

# Calabasas Style

CALABASAS | HIDDEN HILLS | BELL CANYON  
WOODLAND HILLS | AGOURA HILLS | WESTLAKE VILLAGE

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**Be a visible part of the community by becoming a sponsor of an exclusive publication dedicated to serving the residents of Calabasas, Hidden Hills, Bell Canyon, Woodland Hills, Agoura Hills and Westlake Village!**

*Calabasas Style* gives advertisers the opportunity to showcase their business and reach over 30,000 upscale residents with their important marketing message! We also widely distribute the magazine from Westlake Village to Woodland Hills.

Each issue of *Calabasas Style* provides editorial content, articles, features and photos that are relevant to the unique lifestyle of our readers. Residents not only enjoy receiving and reading their neighborhood magazine, but also relish *Calabasas Style*'s family highlights, photos, and events! *Calabasas Style* also provides the opportunity for readers to submit their own articles, ideas, and family photos – further establishing that *Calabasas Style* is their own local magazine!

*Calabasas Style* welcomes the opportunity to highlight sponsor businesses in each issue – providing business owners with an effective way to invite new customers to shop locally and support local merchants, businesses, and companies within their own neighborhood!

**We get your message  
Into the homes:**

We **direct mail** *Calabasas Style* to the more prestigious neighborhoods in the exclusive communities including: The Oaks, Hidden Hills, Bell Canyon, Mountain View Estates, Mont Calabasas, Westridge, Bellagio, Calabasas Country Estates, Calabasas Lake, Bird Streets, Calabasas Hills, Calabasas Park Estates, Mulholland Heights, Vista Pointe, Mureau Estates, The Ridge, Claridge, Mountain Park South, Morrison Ranch and Morrison Highlands.



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## Circulation/Distribution:

*Calabasas Style* is a bi-monthly publication which provides advertisers with a 2 month shelf life. The magazine is direct mailed to 7,000+ homes in prestigious communities from Westlake Village to Woodland Hills.

*Calabasas Style* is also widely distributed at the shops and restaurants in all major retail shopping centers and professional buildings in the area. Other distribution points include the Calabasas Swim and Tennis Center, The Calabasas Country Club, the Calabasas/Agoura Hills Community Center, the Commons, and Gelson's Markets. Average readership 30,000+ per issue.

## Reasons to Advertise:

We are the only magazine dedicated to serving the residents of Calabasas, Hidden Hills, Bell Canyon, Agoura Hills and Woodland Hills.

- Direct Mailed to 7,000+ Households and widely distributed throughout the communities.
- Over 30,000+ readers per issue.
- Affluent audience with high disposable incomes.
- Luxury home values in the millions.
- Relatively half of the neighborhood families have children under 18
- Cost effective way method for advertisers to geo-target desirable customers with no wasted coverage!
- 50% Editorial and 50% Advertising Ratio.
- Non-Cluttered Format – Ads don't get lost in the content.
- Editorial Content & Features on Local Companies & Businesses.

## Magazine Advertising Facts:

- **Engagement:** Consumers find magazine advertising to be acceptable, enjoyable, and less intrusive than other forms of media.
- **Credibility:** Consumers trust and value magazines advertising.
- **Responsiveness:** Magazines advertising moves readers to act and respond – including driving web visits and on-line search for additional information.
- **Effectiveness:** Magazine advertising improves overall ROI by increasing name brand, and product recognition.
- **Recall:** Consumers have a higher tendency to remember and recall magazine advertisements.

Calabasas, Hidden Hills, Bell Canyon Agoura Hills and Woodland Hills readers are interested in local and regional business, products and services for their shopping needs:

Antiques/Furniture  
Arts and Entertainment  
Automotive  
Beauty Treatments  
Camps/ Activities/ Recreation  
Catering  
Day Care & Montessori  
Dining/Restaurants  
Education/Schools  
Fashion/Accessories  
Financial Planning  
Fine Jewelry/Watches  
Gyms/Personal Training  
Health/Fitness  
Home Furnishings  
Home Improvements  
Home Theaters  
Interior Decorating  
Landscaping  
Medical & Healthcare Providers  
Pets/Pet supplies/Pet Boarding  
Salons & Spas  
Real Estate  
Travel  
Wine/Spirits





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## Demographics

The Medium Age: 45  
Average Household Income: \$185,000+  
Average Home Value: \$1.8 Million  
Average Number of Children  
in the Homes: 3.5

## Digital Version

Thousands of consumers read the digital version of Calabasas Style on our website at [calabasasstyle.com](http://calabasasstyle.com). All of the advertisers websites featured in their ads contain a hyperlink to instantly connect online readers to each advertiser's home page.



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Please contact us for Advertising Rates

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## Artwork Due Dates

### Issue

January/February  
March/April  
May/June  
July/August  
September/October  
November/December

### Space/Art Deadlines

December 5th  
February 5th  
April 5th  
June 5th  
August 5th  
October 5th

### Editorial Theme

Health & Fitness/People to Watch  
Food & Wine/Bon Appétite  
Home/Summer Camps  
Beauty/Summer Activities  
Educate/Empower/Enrich  
Holiday Issue/Epicurious  
Real Estate Profiles

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## Ad Design Requirements

### If Calabasas Style is creating an ad for you, please supply the following:

Information to be included in your ad, along with any design instructions. Business logo: please supply a digital file of your logo, with a minimum of 300 dpi. Any images or photos that you would like to include must be at least 300 dpi in CMYK format. Internet photos and images are 72 dpi and not convertible to the required resolution.

### Supplying your own ad:

All submitted artwork must be at least 300 dpi in CMYK format. Your ad must be created according to Calabasas Style's ad sizes on this page. If your ad is not sent print ready, there will be a \$ fee to prepare the file for print.

### Accepted File formats:

PDF, JPEG, Photoshop PSD, AI, TIFF, EPS

### Design Services:

Artwork designed by Calabasas Style Magazine is the sole property of Calabasas Style Magazine. If you would like to have your ad created with the option to use it for other publications or projects, such as flyers, postcards, posters, etc., please contact our graphic designer and work with her directly. Elissa Linick | [elissa@grafix.org](mailto:elissa@grafix.org) | 818.731.6828

Calabasas Style is not responsible for errors the advertiser fails to correct. The color of the on screen ad proof and the printed ad may not be exact, and can vary upon publication.

Submit all artwork to: [graphicscalabasasstyle@gmail.com](mailto:graphicscalabasasstyle@gmail.com)



**All Full Page Ads  
are Full Bleed**

**Full Page (Bleed)**  
Live: 7.25" x 10"  
Trim: 8.5" x 11"  
Bleed: 8.75" x 11.25"

**Half Page**  
7.5" x 4.875"

**Quarter  
Page**  
3.675" x  
4.875"

**Half Page  
Vertical**  
3.675" x  
9.875"

For Advertising Inquiries, Please Contact:

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