

A wide-angle photograph of a modern outdoor living space. On the left, a wooden deck features a white pergola with a striped roof. Two wooden armchairs with white cushions are arranged under the pergola, flanking a large, shallow, white, organic-shaped coffee table. To the left of the deck is a striped sofa with a blue blanket and pillows. In the center, a large, rectangular swimming pool with a built-in hot tub is surrounded by a concrete deck. A woman in a long blue dress stands on the edge of the pool, looking out over a lush, green hillside. A small white dog on a leash is standing in the water near her. The background shows rolling hills and mountains under a clear blue sky.

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.



Sunset

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



DIGITAL + SOCIAL



EXPERIENTIAL



BRAND EXTENSIONS + PARTNERSHIPS



Sunset

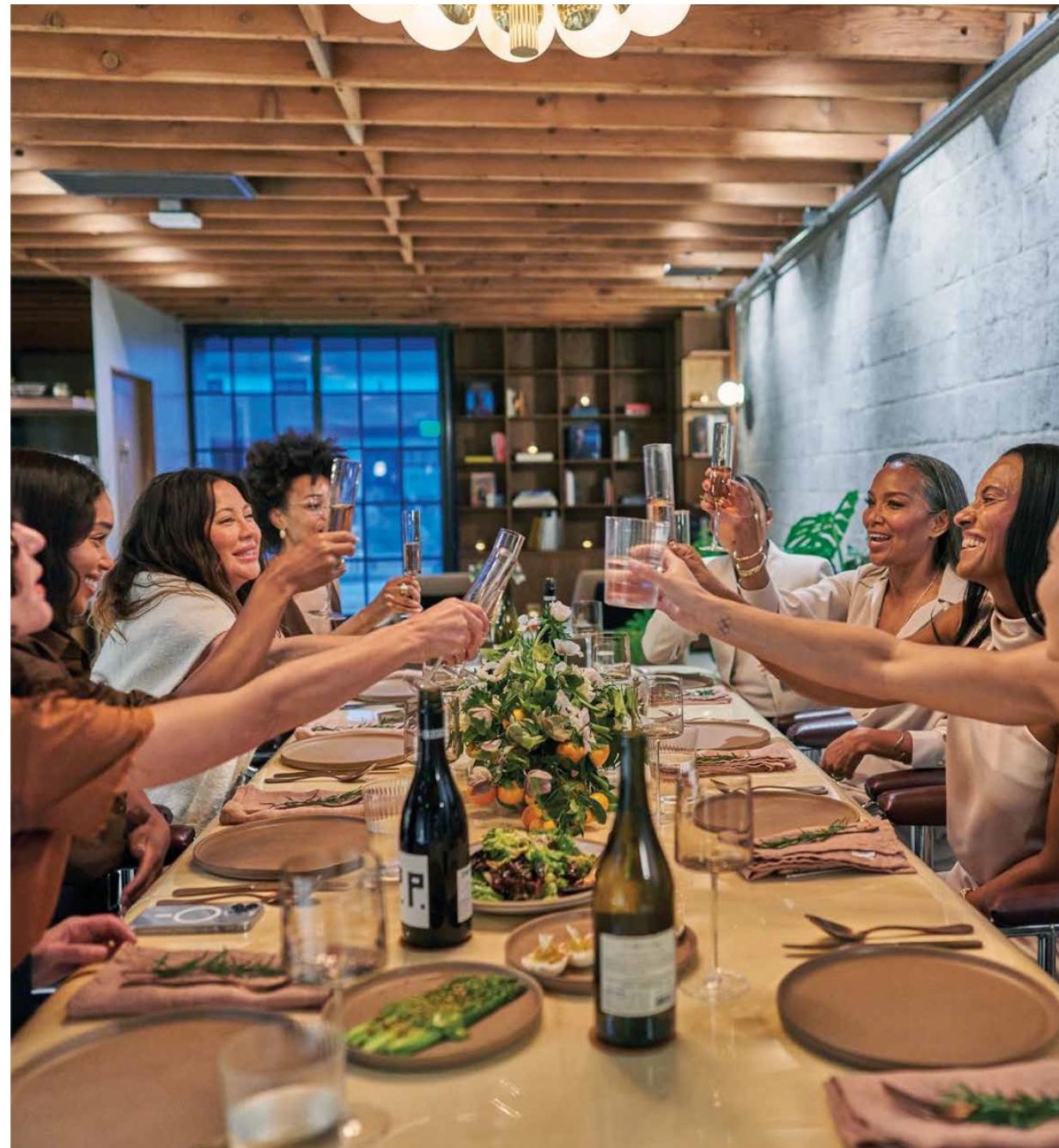
THE AUDIENCE

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

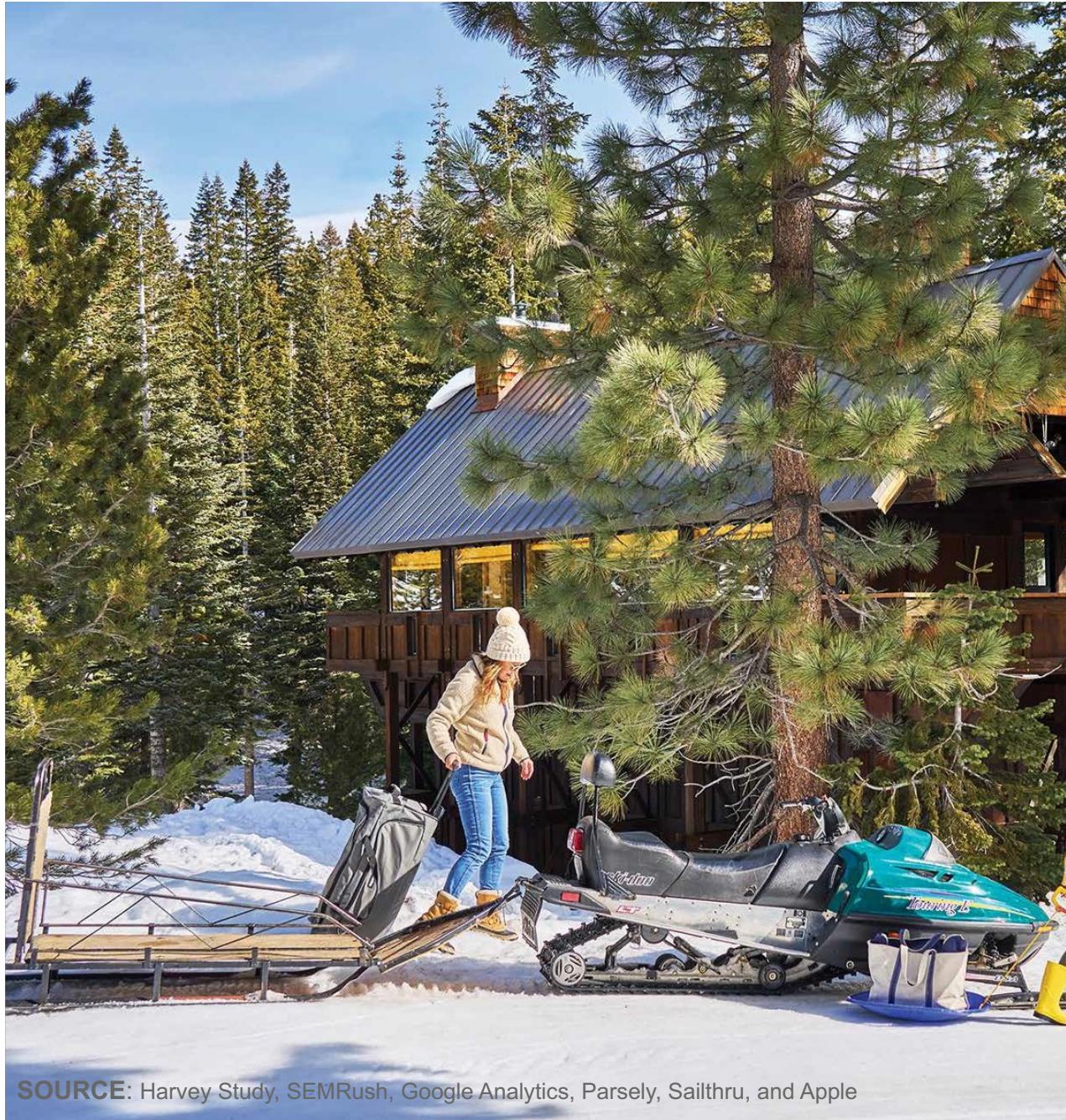
Social Followers: Over 1.1MM

Facebook: 520,000

Instagram: 250,000

Pinterest: 310,000

Twitter: 65,000



SOURCE: Harvey Study, SEMRush, Google Analytics, Parseley, 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: 1/17; Materials Due: 1/27
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



NEWSLETTERS

Target your consumers via our eight *Sunset* Newsletters

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

Sunset BEST OF THE WEST

Presented By
CLOVER
BETTER BUTTER



Home Sweet Home, Photo by C. Sharone Tye

There are two types of people in the world. Those who count down the days until summer ends, and those who do a little inside as the days shorten and the air begins to smell of chores and sweat.

Count me in the latter camp. I don't actually hate pumpkins, but I have always felt that it is a world where apple and peach pies exist, why settle for less? I was intrigued by [Sara's Grilled Blueberry Slab Pie](#) because it's a little different. It's not a pie, but the key is to start incorporating the pumpkin into savory dishes such as [sauces](#), [baked dishes](#), and even party snacks like [blueberry pie](#)—one look at [my](#) [blueberry pie](#) and you'll just might agree.

Will this approach make me into an un-pumpkin pie? Probably not. But it will widen the field of experiments available to me for fall cooking, which can only be good.

—Nicole Clauzing, digital producer and newsletter editor



Sunset FOOD & DRINK

Presented By
MARGARITAVILLE
MARGARITAS



Chai Spice, Photo by C. Sharone Tye

Chai Spice is my new favorite chai. I mean, who's not into the smell of butter? Think like nutmeg butter has more kick than regular butter, or when it's gently stirred into a big pot of tea, sweet and nutty. I mean, it's like butter with a little kick. You know, like when you only need to hit it out of a swirl of them back to turn the room into a sauna. I mean, it's like butter with a little kick. You know, like when you only need to hit it out of a swirl of them back to turn the room into a sauna. I mean, it's like butter with a little kick.

It's just one simple, ordinary, but cleverly smart, trick we're sharing today. It's like butter with a little kick. You know, like when you only need to hit it out of a swirl of them back to turn the room into a sauna. I mean, it's like butter with a little kick.

One also learned that [Sara's Grilled Blueberry Slab Pie](#) make an excellent sweater. It's like butter with a little kick. You know, like when you only need to hit it out of a swirl of them back to turn the room into a sauna. I mean, it's like butter with a little kick.

For this welcome summer cooking issue, the complete recipes, and a

list of our new favorite whole-country restaurants, read the story [here](#).

—Hugh Garvey, editor-in-chief



REPORT

Sunset IDEAHUB

Presented By
AVOCADO
GARDEN INSPIRATION

IDEA

Sunset

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.



A scenic coastal path leads from the foreground up a grassy hillside towards a wooden railing. The path is lined with a wooden railing and leads to a cliff edge. From the cliff edge, a wide view of the ocean and distant hills is visible. The sky is clear and blue.

Sunset