



# RANCH&COAST

San Diego's Luxury Lifestyle Magazine

MEDIA KIT 2021

## OUR COMMUNITY AT A GLANCE



### 90% Targeted Circulation | 166,000 Readership

**Affluence & Influence:** Our print circulation is our cornerstone. No other publication has access to this audience as directly as we do. Each month, *Ranch & Coast* delivers 27,000 magazines behind the gates of Rancho Santa Fe and Fairbanks Ranch, some of the wealthiest enclaves and zip codes in the United States, as well as La Jolla, Carmel Valley, Santaluz, and the North County coastal corridor of Del Mar, Solana Beach, Encinitas and South Carlsbad.

90%

of *Ranch & Coast*  
readers are  
homeowners

85%

of readers visit an  
advertiser's website as  
a result of reading  
*Ranch & Coast*

\$3.2 million

is the Median Home  
Price in Rancho Santa Fe,  
making it one of the  
highest in California

47

is the Median Age  
of our readers

67%

of our readers have  
household incomes of  
\$396,000 or more

We engage with household decision-makers. Each month, *Ranch & Coast* reaches a concentrated audience of wealth, influence and spending power with a widely respected model of old-school community journalism and a new digital portfolio.



# OUR STORY

## Editorial Overview

For 57 years, *Ranch & Coast* has been San Diego's enduring lifestyle magazine and go-to source for the social set. Through 2020, when several local magazines ceased printing, *Ranch & Coast* remained loyal and unwavering in its mission. We feature philanthropy, dining, style, home, real estate, travel, leisure, and wellness. And don't forget the tastemakers who are the spirit of our storytelling. We consistently spotlight the people who make San Diego the dynamic place it is to live and thrive.



## Award-Winning Content

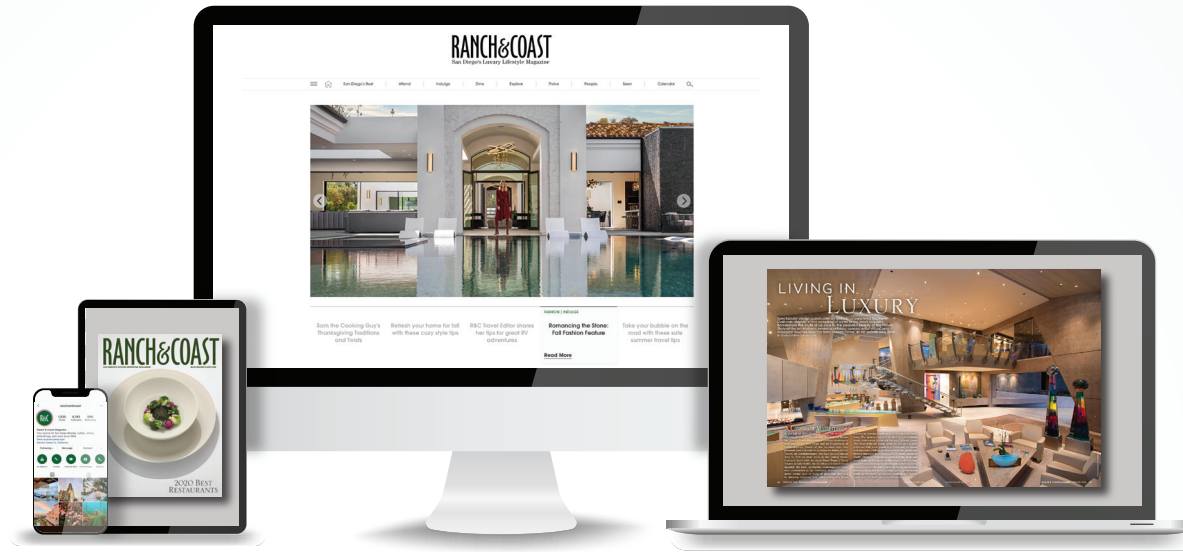
*Ranch & Coast* Magazine is consistently recognized by the San Diego Press Club, earning hundreds of Excellence in Journalism Awards including Best of Show. In 2020 alone, we garnered 29 wins.

## Community Spirited

Philanthropy is at the heart center of *Ranch & Coast*. Through strategic partnerships, we are committed to connecting our readers with the charities helping those in need. Whether it's online or hybrid in-person events, we share new ways to support our community partners.

Our community coverage is stronger and our content is more valued and innovative than ever.

# A CONNECTED APPROACH



## Loyal Readership

*Ranch & Coast's* digital platform features multiple funnels to reach an audience that's both dedicated and captive for curated content. Our newly redesigned website is updated daily; there's customized email marketing and newsletters; web advertisements and video; and a growing social media presence.

## Seamless Access

Advertisers can create custom-tailored campaigns that fit seamlessly with *Ranch & Coast's* editorial environment. We combine print ads, web ads, editorial inclusion, e-newsletter inclusion, social media support, dedicated e-blasts, and event partnerships.

## Website

Our new website is more user-friendly, visible, and yes, searchable. According to Google Analytics, [ranchandcoast.com](http://ranchandcoast.com) averages approximately 15,000 unique visitors and 55,000 page views each month with an average of nearly two-and-a-half minutes per visit.

## Online Magazine

Cover to cover, our digital magazine creates an accessible option to flip through an entire issue. Available on desktop and mobile, we garner up to 60,000+ views monthly.

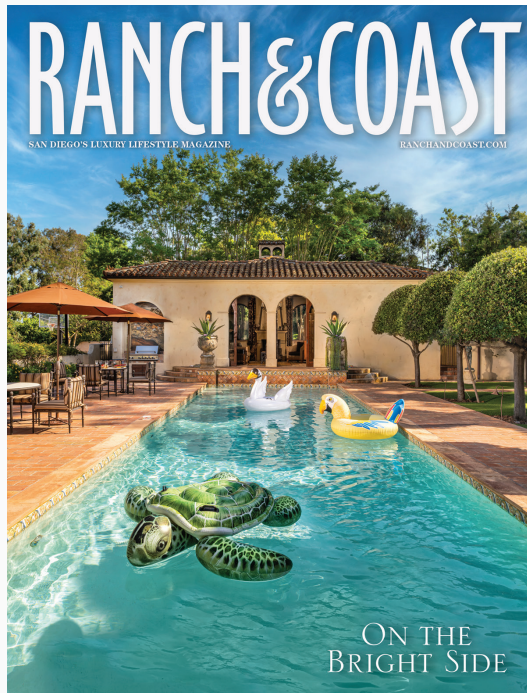
## The E-Newsletter

Hands down, newsletters have become one of the most effective tools for informing and inspiring readers. Our award-winning e-newsletter has more than 12,000 subscribers clicking through bite-sized portions of information. We offer sponsorship opportunities, branded content, and custom dedicated email blasts.

## Social Media

Instagram (6,500+), Facebook (5,300+), and Twitter (11,500+). @ranchandcoast





## EDITORIAL CALENDAR

### JANUARY | NEW YEAR, NEW EVERYTHING

Hit refresh. We celebrate all things wellness, including San Diego's active and fit lifestyle both inside and outside the home.

*Profiles: Portraits in Excellence*

### FEBRUARY | HOUSE & HOME ISSUE

Home is more treasured than ever. We introduce you to the experts who make it their business to create beautiful personal spaces.

*Plus: We showcase San Diego's most spectacular real estate.*

*Hot 'Hood: Encinitas. Rediscovering this coastal town from new arrivals to the hidden gems.*

*Profiles: Home Design*

### MARCH | REAL ESTATE & HOME ISSUE

Home continues to be more treasured than ever. With work-at-home extending into 2021, discover the neighborhoods and homes drawing in new residents.

### APRIL | SPRING FOR IT

Spring Fashion & Style — On-Location Photo Shoot

*Hot 'Hood: Carlsbad. We rediscover this coastal town from the new arrivals to the hidden gems.*

*Plus: Our debut Plastic Surgery guide.*

### MAY | REGIONAL STAYCATION PLANNING GUIDE

The summer is a golden time to rediscover Southern California and staycation like you mean it. To help you plan, we uncover the nearby destinations that are truly worth the drive time for a wellness reset, an adventure, or just some R and R.

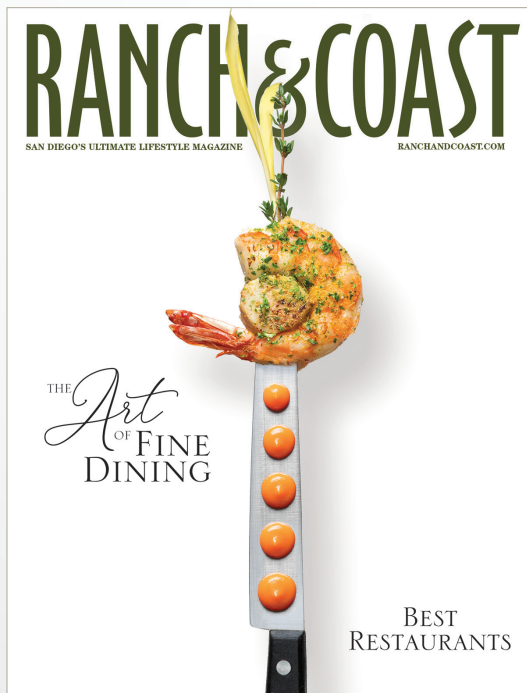
### JUNE | BEST RESTAURANTS ISSUE & THE ALFRESCO ISSUE

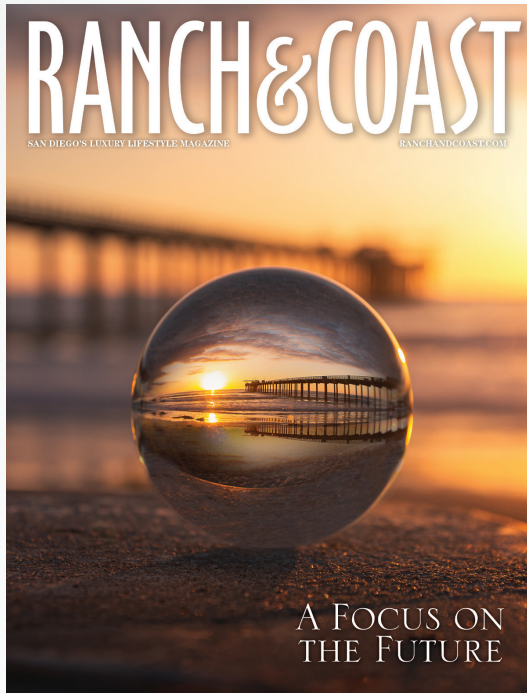
From beloved chefs to our favorite casual fare, we honor the best that San Diego has to offer in our annual Best Restaurants issue.

*Plus: Take it Outside! We highlight San Diego's endless summer playground for all ages.*

*From new outdoor dining spots to open-air everything, we celebrate San Diego's brightest spots.*

*Profiles: Home Design*





## EDITORIAL CALENDAR

### JULY | THE DEL MAR ISSUE

We expand our coverage beyond the village zip code and into the neighborhoods of Solana Beach and Carmel Valley. Expect the latest on dining, shopping, and the Del Mar tastemakers.

### AUGUST | THE LA JOLLA ISSUE

Explore the beauty and elegance of La Jolla. Dedicated to the shopping, dining, culture, and people who make La Jolla unique, the issue sparks new appreciation for a coastal jewel.

### SEPTEMBER | STYLE ISSUE

Fall Fashion & Style  
On-Location Photo Shoot

*Plus: The Rancho Santa Fe issue. A chic peek into the lifestyle, the luxury, and the tastemakers.*

### OCTOBER | THE BEST OF THE BEST

Curating the best of San Diego, this issue is dedicated to the people, places, and experiences that rise to the top in every category as selected by our readers and editors.

### NOVEMBER | HOUSE & HOME ISSUE

Home is more treasured than ever. Meet the experts who make design dreams a reality.

*Plus: We showcase San Diego's most spectacular real estate.*

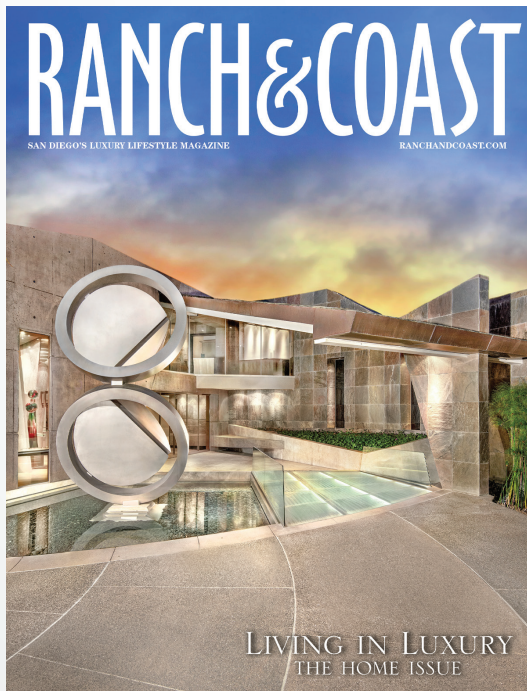
*Plus: Holiday Tabletops & Inspiration.*

*Profiles: Home Design*

### DECEMBER | PHILANTHROPY ISSUE

Philanthropy takes center stage in this issue, as we showcase the people and organizations dedicated to improving the lives of our neighbors.

*Profiles: Charitable Giving Guide*





## OUR LIFESTYLE

*Ranch & Coast* is the Town & Country of San Diego



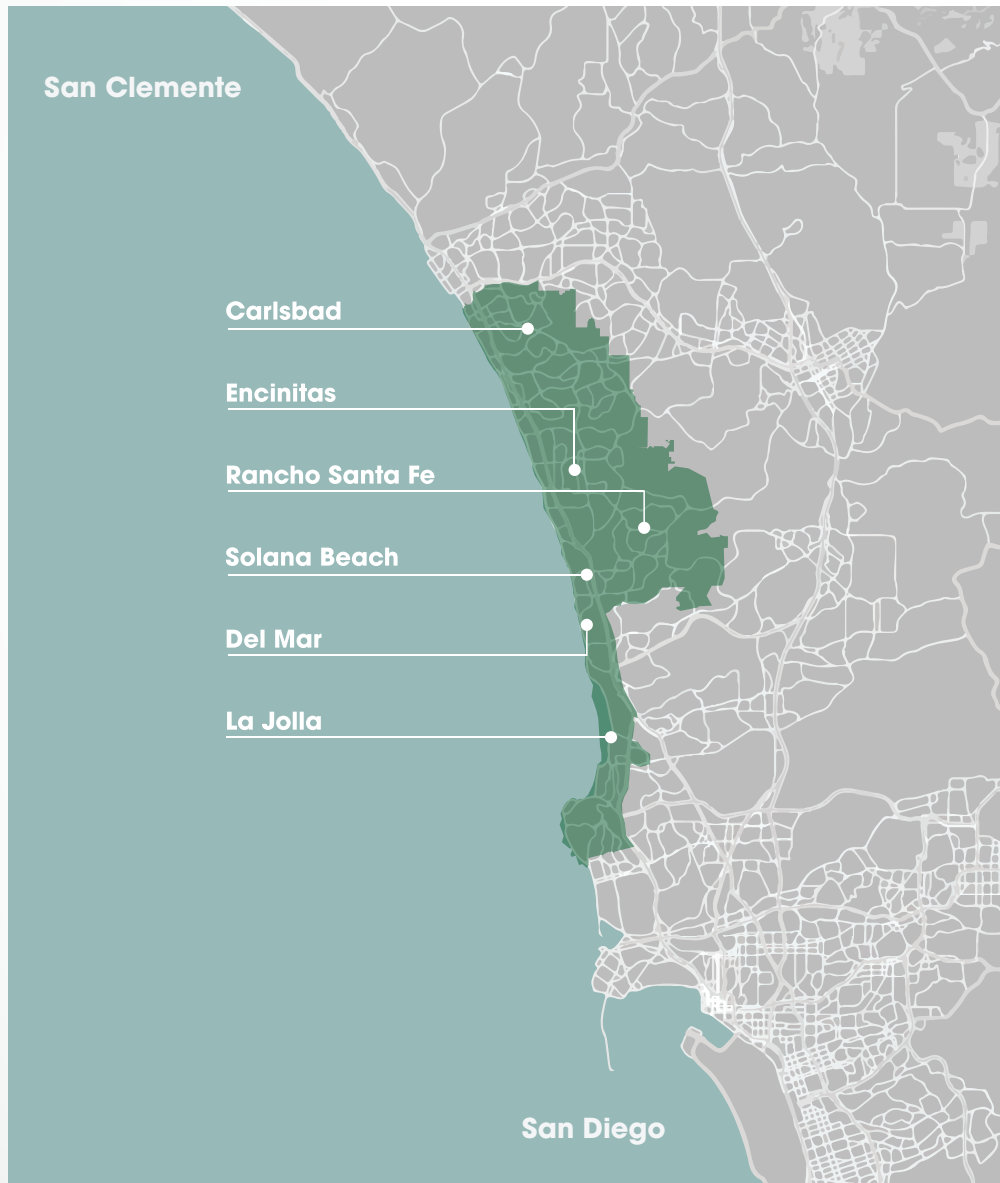
North County is built on the notion of endless summer. That's why surfers have long called it home, and add to that list the tech titans, pro athletes and the global elite who seek privacy, tranquility and an effortlessly elegant California lifestyle. The pace is slower, the light is beautiful and the climate is one of the most enviable in the world.

The North County spirit captures entrepreneurs — and not just in biotech. As the North American birthplace of yoga, a growing number of wellness and lifestyle brands have sprung from our shores: Dr. Bronner's, Kashi, Kopari, Coola and Vuori. We're home to destination spas and high-caliber resorts like Rancho Valencia, Golden Door and The Lodge at Torrey Pines.

*Ranch & Coast* is the *Town & Country* of San Diego. We uncover the gems of our coastal towns along Pacific Coast Highway — The 101 — highlighting where to dine, chill and indulge like a local. And our "country?" Well, our readership is mostly concentrated in Rancho Santa Fe, with its stunning mountain-to-sea vistas, rarified tranquility, and equestrian lifestyle. Welcome home.

## ON THE MAP

It's a golden time to rediscover the region, cherished for its relaxed vibe, wellness pursuits, and the pinnacle of indoor-outdoor living.



### California's Golden Corner

It's a gold rush. With the new freedom to work remotely and a global reset of real estate priorities, there has been a mass exodus from city centers. New residents are flocking to North County for space and amenities.

The Bay Area has become one of the largest feeder markets for those relocating to San Diego, while second and third home buyers — many international — have newfound interest in the bounty of space, privacy and quality of life.

It is a golden time to rediscover the region with its open pastorals; mornings on the sun-dappled verandas; evening drinks at cozy outdoor fireplaces and the idyllic weekends of explorations to the mountains and desert.

#### ***Ranch & Coast Magazine***

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