

Calabasas Style

CALABASAS
HIDDEN HILLS
BELL CANYON
WOODLAND HILLS
AGOURA HILLS
WESTLAKE VILLAGE
LAKE SHERWOOD
NORTH RANCH
MALIBU



We direct mail Calabasas Style to prestigious homes in neighborhoods and exclusive gated communities throughout Calabasas, Hidden Hills, Bell Canyon, Agoura Hills, North Ranch, and Lake Sherwood. The magazine is also widely distributed from Woodland Hills to Westlake Village and throughout Malibu.

CALABASAS STYLE has been the premiere lifestyle publication of the greater Calabasas area for over 10 years, giving advertisers the opportunity to showcase their businesses and reach more than 42,000 upscale, local readers per issue.

Each issue of Calabasas Style provides local editorial content, articles, features, events, and photos that are relevant to the unique lifestyle of our readers. Calabasas Style also provides opportunities for readers to submit their own articles, ideas, and family photos—further establishing Calabasas Style as the community's own local magazine!

Calabasas Style welcomes the opportunity to highlight businesses in each issue, providing business owners with an additional tool to effectively promote their brand and invite new customers to support local merchants, businesses, and companies within their own neighborhood.



Calabasas Style

Circulation/Distribution:

Calabasas Style is a bi-monthly publication providing advertisers with a 2-month shelf life. Each issue is direct mailed and widely distributed at stores and restaurants in all major retail shopping centers and professional buildings in the area. Other distribution points include the Calabasas Swim and Tennis Center, Calabasas Country Club, Agoura Hills/Calabasas Community Center, The Commons at Calabasas, and Gelson's Market. Average readership is 42,000+ per issue with printed copies and digital subscriptions.

Magazine Advertising Highlights:

Engagement: Consumers find magazine advertising to be preferable, enjoyable, and less intrusive than other forms of media.

Credibility: Consumers trust and value local magazine advertising.

Responsiveness: Magazine advertising moves readers to act and respond – including driving web visits and online searches for additional information or shopping.

Effectiveness: Magazine advertising improves overall ROI by increasing name brand and product recognition.

Recall: Consumers have a higher tendency to recall magazine advertisements to establish a brand name.

Cost effective: Advertisers successfully geo-target desirable customers with no wasted coverage.

Format: Clean, contemporary layout and approximately 50/50 editorial to ad ratio ensures ads won't get lost in content.

Shelf life: Beyond an online and social media presence, it is important for your brand to have a shelf life offered by magazine advertising to enhance recall.

Calabasas Style readers are interested in local and regional businesses, products, and services for their shopping needs:

Arts & Entertainment
Automotive
Beauty Salons & Spas
Camps/Activities/Recreation
Dining/Restaurants
Education/Schools/Daycares
Fashion
Financial Planning
Fine Jewelry & Watches
Health & Fitness
Home Furnishings
Home Improvements
Interior Decorating
Landscaping
Medical & Healthcare Providers
Pets/Pet Supplies & Boarding
Real Estate
Retirement Communities
Travel
Wine & Spirits
and more!



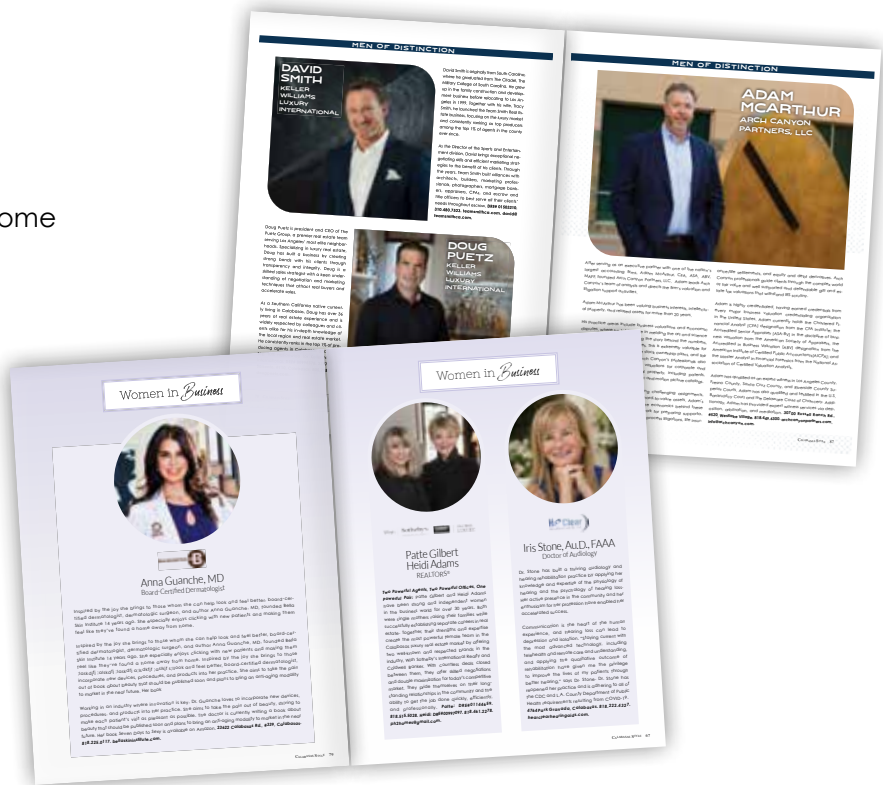
Calabasas Style

Demographics and Facts

Median Age: 45
Average Household Income: \$185,000+
Average Home Value: \$1.8 Million
Average Number of Children in Home: 3.5
Affluent audience with high disposable income
Luxury home values in the millions
Relatively half of neighborhood families have children under 18

Digital Version

Thousands of consumers read the digital version of Calabasas Style on calabasasstyle.com. Each individual ad is hyperlinked to the website listed, instantly connecting online readers to every advertiser.



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/Men of Distinction
Home/Summer Camps/Women in Business
Beauty/Summer Activities
Educate/Empower/Enrich
Holiday/Epicurious/Real Estate Profiles

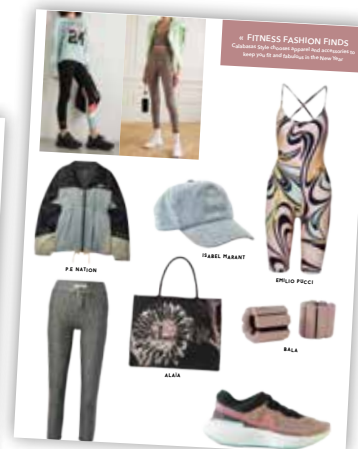
Please contact us for advertising rates

Linda Perry: Advertising Director

818.917.7796 | lindastylemagazine@gmail.com | calabasasstyle.com
805.379.4066 | stylepublishing@gmail.com

Calabasas Style

Ad Design Requirements



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

Contact information and desired copy points, a digital file of your business logo, high-resolution images/photos, and design instructions, if any. (Images/photos must be a minimum of 300 dpi in CMYK format. Images from websites 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 below. If your ad is not sent print-ready, there may be a fee to prepare the file for print.

Accepted File formats: PDF, JPEG, PSD, AI, TIFF, EPS. **All photos must be provided in JPEG format only.**

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 to work with her directly: Elissa Linick | elissa@grafix.org | 818.731.6828

Calabasas Style is not responsible for errors an 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 infocalabasasstyle@gmail.com

**All Full Page Ads
are Full Bleed**

Full Page (Bleed)
Live: 7.125" x 9.875"
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"
No crop marks

Half Page
7.125" x 4.825"

**Quarter
Page**
3.5" x
4.825"

**Half Page
Vertical**
3.5" x
9.875"

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