

COASTAL LIVING®

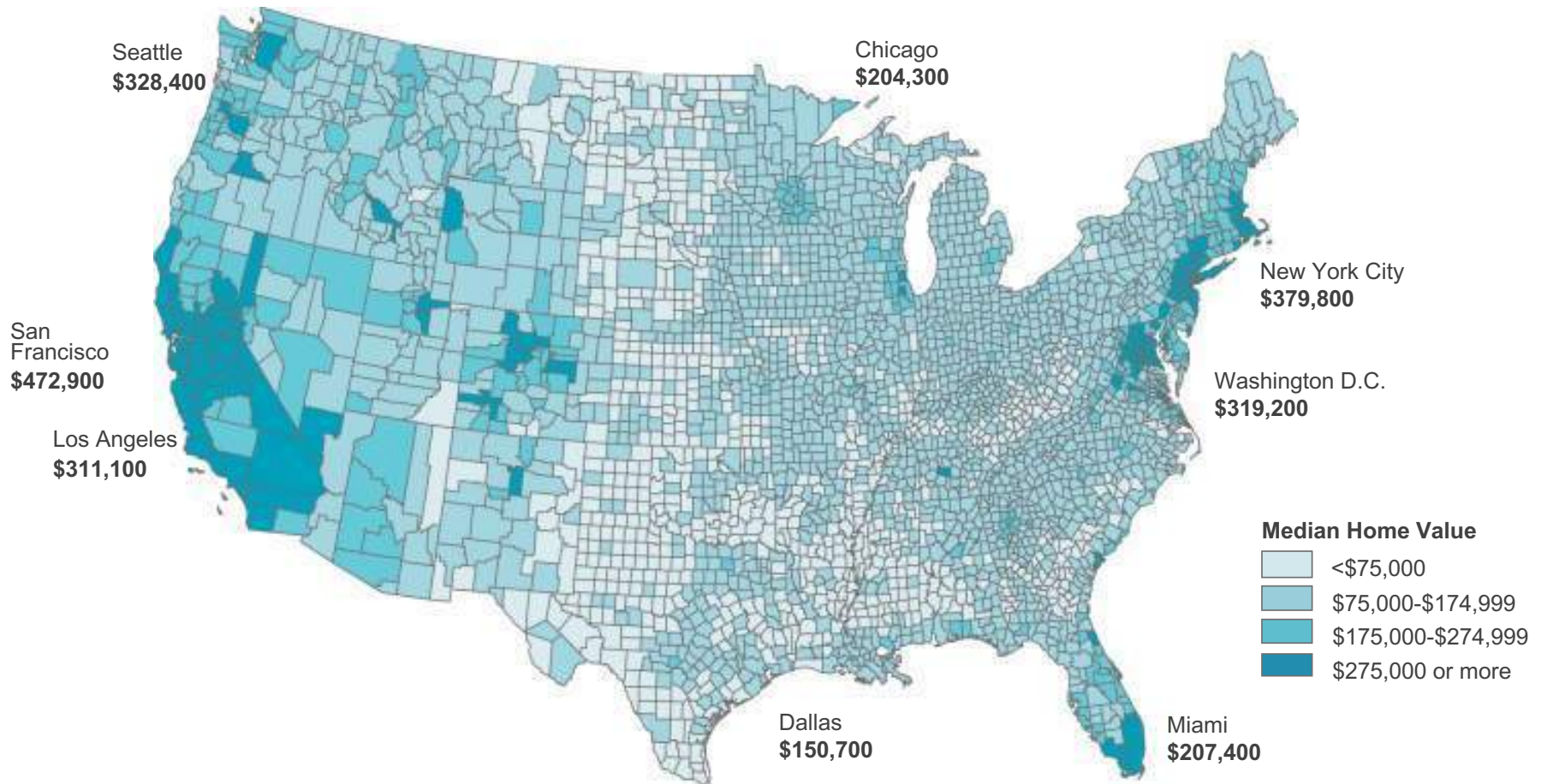


Sunset



Where the wealth is...

Median Home Value by County



Sources: Claritas, Inc., 2009; National
Assoc. Realtors, 2nd Quarter 2009

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Sunset

READER SNAPSHOT:

4.7 million

1,250,000 circulation



Female 70%
Male 30%



College Educated 80%
Median Age 51.6



HHI \$88,460
Own Home 80%

Sources: 2009 MRI Fall; 2010 Sunset Media Kit (rate base)

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READER SNAPSHOT:

3.8 million

650,000 circulation



Female 71%
Male 29%



College Educated 80%
Median Age 51.2



HHI \$90,522
Own Home 81%

Sources: 2009 MRI Fall; 2010 Coastal Living Media Kit (rate base)

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Sunset and *Coastal Living*

together bring the **most desirable audience** among the competitive set

#1 for number of readers with home value \$500,000 or more

#2 for number of readers with household income \$100,000 or more

#2 for total audience size

Competitive Set:

Bon Appetit

Food & Wine

House Beautiful

Martha Stewart Living

Traditional Home

Travel & Leisure

Source: 2009 MRI Fall



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Sunset & Coastal Living together

		Aud (000)	Median HHI (\$)	Median Hm (\$)
Sunset & Coastal Living	8,092	\$88,522	\$325,822	
<i>Bon Appetit</i>		6,299	\$91,849	\$313,726
<i>Travel + Leisure</i>		4,813	\$94,132	\$290,248
<i>Food & Wine</i>		7,445	\$87,892	\$284,937
<i>Traditional Home</i>		4,298	\$80,648	\$275,300
<i>House Beautiful</i>		5,892	\$72,535	\$257,285
<i>Martha Stewart Living</i>		10,481	\$73,271	\$248,637

Source: 2009 MRI Fall

Sunset and *Coastal Living* deliver a highly desirable audience **not reached** by competitive magazines

Percentage *Sunset* & *Coastal Living*'s unduplicated audience

- 89.4% are **not** reading *House Beautiful*
- 89.4% are **no** reading *Travel + Leisure*
- 88.5% are **no** reading *Traditional Home*
- 87.8% are **no** reading *Food & Wine*
- 87.6% are **no** reading *Bon Appetit*
- 79.4% are **no** reading *Martha Stewart Living*



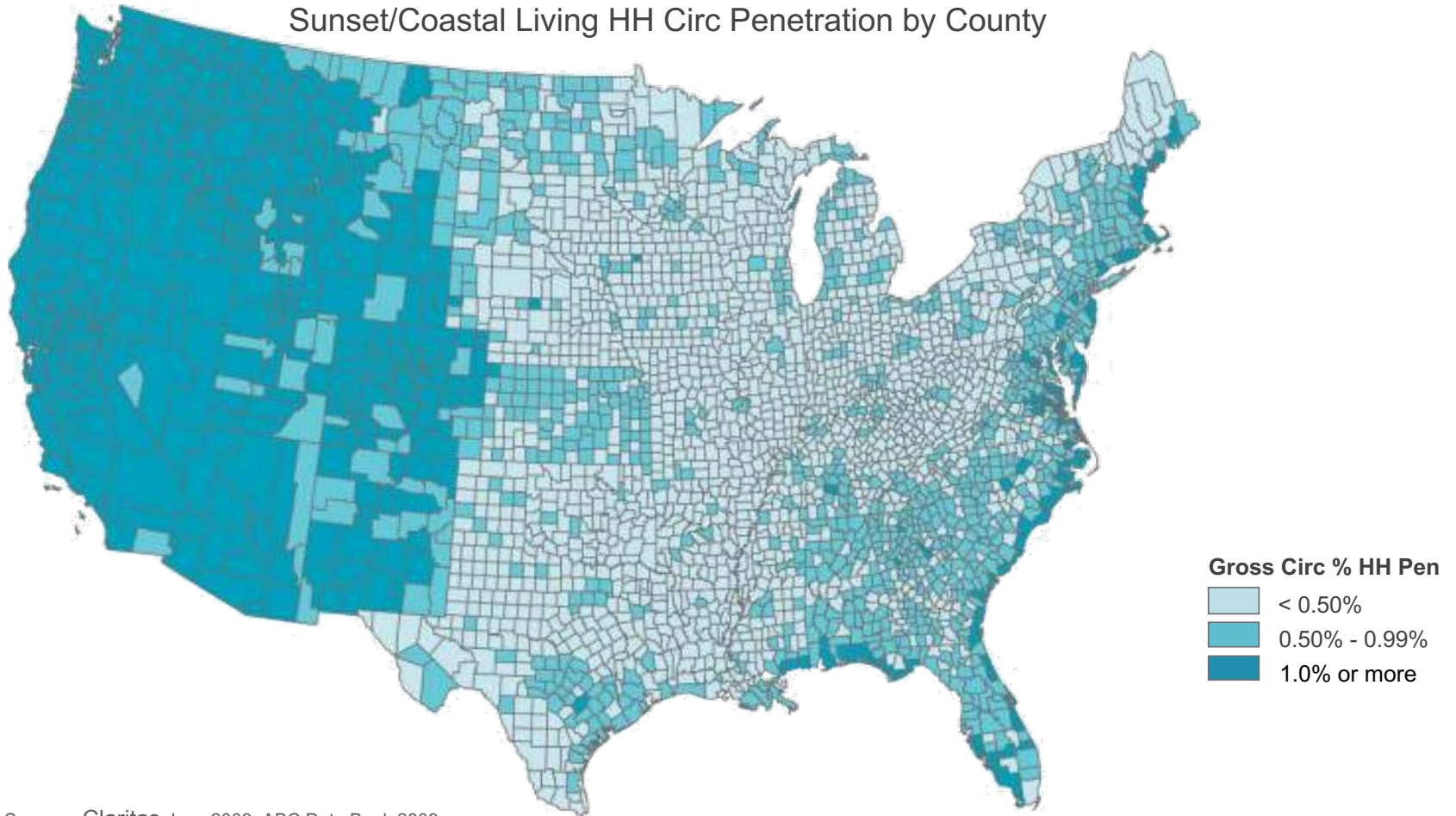
Source: 2009 MRI Fall

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Sunset and Coastal Living

combined **effectively deliver** the wealthy coastal regions

Sunset/Coastal Living HH Circ Penetration by County



Sources: Claritas, Inc., 2009; ABC Data Bank 2009

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Sunset and Coastal Living:

Highest penetration—Top 15 income counties in the nation

	Circ	% Pen
<i>Sunset & Coastal Living</i>	117,567	3.9
<i>Bon Appetit</i>	73,760	2.4
<i>Martha Stewart Living</i>	69,003	2.3
<i>Travel + Leisure</i>	53,106	1.7
<i>Food & Wine</i>	53,071	1.7
<i>Traditional Home</i>	43,787	1.4
<i>House Beautiful</i>	33,853	1.1

Counties with \$50K+ HHs: California-Marin, Santa Clara, San Mateo; Colorado-Douglas; Georgia-Forsyth; Virginia- Fairfax, Loudoun, Arlington, Prince William; Maryland-Howard, Montgomery; New Jersey-Morris, Somerset; New York-Nassau; Tennessee-Williamson

Sources: 2009 ABC Data Bank; 2009 Claritas



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Innovation adopters & influencers:

Family and friends rely on the advice of *Sunset* and *Coastal Living* readers

Sunset and *Coastal Living* readers HHI \$100K+ and:

Super Innovators—**174% above average**
trusted when it comes to advice on:

- Household Furnishings—**215% above average**
- Environmentally-friendly products—**152% above average**
- Vacation travel—**150% above average**

Source: 2009 Spring MRI

Super Innovator: Super innovators are innovators in 3+ of six product categories: electronics, financial, food, home appliance, leisure, health/personal care



Active, affluent investors

Sunset & Coastal Living readers with HHI \$100K+ and:

- Financial accounts worth \$2 million or more
—**47% above average**
- Tracked investments/traded stocks, bonds or mutual funds online past 30 days—**106% above average**
- Used financial planning/money management counsel past year—**114% above average**

***Sunset & Coastal Living* deliver more of these affluent investors than Barron's, Fortune or The Economist!**

Sources: 2009 Spring MRI; 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100K+



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Independent, influential car buyers

***Sunset* and *Coastal Living* readers with HHI \$100K+ and:**

- Spent \$40K+ on a new vehicle — **172% above average**
- Agree completely: "I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced" — **113% above average**
- Agree completely: "When I find a vehicle that I like, I typically recommend it to people I know" — **120% above average**

***Sunset* & *Coastal Living* deliver more of these influential car buyers than *Food & Wine*, *Real Simple*, or *Travel + Leisure*!**



Source: 2009 Spring MRI

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travel



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We find the **best Western travel destinations** and celebrate these **gems as insiders, not tourists**

Just do it

Active experiential travel itineraries



Revealing hidden gems

We get off the beaten tourist path



Eco-Trips

Conservation & preservation



We've been there

Expert tips from our editors



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Coastal getaways that **please** any travel taste or budget

Hideaways

A single resort or place
away from the crowds



Eco Trip

Environmental tourism



Dive In

Active ideas for
active travelers



My Coast

A personal connection
to the shore



An Appetite for Adventure

Sunset and ***Coastal Living*** readers with HHI \$100K+ and:

- **74% more likely** to choose active vacations
- **66% more likely** to take a vacation in the next year
- **\$7,064** average annual amount spent on foreign vacations
- **\$4,643** average annual amount spent on domestic vacations

***Sunset* & *Coastal Living* deliver more of these adventurers than Conde Nast Traveler or Travel + Leisure!**

Sources: 2009 Spring MRI; 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100K+



Savvy travelers

Sunset & Coastal Living readers with HHI \$100K+ and:

- Travel decision makers—**111% above average**
- Often asked for advice on vacation travel
—**107% above average**
- Love researching travel destinations
—**106% above average**

Source: 2009 Spring MRI

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Domestic explorers

Sunset and *Coastal Living* readers with HHI \$100K+ and:

- 3 or more domestic vacations in the past year
—**155% above average**
- 15 or more nights in hotels in the past year
—**122% above average**
- Spent \$15,000 or more on domestic vacations in the past year—**61% above average**

Sunset & Coastal Living deliver more of these domestic explorers than Conde Nast Traveler or Travel + Leisure!

Sources: 2009 Spring MRI; 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100K+



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Foreign adventurers

Sunset and *Coastal Living* readers with HHI \$100K+ and:

- Agree: “traveling to foreign places is a great way to learn about other cultures”—**133% above average**
- 3 or more foreign vacations past 3 years—**125% above average**
- Spent \$15,000 or more on foreign vacations in the past year—**89% above average**



Sources: 2009 Spring MRI; 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100K+

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home



Sunset homes celebrate indoor/outdoor living

Westerners' homes are an expression of their unique personalities and freedom. Westerners celebrate casual, eclectic styles.

Seamless indoor/
outdoor connection



Newest home trends



Innovative living
spaces



Fresh twists on
eco-choices



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A coastal home is for living

Celebrating come-as-you-are houses that accommodate sandy feet, wet dogs and lots of company. Design choices reflect the soothing colors of the beach, but also stand-up to the elements.

Building memories



Substance and style



Exploring new home design ideas



Eco-Chic



Sunset and Coastal Living—

Enter 2 homes through 1 door

- Median home value: **\$325,822**
- Own 2 or more homes—
27% above average
- **81%** own their own home



Sources: 2009 Fall MRI; 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100K+

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Home investors and remodelers

Sunset and ***Coastal Living*** readers are **leaders** when it comes to:

Home Value \$300K+	Index	Rank
Any home remodeling last 12 months	261	1
Any home improvements last 12 months	271	1
Likely to do any home remodeling next 12 months	245	1



Competitive Set: Bon Appetit, Food & Wine, House Beautiful, Martha Stewart Living, Traditional Home and Travel & Leisure

Source: 2009 Spring MRI

Environmental stewardship

Sunset and ***Coastal Living*** readers with a home value of \$300K+ and:

- Green Advocates—**239% above average**
- Agree completely: “A company’s environmental record is important to me in my purchasing decisions”—**201% above average**
- Agree completely: “I am interested in finding out how I can help the environment”—**177% above average**

***Sunset* & *Coastal Living* deliver more of these environmentally-conscious consumers than Travel + Leisure and Traditional Home combined!**

Source: 2009 Spring MRI

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food



Sunset flavors

Fresh produce, lots of outdoor cooking, and no rigid rules. Making ethnic foods and new ingredients approachable so their flavors are easy to incorporate into everyday dishes.



Fresh, seasonal ingredients



Food that's healthy as well as delicious



New, fresh twists on food and cooking

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Coastal cuisine

Coastal inspired recipes, chef spotlights, food and wine pairings and cool cocktails.



Tips & tools



Wine & cocktails

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Celebrating the good life

Sunset* and *Coastal Living readers with HHI \$100K+ and:

- Cook for fun at least once a month
—139% above average
- Entertain at home at least once a month
—136% above average

Sunset* & *Coastal Living deliver more of these discerning consumers than **Food & Wine, Every Day with Rachael Ray, or Everyday Food!**



Source: 2009 Spring MRI

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At the market

Sunset and Coastal Living readers...

- Spend \$150 or more on groceries per week
—**67% above average**
- Willing to spend more for gourmet foods
—**80% above average**
- Definitely agree: “paying more for organic foods is worth it”—**69% above average**

***Sunset & Coastal Living* readers spend more on groceries than Bon Appetit, Food & Wine, Every Day with Rachael Ray and Everyday Food readers!**

Sources: 2009 Spring MRI; 2009 Mendelsohn Affluent Survey, Heads of House, HHI \$100K+



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A spirited readership

In the past year, ***Sunset & Coastal Living*** readers...

- Spent \$2,000+ on wine—150% above average
- Spent \$2,000+ on liquors/spirits/liqueurs—101% above average
- Have a wine cellar at home—81% above average



Source: 2009 Mendelsohn Affluent Survey,
Heads of House, HHI \$100K+

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Each issue provides an escape to renew her connection to her with her sense of place. Sunset and Coastal Living connect her life in the West and her life by the sea.

Real, Honest, Trusted and Tested.

