

NAPA SONOMA MAGAZINE

Luxury and Style in California's Wine Country

Renowned as the finest regional luxury lifestyle magazine in California's Wine Country, *Napa/Sonoma* magazine (formerly *Vine* magazine) received three Maggie Awards for Best Visitors' Guide from the Western Publications Association in 2003, 2004, and 2005. For travelers eager to explore Napa and Sonoma counties like a local, and locals looking for new ways to experience the place they call home, *Napa/Sonoma* magazine shares the Wine Country lifestyle through engaging stories, informative resource listings, and awe-inspiring photography. *Napa/Sonoma's* multi-tier circulation model, including distribution through WineCountry.com, provides an unparalleled readership that is not currently available in other Wine Country magazines. *Napa/Sonoma* reaches travelers coming from the Bay Area and from destinations throughout the world as they plan their trips to Wine Country while at the same time providing valuable and in-depth reader service pieces to help visitors enjoy the best that Wine Country has to offer.

Napa/Sonoma magazine is a joint venture published by Diablo Publications and Modern Luxury Media.



SCHEDULE OF ISSUES	SPACE CLOSE	MATERIALS DUE	ON SALE
SPRING/SUMMER	Mar. 1, 2006	Mar. 10, 2006	Apr. 2006
FALL/WINTER	Sep. 1, 2006	Sep. 10, 2006	Oct. 2006
ISSUE LIFE: 6 MONTHS PER ISSUE			

EDITORIAL:

In every issue: The people, pleasures, and places of Napa and Sonoma—the best wines, cuisine, shopping, antiques, local arts and cultural festivals, spas, hotels, resorts, home design and real estate.

CIRCULATION: 30,000 COPIES PER ISSUE, ABC-AUDIT APPLIED. 2,500 control-mailed to the wealthiest estates in the Wine Country. 1,000 distributed at Napa Valley private air terminal and onboard chartered private jets to and from Wine Country. 12,500 controlled commercial distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, and private clubs, as well as chambers of commerce and visitors' bureaus in Napa and Sonoma counties. 2,000 copies distributed through luxury hotels, resorts, spas and B&Bs in Napa and Sonoma. 1,000 copies mailed to our vintners mailing list. 1,000 copies mailed to professional waiting rooms throughout Napa and Sonoma counties. 2,000 copies distributed at signature events and festivals throughout the year such as Auction Napa Valley, the Sonoma Valley Harvest Auction, the Mustard Festival, Sonoma Valley Olive Festival, and more. 3,000 online distribution mailed to www.winecountry.com visitors per their request. Winecountry.com is Wine Country's premier online destination, receiving 3 million unique visitors per year and more than 300,000 sessions per month. 5,000 newsstand sales throughout the Bay Area and through national retailers including Borders and Barnes & Noble.

Contact your Diablo Publications account executive at 925-943-1111.