



RANCH&COAST

San Diego's Luxury Lifestyle Magazine

MEDIA KIT 2026

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*

\$5.2 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 61 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

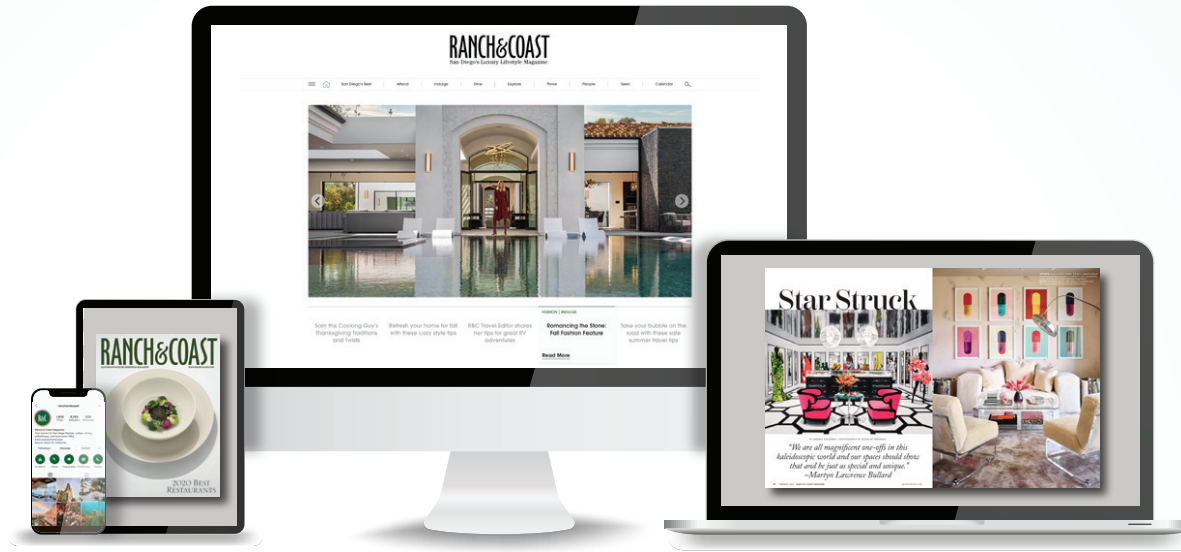
Ranch & Coast Magazine is consistently recognized by the San Diego Press Club, earning hundreds of Excellence in Journalism Awards including Best of Show. In 2025 alone, we garnered 24 wins.

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 averages approximately 16,000 unique visitors and 60,000 page views each month with an average of nearly two-and-a-half minutes per visit.

Online Magazine

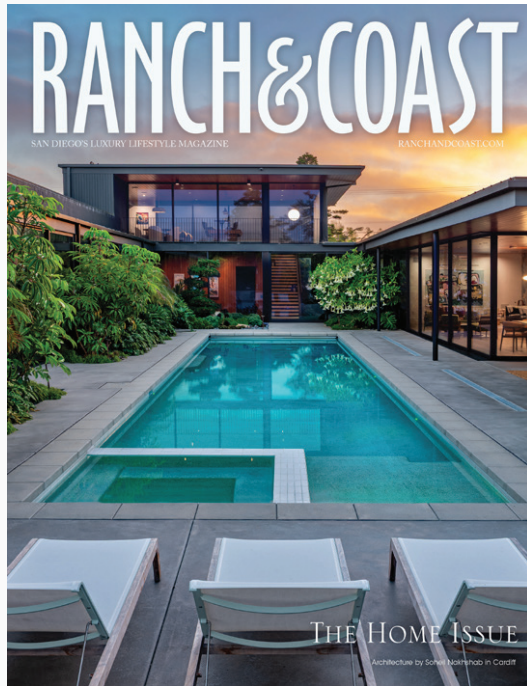
Cover to cover, our digital magazine creates an accessible option to flip through an entire issue. Available on desktop and mobile, we garner up to 60,000+ views monthly.

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 11,000 subscribers clicking through bite-sized portions of information. We offer sponsorship opportunities, branded content, and custom dedicated email blasts.

Social Media

Instagram (11,600+), Facebook (7,000+), and X (10,700+). @ranchandcoast



EDITORIAL CALENDAR

JANUARY | NEW YEAR, NEW EVERYTHING SPACE Space 12/11 | Materials 12/15 | Debuts 12/29

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

Partner Content: Portraits in Excellence

FEBRUARY | REAL ESTATE & HOME ISSUE Space 1/14 | Materials 1/16 | Debuts 1/28

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.

Partner Content: Home Design & Real Estate

MARCH | THE ARTS ISSUE + CHARITY DATE BOOK Space 2/11 | Materials 2/13 | Debuts 2/25

Ranch & Coast's enduring commitment to honoring those who give back within our community takes center stage. We showcase the people and organizations making a difference for those in need, and provide a gala guide for 2025.

Partner Content: Nonprofit Showcase

APRIL | SPRING FOR IT Space 3/13 | Materials 3/17 | Debuts 3/30

Spring Fashion & Style — On-Location Photo Shoots

Partner Content: Dynamic Women Leaders

MAY | STAYCATIONS & GETAWAYS Space 4/13 | Materials 4/16 | Debuts 4/27

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.

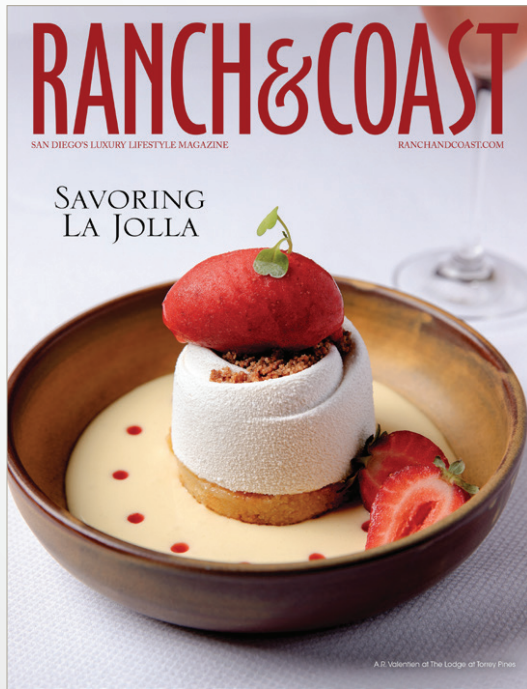
Partner Content: Staycation Planning

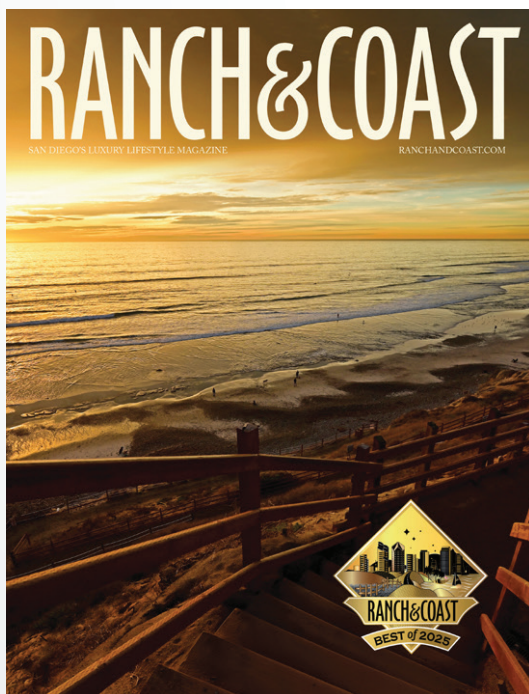
JUNE | BEST RESTAURANTS ISSUE & THE ALFRESCO ISSUE Space 5/13 | Materials 5/15 | Debuts 5/27

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.





EDITORIAL CALENDAR

JULY | REAL ESTATE & HOME ISSUE Space 6/15 | Materials 6/17 | Debuts 6/29

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

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

Plus: We celebrate the Best of Del Mar and showcase the latest on dining, shopping, and the community's tastemakers.

Partner Content: Home Design & Real Estate

AUGUST | THE LA JOLLA ISSUE Space 7/14 | Materials 7/17 | Debuts 7/28

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 Space 8/12 | Materials 8/14 | Debuts 8/27

Fall Fashion & Style

On-Location Photo Shoot

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

Partner Content: Dynamic Women Leaders

OCTOBER | THE BEST OF THE BEST Space 9/14 | Materials 9/17 | Debuts 9/28

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.

Partner Content: Private Dining Guide

NOVEMBER | ANNIVERSARY CELEBRATION Space 10/14 | Materials 10/16 | Debuts 10/28

Birthdays are a time to reflect on where we've been, take stock of where we are, and look ahead at what's still to come. We highlight the community institutions marking momentous anniversary years.

Plus: Holiday Tabletops & Inspiration.

DECEMBER | PHILANTHROPY ISSUE Space 11/11 | Materials 11/13 | Debuts 11/25

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

Partner Content: Charitable Giving Guide

OUR LIFESTYLE

Ranch & Coast is the Town & Country of San Diego



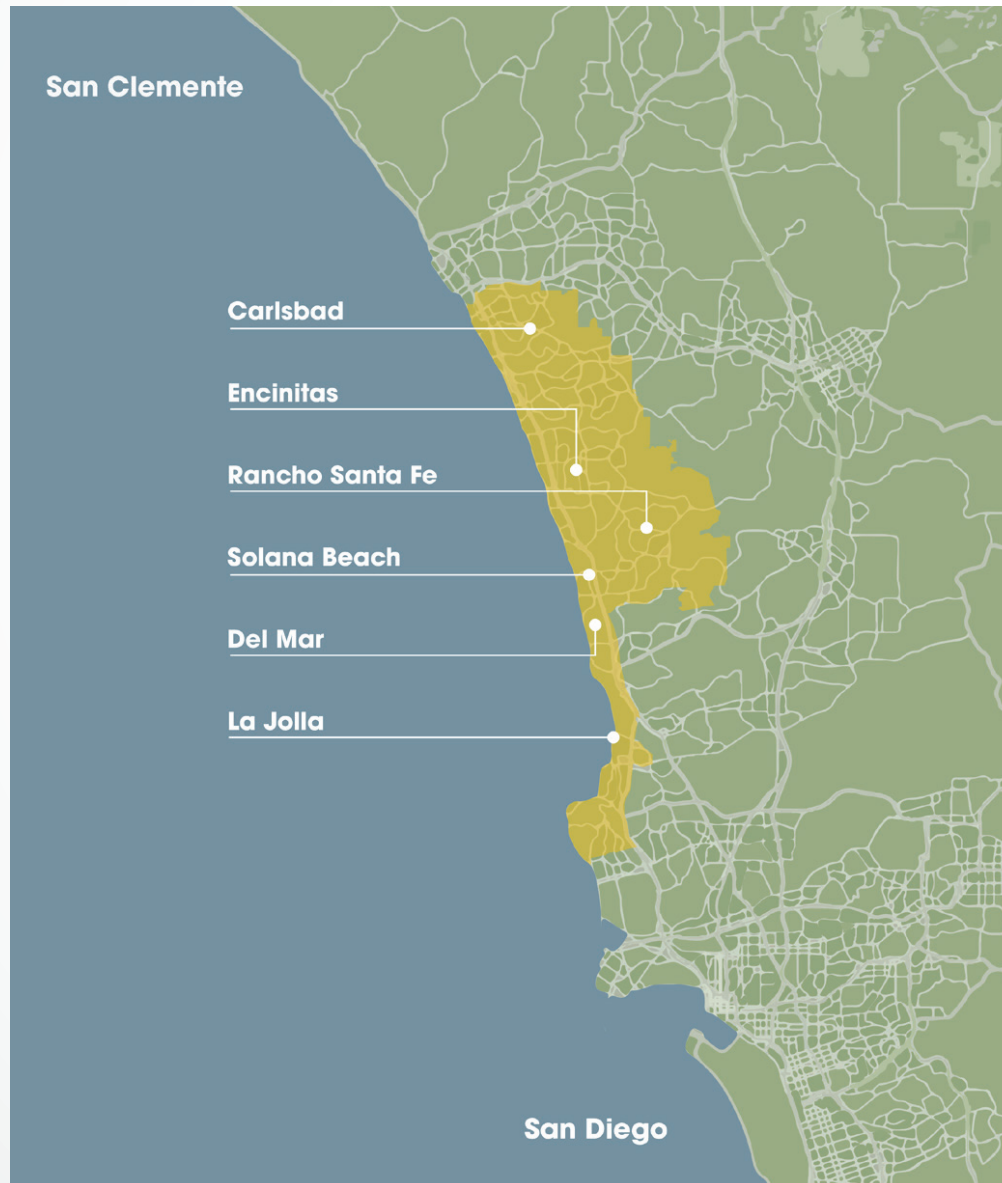
North County is built on the notion of endless summer. That's why surfers have long called it home, and add to that list the tech titans, pro athletes and the global elite who seek privacy, tranquility and an effortlessly elegant California lifestyle. The pace is slower, the light is beautiful and the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