

INSIDE THE SANTA YNEZ VALLEY MAGAZINE

Introducing
*Inside the Santa Ynez Valley
Magazine.*

A full color quarterly that
celebrates the lifestyle of the
beautiful Santa Ynez Valley.

INSIDE THE SANTA YNEZ VALLEY MAGAZINE

Issued quarterly and now
eighteen-years-old, ranging in
pages from 96 to 116,
featuring the people
who live here.

The number one resource for
reaching the affluent and
upscale readers in the
Santa Ynez Valley.

Total distribution each issue is
18,000+ and total average
readership is 75,000.

Distributed by subscription and
continuously throughout the
Valley for three full months.

The only magazine in the
Valley, *Inside the Santa Ynez
Valley Magazine* is truly the
“Voice of the Valley”.

ISYV Magazine: 18,000 total distribution. The magazine is delivered weekly for 3 full months to over 170 locations in the Santa Ynez Valley in the following categories:

Retail Stores and Shops
Coffee Houses
Banks
Bakeries
Markets and Grocery Stores
Golf Courses
Museums
Restaurants
Hotels/Motels/Inns/B&Bs/Timeshares
Visitors Bureau and Chamber of Commerce
Churches
Libraries
Wine Tasting Rooms
Farms
Insurance Offices
City Hall
Art Galleries
Medical-related including Dentist and Doctor Offices
Hospital Lobby and Emergency Room
Real Estate Distribution Point
Beauty-related Spas, Shops and Salons
Service-related Businesses including Party Rentals,
Horse/Pet Care, Auto Repair, Tire Shop, Window Treatments
In season: Lake Cachuma Store and Nature Center
YMCA and other Fitness Centers
Atterdag Village of Solvang
Solvang Friendship House

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Distribution

Hotels, Motels and Inns

	# Rooms	In-Room	At Reception
SOLVANG			
Alisal Guest Ranch	73		X
Day's Inn of California	75		X
Hadsten House Inn & Spa	72		X
Hamlet Motel	14	X	
Hotel Corque	134		X
King Frederick	45	X	
Kronborg Inn	39		X
Meadowlark	20		X
The Landsby	39	X	
Royal Copenhagen	48	X	
Solvang Gaard Lodge	21	X	
Solvang Inn & Cottages	44		X
Storybook Inn	9		X
Svendgaard's Lodge	48	X	
Viking Motel	13		X
Wine Valley Inn	56		X
BUELLTON			
Anderson's Best Western	97		X
Day's Inn	108	X	
Flying Flags RV Park			X
Mariott RSB	149	X	
Motel 6	59		X
Quality Inn	60		X
BALLARD			
The Ballard Inn	15	X	
LOS ALAMOS			
Alamo Court			X
Skyview Motel	34	X	
Union Hotel	20	X	
LOS OLIVOS			
Fess Parker's Wine Country Inn	20	X	
SANTA YNEZ			
Chumash Casino Resort & Spa	106		X
Friends Inn	7		X
Santa Ynez Inn	20	X	

Inside the Santa Ynez Valley Magazine

has a fresh design and a clean, easy-to-read look.

Printed on high-quality gloss paper,
the result is a sharper, more vibrant
color, and increased clarity.

ISYV Magazine has won eight national publishing awards for excellence and distinction in writing and photography. It has three times the national average for market penetration among regional magazines. The magazine is mailed to out-of-the-area recipients both by subscription and by locals who send copies to friends and family. Issues are retained literally for years.



Additional advertiser value with our reader-friendly online magazine, in a turn-the-page format. Every new issue is now instantly available online, increasing the range of our readership—and the audience for your ad—to global.

*Take a look at:
www.insidesyv.com*

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FINAL CLOSING DATES NEW ADS

SPRING

MARCH / APRIL / MAY / JUNE

Space closing and ad materials deadline: February 5

Publication date: March 21

SUMMER

JUNE / JULY / AUGUST / SEPTEMBER

Space closing and ad materials deadline: May 5

Publication date: June 21

AUTUMN

SEPTEMBER / OCTOBER / NOVEMBER / DECEMBER

Space closing and ad materials deadline: August 5

Publication date: Sept 21

WINTER

DECEMBER / JANUARY / FEBRUARY / MARCH

Space closing and ad materials deadline: November 5

Publication date: Dec 21

ELECTRONIC SPECIFICATIONS AND AD SIZES FOR

Inside the Santa Ynez Valley Magazine

updated 05/15/14

Digital ad submissions created as PDF files should be at 300 dpi in 4 color CMYK. If supplying an original file, we use InDesign 6. Please provide a contact phone number when submitting the ad in the event there are problems with your file.

INTERIOR AD SIZES - all measurements in inches:

1/4 page:	2.75 wide by 4.25 high	1/3 page: 4.25 wide by 4.25 high
1/2 page vertical:	2.75 wide x 8.75 high	1/2 page horizontal: 5.75 wide x 4.25 high
2/3 page:	4.25 wide x 8.75 high	Full page: 5.75 wide x 8.75 high
Full page bleed:	7 wide x 10 high (add 1/4" to all sides for bleed)	

SECTION BELOW APPLIES ONLY TO FULL PAGE ADS ON COVER PAGES

COVER AD SIZES - all measurements in inches:

Non-bleed ads: 6 wide x 9 high

Bleed ads: Inside front, inside back & back cover: 7 wide x 10 high

ADD 1/4 INCH BLEED ON LEFT, TOP & BOTTOM ONLY

Submit ad to Connie Cody at: connie@insidesyv.com

Call 805.688-1414 if you have questions, or send an email.

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EDITORIAL & PHOTO INFORMATION FOR **NEW ADS**

Business Logo/lettering is attached_____

Operating hours:_____

Business Street Address : _____

Are they providing their own photo/graphic_____

Do we need to take photos?_____ if yes, describe photo sub-

Provide general instructions re ad design. Draw a sketch of your ad layout, how you would like it done, if you wish. Otherwise we will create an ad based upon our experience but we must information from you about the important points that need to be covered in an ad for your business. Less is more in an ad, use the extra editorial for additional information. Too many points in an ad confuse the reader who moves onto an ad more soothing to the eye.

Use back of page if necessary. Provide wording, product names if used, address, phone, hours.

Editorial information (see magazine or example of sort of information we include.) Give most important points about the business service or products. Do NOT repeat EXACT same INFO that is used in the ad. Editorial should have something additional and different to say.
