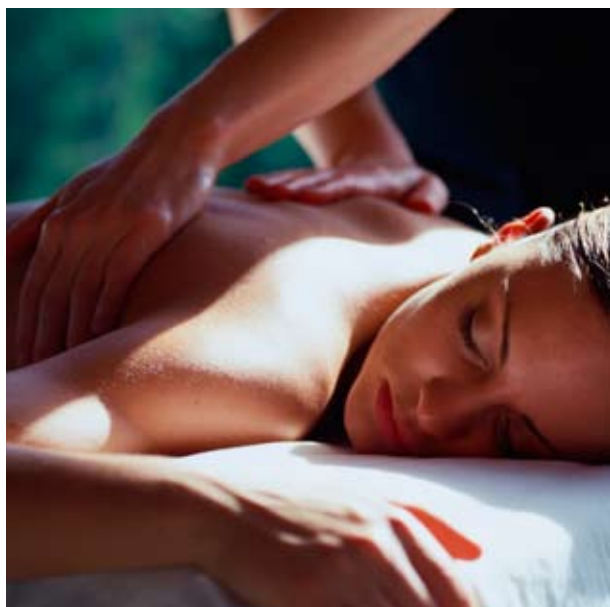


2009 Napa Sonoma magazine Wine Country Living

Renowned as the finest regional luxury lifestyle magazine in California's Wine Country, *Napa Sonoma* magazine received Maggie Awards for Best Visitors' Guide from the Western Publication Association in 2003, 2004, 2005, and 2007. For travelers eager to explore Napa and Sonoma counties like an insider, and locals looking for new ways to experience the place they call home, *Napa Sonoma* magazine shares the Wine Country lifestyle through engaging stories, informative resource listings, and awe-inspiring photography.



For more information, contact
your Diablo Publications account
executive at (925) 943-1111.

Distribution

Circulation, semiannual	30,000
Mailed to affluent homes in Wine Country	1,800
Napa and Sonoma private air terminals	600
Distribution to the finest wineries/tasting rooms, restaurants, salons, boutiques, private clubs, Chambers of Commerce and Visitors' Bureaus in Napa and Sonoma counties.	11,000
Luxury hotels, resorts, spas, and B&Bs in Napa and Sonoma	5,400
Vintners mailing list	600
Professional waiting rooms	1,000
Signature events and festivals throughout the year	2,000
Mailed to winecountry.com visitors by online request	2,000
Newsstand sales throughout the Bay Area and national retailers	5,600

Special Savings

Two-time *Napa Sonoma* magazine advertisers who commit to *Concierge* in the same year receive a 25% discount in *Concierge*.

One-time *Napa Sonoma* magazine advertisers who commit to *Concierge* in the same year receive a 10% discount in *Concierge*.

Deadlines

Spring/Summer 2009 space deadline	February 27, 2009
Last day production and camera-ready materials due	March 6, 2009
In homes/on newsstands	April 2009
Fall/Winter 2009 space deadline	August 28, 2009
Last day production and camera-ready materials due	September 4, 2009
In homes/on newsstands	October 2009