

Orange C^o. California

Sauté



2018 MEDIA KIT 2019

sautemagazine.com



TOTAL REACH PER ISSUE

98,000

Print 45,000 - Digital 53,000

Sauté magazine reaches the most captive audience imaginable:

Direct Mailed Copies

3000 to the wealthiest homes in the 92657 Newport Coast zip code

Hotel Distribution

- *Marriott's Newport Coast Villas*
- *Fashion Island Hotel®*
- *The Ritz Carlton, Laguna Niguel*
- *Pasea Hotel & Spa*
- *The Inn at Laguna Beach*
- *The Laguna Beach House*
- *The Blue Lantern Inn, Dana Point*
- *Renaissance Hotel, Newport Beach*
- *Surf and Sand Resort, Laguna Beach*

Additional Distribution Locations

- *The Villas at Fashion Island*
- *Bristol Farms Corona Del Mar*
- *Fashion Island Atrium Court*
- *Corona Del Mar Village*
- *Bayside Village*
- *Balboa Island*
- *SOCO & The OC MiX*
- *Chefs' Toys*
- *Participating Restaurants*

FREQUENCY

4 times per year (quarterly)

CUSTOMIZED ADS

If you would like us to create an ad for you, *there is a \$100 upcharge per ad.*

FOR ADVERTISING INQUIRIES

Keith Sevigny

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2018/2019 PRODUCTION CALENDAR

ISSUE	MATERIALS DEADLINE	DISTRIBUTION
Fall 2018	August 1, 2018	September October November
Winter 2019	November 1, 2018	December January February



ADVERTISING RATES

Full Page Ad:	\$ 1,500
2-Page Ad Spread:	\$ 2,000
2-Page Recipe Spread:	\$ 1,000

PREMIUM POSITIONS

Front Cover: <i>Includes 3-page editorial</i>	\$ 3,000
Back Cover:	\$ 2,500
Inside Front Cover & Page 1:	\$ 2,500

DIGITAL ADVERTISING

E-mail Blast: <i>50,000 opt in email addresses</i>	\$ 500
Online Editorial: <i>Includes photo shoot \$50 social media boost 3 Instagram pushes 1 Facebook push</i>	\$ 500

EDITORIAL CALENDAR

STORY	SUBJECT
Food for Thought	Poetry submission from American Poetry Society. Theme of the poems reflect current issue content/season
Breakfast Lunch Dinner	These three stories are essentially business profiles, but they include an overlapping theme between one another. Fall - Resort Dining. Spring - Sustainability. Winter - Family Style Dining. Summer - Al Fresco Dining.
Drink Feature	Drink features predominantly cover wine, but we are expanding to include other types of beverages as well.
Recipes	Recipes are submissions seasonal to their inclusion and are sourced through restaurants, chefs and cookbooks.
Philanthropy	Food philanthropy shows how our culinary community and the food we consume helps make a difference.
Gadget	Our culinary professionals have tricks for days, and we're here to discover the gadgets that make them a success.
Health	Food is sustenance. We highlight the healing powers of food through different lifestyle lenses.
Single Ingredient	Celebrate a single ingredient, from its origin to the plate it lands upon.
Travel	Food is hardly confined by borders. This celebrates what happens outside of OC - In LA, San Diego and beyond.
Sunday Dinner	Celebrate the tradition of breaking bread and highlight what that looks like within dynamic culinary circles.
Directory	Voices of authority within the industry share their go-to spots for dining

PRINT FILE REQUIREMENTS

- Full page ad size:**
9" wide by 11" tall, *Live area: 8"w x 10"h*
(*type, critical elements, etc.*)
with 1/8" bleed added on each side
- Two page spread ad size:**
18" wide by 11" tall, *Live area: 17"w x 10"h*
(*type, critical elements, etc.*)
with 1/8" bleed added on each side
and text should have a 3/4" clear center gutter
- PDF requirements:**
Save in CMYK. Offset all crop marks by 1/8".
Images must be 300 DPI minimum.

- Photo requirements:**
300 DPI minimum at 100% of final size
CMYK file in jpg or tif format
- Logos:**
eps, tif or jpg 300 DPI minimum at 100% of final size
CMYK file in jpg or tif format
- Send art files to:**
keith@chromaticinc.com
or via FTP to files.chromaticinc.com
username: listingsoc
password: listings



Sauté

Orange Co. California



Targeted Readership

The only culinary magazine that caters specifically to affluent Coastal Orange County, and foodies county-wide.



Hyper Local

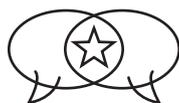
We share a local's perspective on the hottest restaurants and bars. We also explore recipes and fine wines that celebrate the adventure of cooking at home.



Engaged Editorial

Sauté Magazine gives readers a "taste" of the good life by showcasing the unique culinary culture of Orange County.

  @sautemagazine



Connect with us

www.sautemagazine.com

For introductory advertising opportunities and for editorial consideration, email: keith@chromaticinc.com



TERMS AND CONDITIONS

Advertisers may not cancel orders for, or make any changes in, advertising after the closing dates of the magazine.

Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

The Publisher may reject or cancel any advertising for any reason at anytime. Advertisements simulating the magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

Payment for ads is required in full at time of artwork received by way of check or credit card

Rev. 6/6/2018

