&quot; x 4⅞&quot;</td>
<td>16⅞&quot; x 5⅛&quot;</td>
</tr>
<tr>
<td>⅓ Square</td>
<td>4⅝&quot; x 4⅞&quot;</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

SAFETY MARGINS
Keep essential matter ⅜" from bleed size. Live material on facing units should not be closer than ⅛" to center fold on either side of gutter—total of ¼" for both pages. Please have crop marks ⅛" away from the bleed.

SCREEN
133-line screen, 290% maximum density
All black and grey type should overprint

PRINTING PROCESS
SWOP 2006 Coated 5 Version 2

REQUIRED MATERIAL
PDF/X-1A (Version 1.3 required). No color proofs are required.

CARD INSERTS
Digital files are the preferred format for insert materials. Contact your Sunset representative for detailed specifications.

DELIVERY OF MATERIALS

QUESTIONS
Contact Imran Hussain at (212) 522-6691 or Imran.Hussain@timeinc.com with any questions regarding materials extensions or uploading files.

For advertising inquiries, please call 212/522-8261

PRINT AD SPECIFICATIONS
direct2time.com/title/sunset

TABLET SPECIFICATIONS:
direct2time.com/tablet/title/Sunset
LUXURY AT SCALE – SPECIAL ADVERTISING OPPORTUNITY

COASTAL LIVING

It’s not a destination... it’s a lifestyle

+ Sunset

The best of the west

= LUXURY at SCALE

Print consumer: 8.4MM
M/F: 29/71
Median age: 54.8
College educated: 81%
Median HHI: $95,084
Homeowners: 81%
Median net worth: $474,363

NET AUDIENCE DUPLICATION OF ONLY 5%

#1

for number of readers with...
HHI $100,000+
Home value $500,000+
HH net worth $1 million+

CONTACT US for incentives to advertise across both Coastal Living & Sunset
Brendan Smyth, Associate Publisher (East Coast) 212-522-5386
Amy Olmsted, Associate Publisher (West Coast) 714-345-9293

Competitive Set: Bon Appétit, Conde Nast Traveler, House Beautiful, Martha Stewart Living, Traditional Home
Source: 2014 Doublebase GRK MRI
2016 TERMS AND CONDITIONS

SUNSET MAGAZINE 2016 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Sunset Magazine (the “Magazine”) published by Sunset Publishing Corp. (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January 2016. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.

2. The Magazine is a member of the Alliance for Audited Media (the “AAM”). Total audited circulation is reported on an issue-by-issue basis in publisher’s statements audited by the AAM. Total audited circulation for the Magazine is comprised of paid plus verified.

3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented placement). Certain advertisements that are not standard and/or full-page run-of-book advertisements may not qualify to run in the digital version, including but not limited to, scented units and business reply cards. Please consult the Publisher for details. If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

With respect to digital editions of certain magazines, depending on the device and/or platform on which they are viewed, such magazines may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the magazine (the “Straight From Print Magazine Version”) or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the magazine has been optimized for a vertical orientation on which it is displayed (the “Designed For Tablet Magazine Version”). Please consult the magazine publishers for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) “straight from print advertising format” or “SFP” where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) “designed for tablet advertising format” or “DFT” where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) “enhanced for tablet advertising format” or “EFT” where an advertisement has added enhancements and bonus content to transform the print creative into one that fully utilizes the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the digital edition of the Magazine will automatically run in a straight from print advertising format. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than straight from print (i.e., designed for tablet advertising format or enhanced for tablet advertising format), it must so indicate prominently on the insertion order by the ad close date. Designed for tablet advertising format or enhanced for tablet advertising format may not be available on all platforms or devices. Please consult the Publisher for details.

With respect to qualifying advertisements in a straight from print advertising format, if a URL exists in the print creative, such URL shall be automatically activated unless advertiser notifies the Publisher otherwise in writing; if the print creative has multiple URLs, the Publisher shall activate the brand’s main URL unless notified otherwise in writing. With respect to qualifying advertisements in a “designed for tablet” advertising format, if such advertising creative contains one URL, the Publisher shall automatically activate that URL; if the advertisement contains more than one URL, the Publisher shall activate the brand’s main URL.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The
Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher’s inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

12. Agency commission (or equivalent): up to 18% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

13. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher’s prior written consent.

15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

16. None of creative fees, special advertising print production premiums, digital edition upgrade fees or DFT or EFT production fees earn any discounts or agency commissions.

17. The Magazine is subject to Time Inc.’s standard 2016 issue-by-issue tally (IBIT) pricing system.

18. Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued October 13, 2015.

**TIME INC. 2016 ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM**

1. Magazine circulation delivery of the U.S. and North American editions of magazines published by Time Inc. and its affiliates (collectively, referred to herein as the “Publisher”) is measured on an issue-by-issue tally (IBIT) pricing system for full-run circulation advertising only. The IBIT pricing system is administered by comparing, for each issue of a magazine in which an advertiser books space and remits a cash payment for such advertisement, the issue’s total audited circulation as reported in the magazine’s Publisher’s Statement issued by the Alliance for Audited Media (AAM) or the Brand Report issued by BPA Worldwide (BPA) for the first or second half of the 2016 calendar year and the published total circulation rate base as set forth in the applicable magazine’s rate card.

2. In order to permit advertisers to apply earned IBIT credit in a timely manner, AAM Publisher’s Statements and BPA Brand Reports are used to calculate IBIT credit. The calculation may only be made following the issuance of the Publisher’s Statements or Brand Reports for second half of the 2016 calendar year (July – December) and will be based on final billed earned advertising rates.

3. Total audited circulation for magazines audited by AAM is comprised of paid plus verified (plus analyzed non-paid for those magazines who count analyzed non-paid in their rate base as set forth in such magazine’s Advertising Terms and Conditions). Total audited circulation for magazines audited by BPA is comprised of qualified paid and/or qualified non-paid as set forth in such magazine’s Advertising Terms and Conditions.

4. IBIT credits will be calculated on an individual insertion basis and will only be credited to an advertiser if the total audited circulation of the issue booked by the advertiser is lower by more than two percent (2%) than its published circulation rate base.

5. If the total audited circulation of the issue booked by an advertiser is lower by more than two percent (2%) than its published circulation rate base, the advertiser’s IBIT credit will be calculated by multiplying the net cost after agency commissions (excluding production premiums) (“Net Cost”) of the advertiser’s insertion in that issue by the difference between two percent and the actual percentage by which the total audited circulation is less than its published circulation rate base. By way of example, if the “Net Cost” of the advertiser’s insertion is $100,000 and the total audited circulation of an issue is three percent lower than its published circulation rate base, the IBIT credit would be calculated as follows: $100,000 x (3% - 2%) = $1,000.

6. IBIT credit must be used against future insertions, must be applied at the magazine at which it was earned and must be used within 12 months after the issuance of the Publisher’s Statements or Brand Reports for the second half (July – December) AAM/BPA reporting period and calculation of the 2016 IBIT credit. An advertiser may apply IBIT credit to any brand, product or division within the same advertiser parent company.

7. IBIT credit will be issued net of agency commissions and must be applied to invoices net of agency commissions. No agency commissions will be paid by the magazine on IBIT credit.

8. IBIT credit may be applied to production charges.

9. The magazine will not refund IBIT credit as cash.

10. Only full-run circulation advertising in regular issues as reported in the Publisher’s Statements issued by AAM and the Brand Reports issued by BPA are eligible for IBIT credit. The following are not eligible for IBIT credit: (a) special issues published in addition to the normal frequency of a magazine, whether or not reported in the AAM Publisher’s Statements and BPA Brand Reports, and (b) any issues specifically excluded from being eligible for IBIT per the applicable magazine’s rate card. Notwithstanding the foregoing, if the advertiser opts-out of running its advertisement in the digital edition of the magazine because of legal or regulatory considerations such advertisement shall remain eligible for IBIT credit.

11. No barter (whether cash paid or trade), standby or remnant advertising is eligible for IBIT credit.

12. IBIT credit will only be issued against eligible insertions that have been paid in full at the final earned and billed (pre-IBIT) rate.

13. Publisher reserves the right to modify these terms.

**ISSUED: OCTOBER 13, 2015**