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NAPA SONOMA

The Magazine of Luxury Living in California Wine Country

Wine Country is more than a place—it's a destination, a lifestyle, and a state of mind. *Napa Sonoma* magazine chronicles it all. With engaging stories, spectacular photography, and informative listings, it reaches, engages, and influences both residents and visitors.



Wine In this part of the world, wine is everyone's business—and pleasure. *Napa Sonoma* guides readers off the beaten path, with insightful stories that introduce lesser-known winemakers, top spots for tasting, and the wide variety of wines produced in the region.

People From the international celebrity turned winemaker to the local family-run operation and the creative rogues, *Napa Sonoma* interviews the fascinating personalities who color the landscape and add spice to Wine Country life.

Dining Wine Country is also food country. *Napa Sonoma* traces the region's delicious foodstuffs to the artisanal farmers, cheesemakers, chocolatiers, and small businesses who give the region its special flavor. It also showcases the latest chefs and restaurants that celebrate local bounty.

Arts and Culture The two wine valleys share an eclectic artistic spirit, reflected in the range of performances, exhibitions, casual art installations, and creative charitable events that take place throughout the year. From iconic outdoor sculptures to a fairytale chateau wedding, *Napa Sonoma* covers the scene.

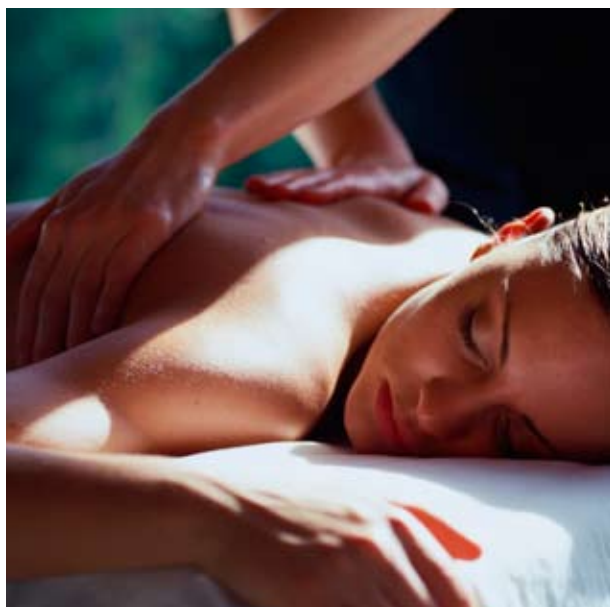
Home and Design Tucked into forested hills or surrounded by vines on the valley floor, architectural gems are hidden throughout the region. *Napa Sonoma* uncovers some of the best—from neo-Tuscan villas to ultra-modern wineries.

Destinations Whether it's blending your own wine, discovering unique boutiques, taking a cooking class, or participating in a winemaker dinner, *Napa Sonoma* shows visitors and residents new ways to experience Wine Country's charms.

What to See and Do Handy maps, an events calendar, and extensive listings of restaurants, accommodations, spas, outdoor activities, and arts and culture venues, plus a comprehensive winery guide, make *Napa Sonoma* the premier resource for enjoying your Wine Country visit.

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

Napa Sonoma magazine Distribution



Napa County

CALISTOGA

Bennett Lane Winery
Ca'Toga Galleria D'Arte
Calistoga Chamber of Commerce
Calistoga Ranch
Carlin Country Cottages
Dr. Wilkinson's Hot Springs Resort
Eurospa & Inn
Graeser Winery
Hacienda Guest House
Indian Springs Resort and Spa
Solage Calistoga
Sterling Vineyards

NAPA

Apex Aviation Corporation
Artesa Vineyards & Winery
Back Room Wines
Balloons Above the Valley
Black Stallion Winery
Bounty Hunter
Bridgeford Flying Services
California Wine Tours
The Carneros Inn
Copia: The American Center
for Wine, Food & The Arts
Darioush Winery
Folio Wine Partners
Hagafen Cellars
Hartwell Vineyards
Hawthorn Inn & Suites
La Residence Country Inn
Magnolia Napa Valley
Meritage Resort at Napa
Milliken Creek Inn & Spa
Morgan Lane
Napa Chamber of Commerce
Napa Valley Airport
Napa Premium Outlets
Napa River Inn
Napa Valley Jewelers
Napa Valley CVB
Napa Valley Wine Train
Napa Wine Merchants
Nickel & Nickel
Oxbow Market
Paraduxx
River Terrace Inn
Riverpointe Napa Valley Resort
Robert Craig Wine Cellars
Sequoia Grove Vineyards
Silverado Napa Valley
Trefethen Family Vineyards
Vintner's Collective
Wine Country Helicopters
Wineries of Napa Valley

RUTHERFORD

Auberge du Soleil

Beaulieu Vineyard
Elizabeth Spencer
Grgich Hills
Honig Vineyard & Winery
Mumm
Rancho Caymus Inn
Rubicon Estate
Rutherford Hill Winery

ST. HELENA

A Dozen Vintners
Beringer Vineyards
Charles Krug
Christopher Hill Gallery
Culinary Institute of America
David's Fine Jewelry
Flora Springs
Franciscan Oakville Estates
Health Spa Napa Valley
Louis Martini Winery
Meadowood Napa Valley
Merryvale Vineyards & Winery
Morgan Lane
Pacific Union
Raymond Vineyards
Spirits In Stone
St. Helena Chamber of Commerce
St. Helena Marketplace
St. Helena Real Estate
St. Helena Wine Merchants
Sunshine Foods*
Sutter Home Family Vineyards
Terra

YOUNTVILLE

Domaine Chandon
Goosecross Cellars
Hope & Grace
Maisonry
Morgan Lane
Napa Valley Lodge
Ranch Market Too*
Spirits In Stone
V Marketplace
Villagio Inn & Spa
Vintage Inn
Yountville Chamber of Commerce
Yountville Inn

Sonoma County

GLEN ELLEN

Arrowood Vineyards & Winery
B.R. Cohn Winery
Benziger Family Winery
Imagery Estate Winery
Gauge House Inn

HEALDSBURG

Alexander Valley Vineyards
Chalk Hill
Ferrari-Carano

Gallo Family Vineyards
Healdsburg Chamber
Hotel Healdsburg
J Vineyards
Jordan Winery
Korbel
Les Mars Hotel
Palette Art Cafe
Spirits in Stone

KENWOOD

Chateau St. Jean Winery
Family Wineries of Sonoma Valley
Kenwood Inn and Spa

PETALUMA

Petaluma Municipal Airport
Pure Luxury Limousine

SANTA ROSA

Frank Howard Allen Realtors
Ledson Winery & Vineyards
Oliver's Market*
Sawyer's Newsstand*
Sonoma County Airport
Sonoma County Vintners
Sonoma Jet Center
St. Francis Winery & Vineyards
Vintners Inn

SONOMA

Beau Wine Tours
Buena Vista Carneros
California Wine Tours
El Dorado Hotel
Fairmont Sonoma Mission Inn
Frank Howard Allen Realtors
Gloria Ferrer Caves & Vineyards
The Lodge at Sonoma
MacArthur Place
Morgan Lane
Sebastiani Vineyards & Winery
Sonoma Enoteca
Sonoma Grocery*
Sonoma Valley Inn
Sonoma Valley Museum of Art
Sonoma Valley Visitors Bureau
Spirits in Stone
Viansa Winery
Vintage Aircraft Company

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* Available for sale at newsstand.