

Sunset

2024





Sunset

OUR MISSION

To unlock the awe
of the infinite West
in the home,
in the world,
and through
the human
spirit.

Sunset

KNOWS THE WEST BEST

Sunset is the definitive lifestyle brand of the modern American West.

As such, Sunset is the single most trusted resource for a national audience aspiring to bring the Western dream into their homes, travel plans and daily life.

Sunset inspires and informs audiences across the full range of platforms on which they consume content, as well as through memorable experiences and brand partnerships.





CONTENT PILLARS

TRAVEL

Epic Adventures
Road Trips
Camping
Wine Country
Destination Guides
National Parks

LIFESTYLE

Outdoor Living
Sustainability
Wellness
Entertaining
Gift Guides
Family & Pets

FOOD + DRINK

Recipes
Farm-To-Table
Grilling
Wine & Beer
Mixology & Spirits
Restaurants

HOME + DESIGN

Home Tours
Interior Decorating & Design
DIY Projects
Gardens & Landscaping
Smart Home Tech





GROWTH + ENGAGEMENT

Cultivating an ever-expanding community of brand loyalists through quality content, active audience dialogue, and superior knowledge of lifestyle trends and patterns

3.5MM+

TOTAL CROSS-PLATFORM REACH

2.5%
- 3.5%

**INDUSTRY-LEADING SOCIAL
ENGAGEMENT**

Over
1.1MM

TOTAL SOCIAL AUDIENCE

300%
YOY

**GROWTH DTC PRODUCTS &
PLATFORMS**





MEETING CONSUMERS WHERE THEY ARE

PRINT + DIGITAL EDITIONS



EXPERIENTIAL



DIGITAL + SOCIAL



BRAND EXTENSIONS + PARTNERSHIPS



Sunset

THE AUDIENCE

Whether seeking their next great adventure or redesigning their home, the Sunset consumer is a natural pioneer who sets trends and influences the world around them.

From exploring new destinations to creating the perfect outdoor oasis to crafting cocktails with wild foraged ingredients, the Sunset community celebrates living life the Western way.

80%

of Sunset readers make decisions on brands and product choices based on ads seen in Sunset.





AUDIENCE PROFILE

Total Audience: 3.5 Million+

Male / Female: 35% Male / 65% Female

Median Age: 49

Getting Younger: 48% of the Sunset Audience is under 45

Average HHI: \$229,619

Average HH Net Worth: \$959,263

Homeowner: 77% Own their home

Affluent Homeowner: 40% Value home at \$500,000+ (INDEX 410)

Married: 61%

Educated: Over 50% Graduate or Postgraduate Degree



SOURCE: Harvey Study, SEMRush, Google Analytics, Parsely, Sailthru, and Apple



AUDIENCE CONSUMPTION

SUNSET MAGAZINE

Circulation: 187,000

Print: 136,500

Digital Edition: 50,500

Readership: 528,520

DIGITAL

Monthly Visitors Sunset.com: 900,000

Newsletter Audience: Over 1MM

Video Views: 2.2 Million per year

SOCIAL

Social Followers: Over 1.1MM

Facebook: 520,000

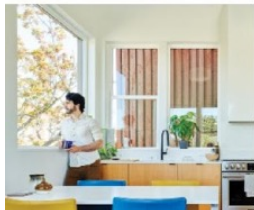
Instagram: 250,000

Pinterest: 310,000

Twitter: 65,000



SOURCE: Harvey Study, SEMRush, Google Analytics, Parsely, Sailthru, and Apple



Sunset

2024 Editorial Calendar

Wellness In The West

➤ FEBRUARY / MARCH 2024

Wellness in the West is a truly holistic practice, encompassing a well earth, a well person, and a well home. In this issue our stories celebrate sustainable homes and gardens, earth- and body-friendly food, and the healing power of snowy retreats and restorative ranches.

Ad close: 11/17; Materials Due: 11/27
On sale: 1/30

Home & Design

➤ APRIL / MAY 2024

The idea of home is forever evolving in the West and this issue will empower readers to make smart choices about sustainable design, embrace high-style native and drought tolerant landscaping, build better raised beds, and dial in their decor in way that will never go out of style.

Ad close: 1/19; Materials Due: 1/26;
On sale: 3/26

Summer Living

➤ JUNE / JULY 2024

Fire up your grills, freshen up your patios, and get ready to road trip, camp, and explore the West in this issue full of warm weather inspo. Plus: the greatest grilling gear and recipes.

Ad close: 3/15; Materials Due: 3/22;
On sale: 5/21

Outdoor Living

➤ AUGUST / SEPTEMBER 2024

Your ultimate guide to the al fresco lifestyle, complete with home design tips, quick weekend trips to nearby nature, home renovation inspiration, and fresh recipes that will empower you to make the most of peak indoor-outdoor living season.

Ad close: 5/17; Materials Due: 5/24;
On sale: 7/23

The Travel Issue

➤ OCTOBER / NOVEMBER 2024

Consider this your guidebook to how to make the most of Autumn in the West, the perfect season for quick trips in the woods, cozy cooking, and hunkering down by the fire pit. Plus, our annual Travel Awards that celebrate the best activities and destinations in the West!

Ad close: 7/12; Materials Due: 7/19;
On sale: 9/17

The Holiday Issue

➤ DECEMBER / JANUARY 2024/2025

We have a lot to be grateful for this year. And Sunset's annual holiday issue is a celebration of all the blessings of life in the West: perfect party ideas, delicious recipes, beautiful design, inspiring personalities, groundbreaking architecture, and transporting travel destinations.

Ad close: 9/6; Materials Due: 9/13;
On sale: 11/12



BEST OF THE WEST
Tuesdays
290K Opt-in subscribers
Rate: \$6000

FOOD & DRINK
Fridays
28K Opt-in Subscribers
Rate: \$1250

IDEAHUB
Every other Monday
41K Opt-in Subscribers
Rate: \$2000

TRAVEL
Wednesdays
160K Opt-in Subscribers
Rate: \$3500

GARDEN
Fridays
82K Opt-in Subscribers
Rate: \$2000

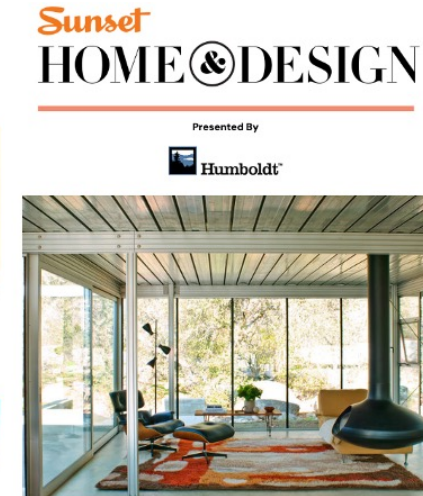
WEEKENDER
Sundays
290K Opt-in Subscribers
Rate: \$6000

WILDLANDS/OUTDOOR
Every other Monday
76K Opt-in Subscribers
Rate: \$3500

HOME & DESIGN
Thursdays
78K Opt-in Subscribers
Rate: \$2000

AD UNIT SIZES:

Brand Logo: 180x70px
Banner Ad : 640x500px
Banner Ad: 640x165px



Tightly sealed windows kept out smoke and sparks. Photo by Thomas J. Story.

Hello from Sunset Home & Design,

Kyle Pinjuw was renting a 1950s-era cottage on a 37-acre property with one other structure — [a modern concrete, steel, and glass country home](#) (pictured above)—when he had to evacuate during the Nuns Fire of 2017. “When I finally drove away, the fire was about 20 feet from the house,” Pinjuw says of the rental cottage. “It was kind of like a farewell. I knew that it wouldn’t survive.”



2024 MECHANICAL SPECS

PRINT: MAGAZINE			
TRIM SIZE: 8.375" X 10.5"			
BINDING: PERFECT, JOGS TO FOOT			
AD SIZE	BLEED	LIVE / SAFETY	TRIM
FULL PAGE	8.625" X 10.75"	7.5" X 10"	8.375" X 10.5"
TWO-PAGE SPREAD	17" X 10.75"	16.25" X 10"	16.75" X 10.5"
1/2 PAGE VERTICAL	4.25" X 10.75"	3.5" X 10"	4" X 10.5"
1/3 PAGE VERTICAL (ONE COLUMN)	3" X 10.75"	2.25" X 10"	2.75" X 10.5"
2/3 PAGE VERTICAL (TWO COLUMNS)	5.375" X 10.75"	4.625" X 10"	5.125" X 10.5"
1/2 PAGE HORIZONTAL	8.625" X 5.4375"	7.5" X 4.6875"	8.375" X 5.1875"
1/2 SPREAD HORIZONTAL	17" X 5.4375"	16.25" X 4.6875"	16.75" X 5.1875"

PLEASE NOTE: When designing an ad with the expectation of an equal border on all sides, there is a .063" allowable tolerance in the trimming of our magazines. We require using a border with a minimum width of .375".

SAFETY MARGINS

Keep essential matter .375" from bleed size. Live material on facing units should not be closer than .125" to center fold on either side of gutter—total of .25" for both pages. Please have crop marks .125" away from the bleed.

PRINTING PROCESS

SWOP 2006 Coated 5 Version 2

REQUIRED MATERIAL

PDF/X-1A (Version 1.3 required). No color proofs are required.

DELIVERY OF MATERIALS

Upload all display ad files to jamie.elliott@sunset.com

QUESTIONS

Contact Jamie Elliott: jamie.elliott@sunset.com

with any questions regarding materials or uploading files.





Sunset