

THE COMPLETE GUIDE TO GO.
WHERE® SAN DIEGO MAGAZINE

REACHING OVER 1.5 MILLION
HOTEL GUESTS ANNUALLY.



WHERE. HERE AND NOW

Where magazine is a quarterly, portable, guidebook-style magazine that readers take with them when they explore the city. With information-rich content detailing where to go and what to see, Where is the must-have visitor guide for both travelers and hotel concierges. Edited and published locally for each market, Where magazine's useful articles, timely sidebars and comprehensive listings provide the most complete guide to the city's top shops, restaurants, shows, attractions, exhibits and tours.



Distributed at leading 3-, 4- and 5-star hotels, available in-room, at the concierge and front desk, plus select visitor centers throughout the city.



Where magazine is available in 50 cities in the U.S., Canada, Europe and Asia and Australia.



28,000
Copies per month



118
Luxury Hotels



9
High Traffic Visitor Locations



126,000
Readers Per Month



WHERE®. HERE AND NOW.
WHERE® SAN DIEGO MAGAZINE



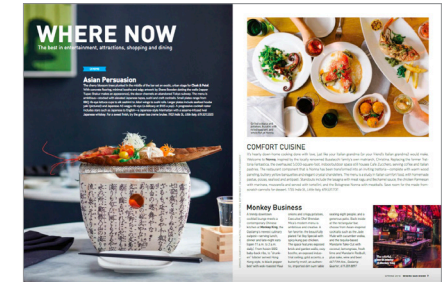
THE VISITOR EXPERIENCE

They shop. They dine. They play. They spend.
 And they do it over and over again.

Where magazine reaches them every day.
 In their hotel rooms. On the street. In the city.
 Let us show you *Where*.

28,000 COPIES PER MONTH
 Distributed at leading hotels,
 available in-room,
 at the concierge and front
 desk, and at visitor venues
 throughout the city.

IN EVERY ISSUE



WHERE NOW Top local eateries, bars, culture and interviews with rising star chefs and celebrities. This colorful section gives you the latest and greatest info on what's hot around the city.

NEIGHBORHOODS Explore the county's prominent pockets like a local, from charming shops to avant garde galleries to culturally rich landmarks.

HOT DATES From Broadway shows to buzzing local festivals, our expert editors deliver the scoop on the month's most exciting events.

THE WHERE GUIDE Informative listings of restaurants, boutiques, museums, attractions and tours, a must-read for visitors looking for ideas on where to eat, drink, shop and play.

MAPS Accurate, up-to-date and visually appealing, our maps provide the most direct, user-friendly route to top sights, shops, restaurants and entertainment options all over the city.

30 THINGS WE LOVE Crowd-pleasing list of our editors' absolute favorite things about the city, from hidden dining gems to must-see city sights.

DEMOGRAPHIC PROFILE

WHERE® SAN DIEGO MAGAZINE

THE PRIMARY SOURCE OF VISITOR INFORMATION FOR 92% OF READERS



READER DEMOGRAPHICS

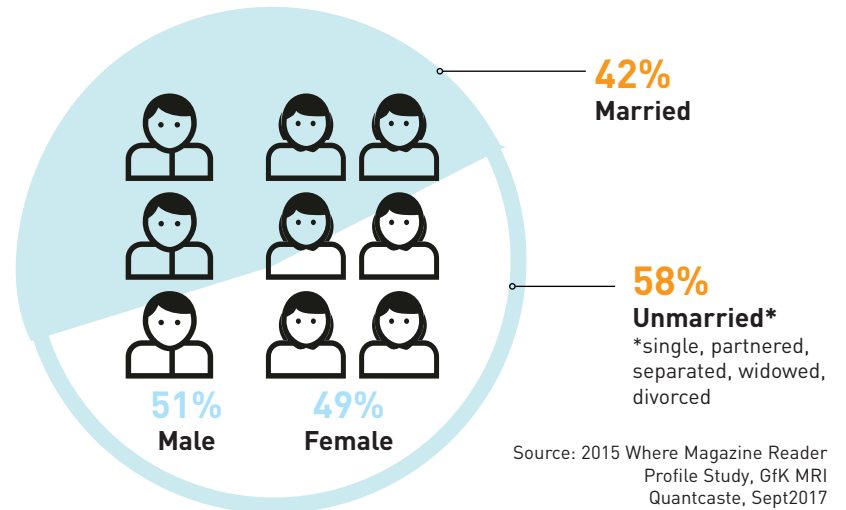
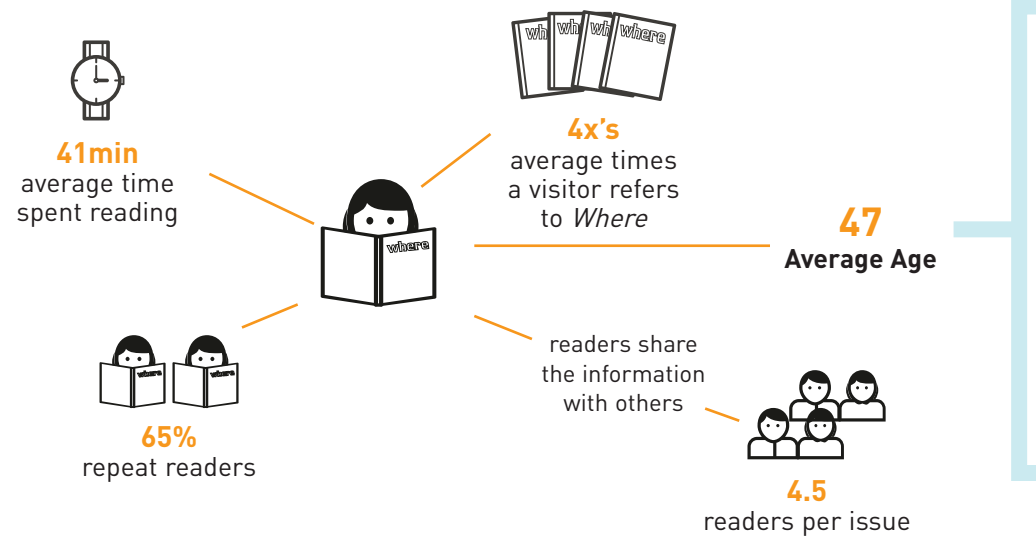


Average Household Income \$126,000



Graduated College+ 86%
 Post-Graduate Study/Degree 30%
 Professional/Managerial Employment 70%

READER ENGAGEMENT

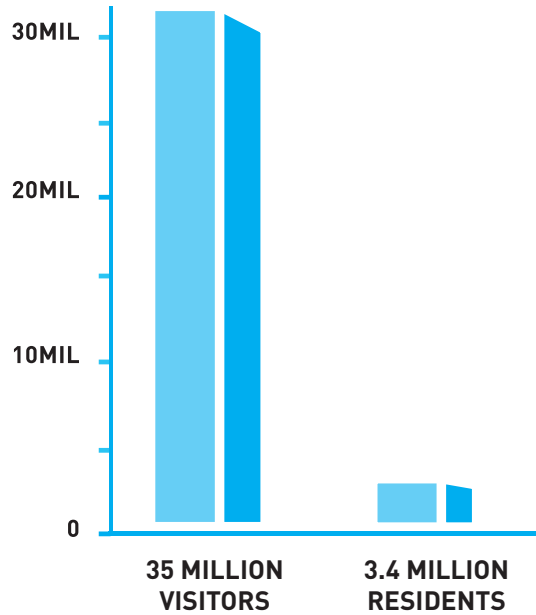


Source: 2015 Where Magazine Reader Profile Study, GfK MRI Quantcaste, Sept2017

VISITORS OUTNUMBER RESIDENTS 10:1

WHERE® SAN DIEGO MAGAZINE

SAN DIEGO IS ONE OF THE LEADING VISITOR DESTINATIONS IN THE U.S.



35 million travelers spend more than \$10.8 billion in San Diego.

SAN DIEGO VISITORS
Population of 35 million

VS.

SAN DIEGO RESIDENTS
Population of 3.4 million

Spend \$10.8 billion a year



Have a set budget

Dine out for every meal



May dine out once a week

Shop 365 days a year

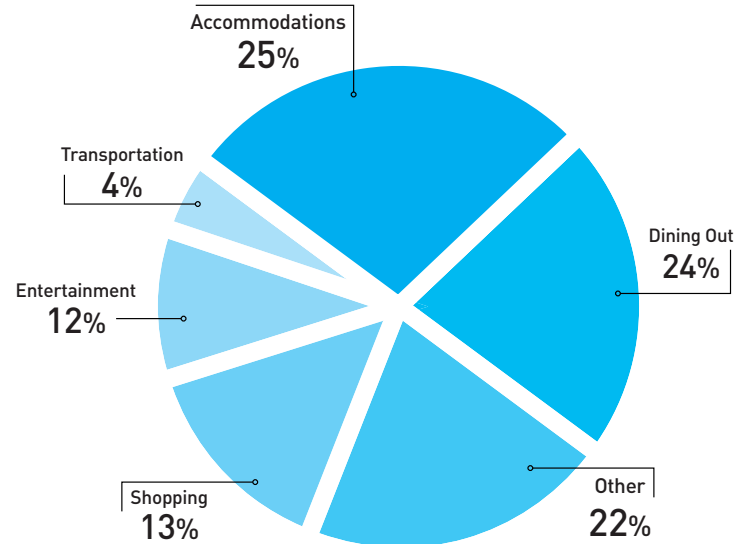


May shop twice a month

Attend an entertainment event every day



May attend an entertainment event once a month



VISITOR EXPENDITURES



Total Annual Visitor Expenditures while in San Diego



\$3.4 BILLION Accomodations



\$3.3 BILLION Dining



\$1.8 BILLION Shopping



\$1.7 BILLION Entertainment



\$485 MILLION Transportation

Source: 2017 Annual Visitor Industry Summary, Visit California Research Study 2017

619 260 5599 | SoCalPulse.com

DISTRIBUTION

WHERE® SAN DIEGO MAGAZINE

Proudly distributed at these locations

Downtown

Andaz San Diego
The Bristol
Courtyard By Marriott
Doubletree Hotel San Diego
Downtown
Embassy Suites San Diego Bay
The Hard Rock Hotel
Hilton San Diego Bayfront
Hilton San Diego Bayside
Campus
Hilton San Diego Gaslamp
Quarter
Horton Grand Hotel
Hotel Palomar
Hotel Republic
Hotel Z
InterContinental San Diego
The Keating Hotel
Kimpton Solamar Hotel
Manchester Grand Hyatt San Diego
Marriott Vacation Club Pulse
Omni San Diego Hotel
The Pendry
Porto Vista Hotel
Residence Inn San Diego
Downtown Gaslamp Quarter
San Diego Marriott Gaslamp
Quarter
San Diego Marriott Marquis & Marina
The Sofia Hotel
The US Grant
The Westgate Hotel
The Westin Gaslamp Quarter San Diego
The Westin San Diego
Wyndham Harbour Lights
Wyndham San Diego Bayside

San Diego Bay/Point Loma

Bay Club Hotel & Marina
Courtyard by Marriott San Diego
Airport/Liberty Station
Hilton San Diego Airport
Humphreys Half Moon Inn and Suites
Kona Kai Resort & Spa
The Pearl Hotel
Sheraton San Diego Hotel & Marina

La Jolla

Embassy Suites Hotel La Jolla
Empress Hotel of La Jolla
Estancia Hotel
The Grande Colonial
Hilton La Jolla Torrey Pines
Hotel La Jolla, Curio Collection by Hilton
Hyatt Regency La Jolla
La Jolla Beach & Tennis Club
La Jolla Shores Hotel
La Valencia Hotel
Lodge at Torrey Pines
Pantai Inn La Jolla
San Diego Marriott La Jolla
Scripps Inn La Jolla
Sheraton La Jolla Hotel

North County Coastal

Beach Terrace Inn
Best Western Plus Beach View Inn
Cape Rey Carlsbad
Carlsbad Inn Beach Resort
Encinitas Inn and Suites
Four Seasons Residence Club
Grand Pacific Palisades Resort & Hotel
Hyatt House San Diego Carlsbad
Inn at Moonlight Beach
Omni La Costa Resort and Spa
Park Hyatt Aviara Resort
Sheraton Carlsbad Resort & Spa
Springhill Suites by Marriott
Tamarack Beach Resort

West Inn & Suites
Westin Carlsbad Resort & Spa

Mission Bay

Bahia Resort Hotel
Catamaran Resort
The Dana on Mission Bay
Hilton San Diego Resort and Spa
Hyatt Regency Mission Bay Spa & Marina
Paradise Point Resort & Spa

Del Mar/Rancho Santa Fe

The Del Mar Inn
Doubletree by Hilton San Diego
Del Mar
The Fairmont Grand Del Mar
Hilton San Diego/Del Mar
Hotel Indigo San Diego Del Mar
L'Auberge Del Mar
Marriott Del Mar
Rancho Valencia Resort & Spa

Coronado

Coronado Island Marriott Resort & Spa
Glorietta Bay Inn
Hotel Del Coronado
Loews Coronado Bay Resort

Mission Valley/Old Town/Hillcrest

Courtyard by Marriott San Diego
Mission Valley/Hotel Circle
Doubletree Mission Valley
Hacienda Hotel Old Town San Diego
Hilton San Diego Mission Valley
Inn at the Park
The Lafayette Hotel
Marriott Mission Valley
Sheraton Mission Valley
Town And Country Resort

Pacific Beach

Blue Sea Beach Hotel
Crystal Pier Cottages
Pacific Terrace Hotel
Tower 23

Inland & South San Diego County

Barona Resort & Casino
LakeHouse Resort
Pier South Resort
Rancho Bernardo Inn
Sycuan Golf Resort
Viejas Resort

Visitor Centers and Additional Distribution Points

Atlantic Aviation
Balboa Park Visitors Center
The Bridges at Rancho Santa Fe
Escondido Visitors Center
Oceanside Visitors Center
San Diego LGBT Visitors Center
San Diego Visitor Center
Westfield UTC Visitor Center
WHERE Traveler Store,
San Diego Airport

Orange County

Disney's Grand Californian Hotel and Spa
The Disneyland Hotel
Fashion Island Hotel Newport Beach
Hilton Costa Mesa
Hilton Waterfront Hotel
Marriott Newport Beach
Marriott Newport Coast Villas
Monarch Beach Resort
Montage Resort and Spa
Renaissance Newport Beach
The Ritz Carlton Laguna Niguel
The Resort at Pelican Hill
Surf and Sand Resort
Wyndham Irvine-Orange County Airport

28K CIRCULATION

THE REACH



28,000

Copies per month



118 Luxury Hotels



9 High-Traffic Visitor Locations



126,000 Readers Per Month



ADDED BENEFITS PROGRAM

WHERE® SAN DIEGO MAGAZINE

Providing you valuable marketing opportunities to the influential concierge community.

where CONCIERGE INSIDER
SAN DIEGO

CONCIERGE Q & A
GORDON BERRY
CHIEF CONCIERGE
HILTON SAN DIEGO RESORT & SPA

VIP CHECKIN
WHERE® MAGAZINE CONGRATULATES THE FOLLOWING ON THEIR NEW POSITIONS:

Walfrid Rojas
Front Office Manager
Grande Colonial
San Diego

Daniela Estrada
Concierge
Park Hyatt Aviara Resort

Mark Dammit
Concierge

Where magazine and Mister A's invite you and a guest to
Experience Mister A's
twelve stories above
San Diego

WEDNESDAY, MAY 30 6-8 P.M.

RECEPTION
12th Floor
2300 Fifth Avenue
San Diego

DRESS CODE
Semi-formal attire required.

RSVP
By noon Monday, May 29
Eva.Scattergood@misteras.com
eva.scattergood@misteras.com

BITES
Canapés, desserts and libations will be served.

PARKING
Street parking available.

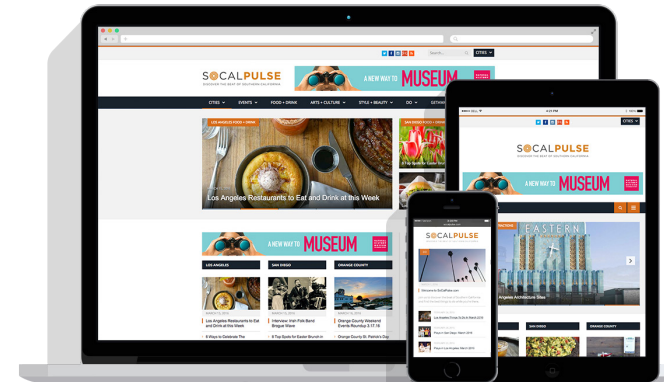
where C-BLAST
MAGAZINE
Saving the concierge and Foodie/Hospitality community

TRAVEL FACT
Hotel occupancy strong despite new supply.
Hotels averaged a 65.5% occupancy rate in the US in 2016 -- the highest occupancy rate ever recorded for a year -- despite the new supply entering the pipeline, according to STR. There are 163,000 hotel rooms under construction in the US, a 30% increase from 2015, and STR forecasts that occupancy will drop slightly this year by 0.5%.

Be the Astronaut at the San Diego Air & Space Museum
Now open, Be the Astronaut is the Air & Space Museum's newest interactive adventure. Individuals can launch a rocket, pilot a spacecraft, and drive a rover in space, while learning STEM subjects along the way. Discover the solar system first hand with the help of virtual astronauts, and land on multiple worlds, including the moon, Mars, Jupiter and asteroids. Designed with the help of NASA experts, Be the Astronaut is fun for the whole family!

2001 Pan American Plaza | 919.234.8291
sdsd@spaceandair.org

The Blameless at The Old Globe: Invite
You and a guest are invited to The Blameless.
Developed in The Old Globe's 2016 New Voices.



Concierge Newsletter

Advertisers may be featured in the "Partner Profiles" section of *Concierge Insider*, our monthly newsletter. *Concierge Insider* is emailed to more than 500 concierges, guest services representatives, directors of sales and marketing and general managers. It also include updates regarding current promotions, entertainment and events.

Custom Concierge Events

Where San Diego occasionally includes advertisers in our well-planned and well-attended concierge events. These events give concierges first-hand experience with your business and are the best way to get concierge referrals. A minimum campaign size is required.

Concierge E-blasts

Advertisers can participate in up to four of our weekly Tuesday C-blast of partner offers per year. This formatted e-blast informs the concierge community about up-to-the-minute advertiser offers and events.

Concierge Direct Mail

Advertisers have access to our up-to-date concierge database for direct mail purposes. We can provide you with a set of mailing labels for your own direct mail marketing campaign.

Website Exposure — SoCalPulse.com

Our interactive consumer website includes weekly web features, and the Weekend Roundup. Advertisers are featured with a listing in the Guide section of the website.

SIZES, SPECS & SCHEDULES

2019 SOUTHERN CALIFORNIA EDITIONS

UNIT	TRIM	BLEED	NON-BLEED
2-Pg. Spread**	16 1/4" x 10 7/8" *	16 1/2" x 11 1/8"	15 1/4" x 10"
Full-Page	8 1/8" x 10 7/8" *	8 3/8" x 11 1/8"	7" x 10"
2/3 Vertical	4 5/8" x 9 7/8"		
1/2 Island	4 5/8" x 7 3/8"		
1/3 Vertical	2 1/4" x 9 7/8"	USEFUL MEASUREMENTS:	
1/3 Square	4 5/8" x 4 7/8"	1/8 = .125	5/8 = .625
1/6 Vertical	2 1/4" x 4 7/8"	1/4 = .25	7/8 = .875
1/6 Horizontal	4 5/8" x 2 3/8"	3/8 = .375	7/16 = .4375

*Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.
 **Add 1/2" on each side of center line of spine for safety margin.

All ads must conform to the above dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.

COUPONS ARE NOT ACCEPTED.

BARE-BONES SPECIFICATIONS

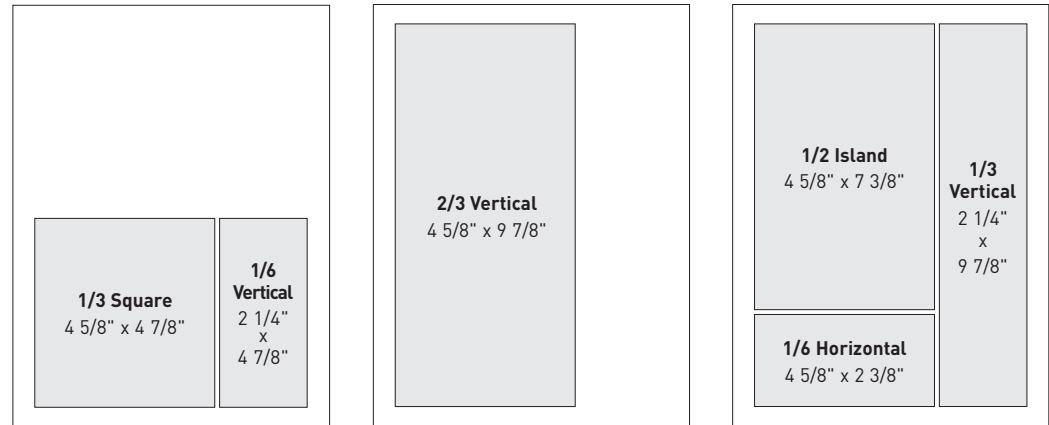
Colors: CMYK process only

Fonts: Use ONLY PostScript Type1 or OpenType (or create outlines of all text)

Files: We prefer PDF/x1a when properly created from files that conform to our specifications. You must include crop marks to ensure proper placement. We can accept native files InDesign, with Photoshop (bitmap) and Illustrator (vector) images.

Live Area: All critical matter must be kept within the non-bleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

Note: See **TECHNICAL INFORMATION** sheet for further instruction.



SOUTHERN CALIFORNIA PRODUCTION SCHEDULE

LOS ANGELES

ISSUE	AD CLOSE	MATERIAL DUE	ISSUE	AD CLOSE	MATERIAL DUE
January	Nov 16, 2018	Nov 30, 2018	July	May 24	May 29
February	Dec 19, 2018	Jan 2	August	Jun 28	Jul 3
March	Jan 25	Jan 30	September	Jul 26	Jul 31
April	Feb 22	Feb 27	October	Aug 23	Aug 28
May	Mar 22	Mar 27	November	Sep 20	Sept 25
June	Apr 26	May 1	December	Oct 18	Oct 23

ORANGE COUNTY AND SAN DIEGO

ISSUE	AD CLOSE	MATERIAL DUE	ISSUE	AD CLOSE	MATERIAL DUE
Winter	Oct 5, 2018	Oct 10, 2018	Summer	Apr 5	Apr 10
Spring	Jan 4	Jan 9	Fall	Jul 12	Jul 17

Note: For production questions call **Dawn Kiko Cheng** at **310.280.2880** or email at **ads@wherela.com**.

TECHNICAL INFORMATION

2019 SOUTHERN CALIFORNIA EDITIONS

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using 4/C process inks (CMYK). Please refer to these standards for more information.
- No film will be accepted.
- Final digital ads must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator CS6 or lower and QuarkXpress 8.1 or lower. Pagemaker, Freehand or Publisher will NOT be accepted.
- PDFs will not be accepted unless supplied by an accredited agency or in PDF/x1-a format, and must include crop marks to ensure proper placement.
- Ads must be submitted on CD, DVD or via FTP and must be accompanied by the following:
 - Screen and printer fonts used (fonts will be deleted after use). Use only PostScript Type 1 or Open Type fonts or convert all text to outlines.
 - High-resolution (300dpi/133lpi) image files in CMYK, TIFF or EPS formats. If running a color ad, color-corrected proof with color composition indicated; an Iris, Kodak Approval, Matchprint, Spectrum or 3M Rainbow proof must accompany the disk. Inkjet and bubble jet color printouts are for color placement only as the representations are not true colors (i.e. they cannot be achieved in process printing). Where® takes no responsibility for color accuracy when only inkjet/bubble jet printouts are provided. If running a black and white ad, an accurate b/w laser copy must be provided.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check line screen is set to 150 lines per inch, use 300ppi for continuous tone at final size.
- Check that the maximum total ink coverage does not exceed 280%.
- Check plate resolution is 2400ppi, use 1000ppi min. linework.
- Minimize the number of steps used to create a gradation or blend.
- Check bleed safety. Keep all live matter 1/4" from the trim size on all four sides.
- Add 1/2" on each side of center line of spine for safety margin.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be self-extracting archives (Stuffit or Zip) if compression software is used.

GENERAL INFORMATION

Southern California Media Group (SCMG) is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. SCMG assumes no responsibility for errors and omissions resulting from changes. SCMG endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs at the blue-line stage.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

E-mail ads to:
ads@WhereLA.com

FTP delivery for ads over 10MB:

Address: ftp.wherela.com
User ID: advertiser
Password: audience

Or mail to:
SCMG
Attn: Production Department
3679 Motor Avenue, Suite 300
Los Angeles, CA 90034

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to a short rate.

**BE SURE TO
INCLUDE YOUR
WEB ADDRESS
IN YOUR
AD CREATIVE.**

Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your website, your web address must be included in the ad.