



Media Kit
2017



CALIFORNIA STYLE

Since launching more than a decade ago, [C Publishing](#) has become the definitive insider's guide to the Golden State.

Through its four publications — C Magazine, C for Men, C Weddings and C Home — C continually strives to showcase every facet of California's superlative lifestyle.



CALIFORNIA STYLE

C Publishing produces four magazines showcasing all facets of California's superlative lifestyle

READER DEMOGRAPHICS	HHI \$581K Net Worth \$4.3M Home Value \$2.7M Age 46
SUBSCRIPTION	\$19.95 annually
SINGLE COPY	\$5.99 C Magazine \$5.99 C For Men \$7.99 C Weddings \$5.99 C Home
DISTRIBUTION PARTNERSHIP	Comag Marketing Group
PUBLISHED BY	C Publishing LLC
FOUNDER + EDITORIAL DIRECTOR	Jennifer Hale
PRESIDENT + PUBLISHER	Lesley Campoy
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WEBSITE	magazinec.com csocialfront.com c-for-men.com c-home.com



CALIFORNIA STYLE

EDITORIAL CALENDAR 2017

C MAGAZINE

MARCH

Spring Fashion Issue

First look at the SS17 collections through the California lens

Space Close 1.2
Materials Due 1.16
On Sale 2.28

APRIL

The Design issue

Celebrating the creativity and innovative spirit of Californians

Space Close 2.1
Materials Due 2.15
On Sale 3.28

MAY

The Beautiful Issue

Featuring the season's most alluring baubles and beauty secrets

Space Close 3.1
Materials Due 3.15
On Sale 4.25

SUMMER

Endless Summer Issue

The best of The Golden State summer Jun through Aug

Space Close 4.3
Materials Due 4.14
On Sale 6.6

SEPTEMBER

Fall Fashion Issue

Front-row coverage of the FW17 collections

Space Close 7.3
Materials Due 7.14
On Sale 8.29

OCTOBER

The Art Issue

The hottest tickets in town

Space Close 8.1
Materials Due 8.15
On Sale 9.26

NOVEMBER

The Glamour Issue

Shining a spotlight on bold jewelry and insider beauty routines

Space Close 9.1
Materials Due 9.15
On Sale 10.24

DECEMBER/WINTER

The Holiday Issue

Holiday gift guides and inspiration

Space Close 10.2
Materials Due 10.13
On Sale 11.28

JAN

C WEDDINGS
Spring/Summer

MAR

C MAGAZINE
C HOME
Spring

APR

C MAGAZINE
C FOR MEN
Spring

MAY

C MAGAZINE

JUN

C MAGAZINE

JUL

C WEDDINGS
Fall/Winter

SEP

C MAGAZINE
C HOME
Fall

OCT

C MAGAZINE
C FOR MEN
Fall

NOV

C MAGAZINE

DEC

C MAGAZINE

C WEDDINGS

SPRING/SUMMER

On newsstands - Jan through Jun

Space Close 11.1.16
Materials Due 11.15.16
On Sale 12.27.16

FALL/WINTER

On newsstands - Jul through Dec

Space Close 5.1
Materials Due 5.15
On Sale 7.5

C FOR MEN

SPRING/APRIL

On newsstands - Apr through Jun

Space Close 2.15
Materials Due 3.1
On Sale 4.11

FALL/OCTOBER

On newsstands - Oct through Dec

Space Close 8.15
Materials Due 9.1
On Sale 10.10

C HOME

SPRING/MARCH

Polybagged with the March C Magazine Issue

On newsstands - Mar through Jun

Space Close 1.2
Materials Due 1.16
On Sale 2.28

FALL/SEPTEMBER

Polybagged with the September C Magazine Issue

On newsstands - Sep through Nov

Space Close 7.3
Materials Due 7.14
On Sale 8.29



CALIFORNIA STYLE

C MAGAZINE

California remains the largest and most affluent luxury market in the United States. And since its launch in 2005, *C Magazine* has continued to establish itself as the premier advertising vehicle for reaching the nation's top luxury spenders from Los Angeles to San Francisco, Napa Valley to Orange County, Silicon Valley to San Diego.

Beginning with March 2014, *C Magazine's* rate base increased to 150,000 from 100,000. Our readership includes buyers of high-end Mercedes-Benz automobiles, South Coast Plaza, Shreve & Co and Stanford Shopping Center's most affluent spenders, as well as luxury hotel distribution, newsstands and public placement in the highest HHI zip codes.

RATE BASE 150,000

SUBSCRIPTIONS & PARTNERSHIPS

Subscriptions via traditional mail, insert cards, online and other direct sales efforts. Partnerships with exclusive luxury retailers include: Mercedes-Benz, South Coast Plaza, Stanford Shopping Center and Shreve & Co to reach California-based customers.

SINGLE COPY & NEWSSTAND

Prominent placement in more than 2,000 retail locations, including CA and NY airports, Barnes & Noble, Whole Foods Market, Bristol Farms, Gelson's, Vons and Safeway. Distribution Partnership: Comag Marketing Group. Single copy - \$5.99

LUXURY HOTEL DISTRIBUTION

In-room at select five-star luxury hotels, spas and resorts—throughout the state of California. Please see enclosed hotel list.

SELECT PUBLIC PLACEMENT

Select salons, and doctor and cosmetic surgeon offices in the highest HHI zip codes.

* C California Style is audited by the Alliance for Audited Media (AAM).



CALIFORNIA STYLE

C MAGAZINE

AUDIENCE

*High net worth individuals. Major wealth and buying power.
Luxury retail consumers. Cultural influencers.*

C California Style is targeted to California's wealthiest residents. Its readers have a passionate interest in—and a high level of influence on—the trends, styles and attitudes that shape the way we live and look. C Magazine is the only magazine that directly connects you to the affluent California market, in an atmosphere that is worthy of your brand. California is more than where they live; it is who they are.

FEMALE/MALE	90% / 10%
AVERAGE AGE	46
MEAN HHI	\$581K
MEDIAN HHI	\$159K
MEAN NET WORTH	\$4.3M
MEDIAN NET WORTH	\$1.8M
MEAN HOME VALUE	\$2.7M
MEDIAN HOME VALUE	\$1.4M
MARRIED/PARTNER/SINGLE	63% / 9% / 28%
BACHELOR'S DEGREE	89%
GRADUATE DEGREE	41%
READERS PER COPY	5.8

*Data Source: Larson Research + Strategy



CALIFORNIA STYLE

C FOR MEN

With expert trend reporting, informed articles and lush photography, *C for Men* is the definitive manual for the finest California has to offer. *C for Men* is filled with invaluable information on how to live the good life in the Golden State, all culled by *C Magazine's* expert editorial team and arranged with the magazine's signature sophistication.

Beginning with the Spring 2014 Issue, *C for Men's* circulation increased to 100,000 from 70,000. Readership includes male-specific and dual households from our current database, and prominent placement at leading newsstands and retailers.

RATE BASE 100,000

SUBSCRIPTIONS & PARTNERSHIPS

Male-specific and dual households from our current database, including top spenders from our Mercedes-Benz, South Coast Plaza, Stanford Shopping Center and Shreve & Co partnerships.

SINGLE COPY & NEWSSTAND

C for Men carries a three-month newsstand shelf life, with prominent placement at leading newsstands and retailers. Single copy - \$5.99

LUXURY HOTEL DISTRIBUTION

In-room at select five-star luxury hotels, spas and resorts throughout the state.

SELECT PUBLIC PLACEMENT

Select male-oriented public placement in the highest HHI zip codes.

CLOSE DATES

Spring | April 2017
Fall | October 2017

Space Close 2.15.17
Space Close 8.15.17

On Sale 4.11.17
On Sale 10.10.17



CALIFORNIA STYLE

C FOR MEN

AUDIENCE

*High-net-worth individuals. Major wealth and buying power.
Luxury retail consumers. Cultural influencers.*

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MALE/FEMALE	87% / 13%
AVERAGE AGE	48
MEAN HHI	\$476K
MEDIAN HHI	\$183K
MEAN NET WORTH	\$4.3M
MEDIAN NET WORTH	\$2.1M
MEAN HOME VALUE	\$2.3M
MEDIAN HOME VALUE	\$1.3M
MARRIED/PARTNER/SINGLE	57% / 14% / 29%
BACHELOR'S DEGREE	90%
GRADUATE DEGREE	50%
READERS PER COPY	5.8

*Data Source: Larson Research + Strategy



CALIFORNIA STYLE

C WEDDINGS

From rustic vineyard elegance to flawless urban glamour, every Golden State bride dreams of a truly unforgettable wedding. *C Weddings* provides the insider's guide to the very finest bridal resources from San Diego to Sonoma. *C Weddings* will be published twice in the coming year: Spring 2017 and Fall 2017. Assembled with *C Magazine's* signature elegance, each page of *C Weddings* offers both inspiration and insight, making it the must-have wedding resource for every California couple.

RATE BASE 70,000

SUBSCRIPTIONS & PARTNERSHIPS

Key segments of *C Magazine's* lucrative database receive *C Weddings*, including distribution through our circulation partnerships with Mercedes-Benz, South Coast Plaza, Stanford Shopping Center and Shreve & Co.

SINGLE COPY & NEWSSTAND

C Weddings will carry a six-month newsstand shelf life for both 2017 issues, with prominent placement at leading newsstands and retailers. Single copy - \$7.99

SELECT PUBLIC PLACEMENT

Partnerships with a targeted set of California's leading bridal retailers and select bridal events throughout California.

CLOSE DATES

Spring January 2017	Space Close 11.1.16	On Sale 12.27.16
Fall July 2017	Space Close 5.1.17	On Sale 7.5.17

ADDED-VALUE ONLINE DIRECTORY

All advertisers will be included in the *C Weddings* online directory posted on the *C* website. The online directory will include the advertiser's name and telephone number and a link to the advertiser's website.

*C California Style is audited by the Alliance for Audited Media (AAM)



CALIFORNIA STYLE

C HOME

As the definitive guide to the finest homes, estates and gardens California has to offer, *C Home* showcases California's refined way of living, taking readers on a lush insider's tour of Golden State architecture, design and real estate. From Spanish-Revival to Craftsman to Midcentury Modern, our homes define our personal style as much as the clothing we wear and the cars we drive. Highlighting Malibu mansions, rustic Sonoma cottages and bucolic Pebble Beach retreats alike, *C Home* provides the ultimate backdrop for these prime properties with design profiles, industry tips, and information for buyers and sellers.

C Home readers overwhelmingly own their homes - multiple homes

- Spend on real estate: average home value \$2.3M/median home value \$1.3M
- Own multiple properties: 35% own two or more homes
- Own in California (58%)
- Buy outside of California (35% own around the world - ski resorts, NYC, Europe and Asia)

C Home readers are in the market to buy more property

- More than 1/3 of our readers plan to buy a property within the next year!
- 70% of those readers looking to purchase in California.

Home design is a top passion point for our readers

- Interior design (87% define as top interest)
- Architecture (77%)
- Entertaining at home (81%)

RATE BASE 75,000

SUBSCRIPTIONS & PARTNERSHIPS

Subscriptions via traditional mail, insert cards, online and other direct sales efforts. Partnerships with exclusive luxury retailers include: Mercedes-Benz, South Coast Plaza, Stanford Shopping Center and Shreve & Co to reach California-based customers.

SINGLE COPY & NEWSSTAND

C Home carries a three-month newsstand shelf life, with prominent placement at leading newsstands and retailers. Single copy - \$5.99

CLOSE DATES

Spring March 2017	Space Close 1.2.17	On Sale 2.28.17
Fall September 2017	Space Close 7.1.17	On Sale 8.29.17



CALIFORNIA STYLE

HOTEL DISTRIBUTION

In-room at select five-star luxury hotels,
spas and resorts throughout the state

Andaz - Napa	Lafayette Park Hotel
Archer - Napa	Laguna Cliffs Marriott Resort & Spa
Auberge du Soleil	Le Meridien - San Francisco
Bacara Resort And Spa	Lodge At Cordevalle
Ballard Inn	Loews Regency San Francisco
Belmond El Encanto	Malibu Beach Inn
Bernardus Lodge & Spa	Mayacama
Beverly Garland Hotel	Meadowood Napa Valley
Bodega Bay Lodge and Spa	Miramonte
Calistoga Ranch	Montage - Beverly Hills
Carmel Valley Ranch	Montage - Laguna Beach
Casa Del Mar Inn	Montecito Inn
Chateau du Sureau	Monterey Plaza
Colony Palms Hotel	North Block Hotel
Cupertino Inn	Ojai Valley Inn & Spa
Dolphin Bay	Packard House & JD House
El Capitan Canyon	Palace Hotel
Fairmont - Miramar Hotel & Bungalows	Palihotel - Melrose Avenue
Fairmont - San Francisco	Palihouse - Santa Monica
Fairmont - Sonoma Mission Inn & Spa	Palihouse - West Hollywood
Four Seasons - Santa Barbara	PlumpJack - Squaw Valley Inn
Furnace Creek Inn	Portofino Hotel
Grand Hotel	Rosewood Resorts - Sand Hill Rd
Honor Mansion	San Ysidro Ranch
Hotel Bel-Air	Shutters on the Beach
Hotel Casa del Mar	SoHo House - West Hollywood
Hotel Covell	SoHo Little Beach House
Hotel Del Coronado	Solage Calistoga
Hotel Del Sol	Stanford Park Hotel
Hotel Drisco	Sunset Marquis Hotel And Villas
Hotel Milo	Surf & Sand Resort
Hotel Oceana - Santa Monica	The Beverly Hills Hotel
Hotel Valencia	The Cobblestone Inn
Hotel Vitale	The Fess Parker
Inn at Laguna Beach	The London - West Hollywood
JW Marriott - Union Square	The Scarlet Huntington
Kenwood Inn & Spa	
L'Auberge Carmel	
L'Auberge Del Mar	
L'Ermitage Beverly Hills	and more...



CALIFORNIA STYLE

PRODUCTION REQUIREMENTS

C California Style accepts advertisements supplied to press quality, PDF/X-1A standards

	width x height
SPREAD (bleed)	16.5" x 11.125"
SPREAD (trim)	16.25" x 10.875"
SPREAD (live area)	15.75" x 10.375"
FULL PAGE (bleed)	8.375" x 11.125"
FULL PAGE (trim)	8.125" x 10.875"
FULL PAGE (live area)	7.625" x 10.375"
HALF PAGE (non-bleed)	7.125" x 4.6875"
FILE FORMAT	PDF/X-1A
COLOR CRITICAL	C California Style runs to SWOP standards
CONTRACT PROOFS	Recommended, but not required
SEND ALL PDFs	production@magazinec.com
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