

The Soul of the City

WHERE GUESTBOOK® SAN DIEGO



Written with affluent travelers in mind, **Where GuestBook®** is an annual, in-room, museum-quality coffee table book that readers are compelled to pick up and linger over—timely yet timeless, elegant, poetic and reflective of the soul and spirit of the city they are visiting. Through stunning photography, insightful essays, exclusive celebrity interviews and neighborhood profiles, Where GuestBook introduces visitors to the essence of the city.

DISTRIBUTION & READERSHIP

Available in 34 cities throughout the U.S., and in Asia, Where GuestBook is distributed exclusively in-room at high-end 3-, 4- and 5-star hotels. Where GuestBook San Diego is distributed in 17,840 premier hotel guest rooms with annual readership of more than 2 million.*

*Source: 2008 Where GuestBook® Readership Study, MMR (Monroe Mendelsohn Research), Custom Media Research

UNIQUE TO WHERE GUESTBOOK®

- Exclusively, in-room hotel book
- Serving hotel guests for 78 years
- Published in 34 cities
- Read by the guests of 17,840 San Diego hotel rooms
- Annual readership of more than 2 million



The essence of SAN DIEGO WHERE GUESTBOOK® SAN DIEGO

The traveler. The hotel guest. In their hotel room. Out on the town. Where GuestBook® guides them throughout their stay and along the way. We bring the sights. The sounds. The tastes. The culture. The shops. The neighborhoods. The art. The fun. The city. Where GuestBook.

In Every Edition



FIRST LOOK

A brief, visual overview of the city and its top attractions. From must-see landmarks to hidden local treasures, this eclectic lineup showcases the area's unique character.

FEATURES

Gorgeous photography, thoughtful articles, insightful essays and celebrity interviews encapsulate the essence of the city, engaging readers who know it well and those who are experiencing it for the first time.

NEIGHBORHOODS

Covering the quintessential and the colorful, these pages provide an overview of the city's principal neighborhoods.

LISTINGS

A well-edited roundup of the city's best shopping, dining, entertainment, tours, museums, attractions and more. Timely sidebars and a comprehensive collection of listings give readers the practical information they need to make the most of their time in the city.

Where GuestBook®.

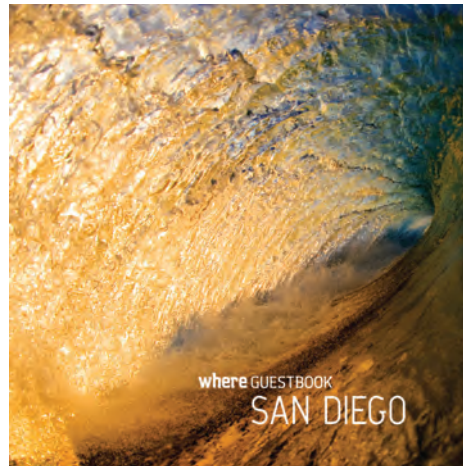
Written with affluent travelers in mind, Where GuestBook® is an annual, museum-quality coffee-table book that delights readers with a savvy, insider's view and a modern, eye-catching look, and is distributed exclusively in-room at 17,840 premier hotel rooms.

Featuring stunning photography, insightful essays, exclusive celebrity interviews and neighborhood profiles, Where GuestBook introduces visitors to the essence of the city. While the look is timeless, it's also timely: Advertisers can update their message on WhereSD.com.

Serving hotel guests for 78 years, Where GuestBook is distributed exclusively in-room at a select collection of upscale hotels. Available in 34 cities throughout the U.S., and in Hong Kong.

Demographic Profile

WHERE GUESTBOOK®



Reader Demographics

Gender

Male	49.9%
Female	50.1%

Average Age 49.6

Marital Status

Married	77.5%
Unmarried*	22.5%

*single, partnered, separated, widowed, divorced

Affluence

		MMR Index
Average Household Income	\$238,000	151
Average Household Net Worth	\$1,441,000	N/A
Average Savings & Investment Portfolio	\$956,000	N/A

Education and Employment

		MMR Index
Graduated College+	75.5%	135
Post-Graduate Study/Degree	46.7%	221
Professional/Managerial Employment	67.1%	123

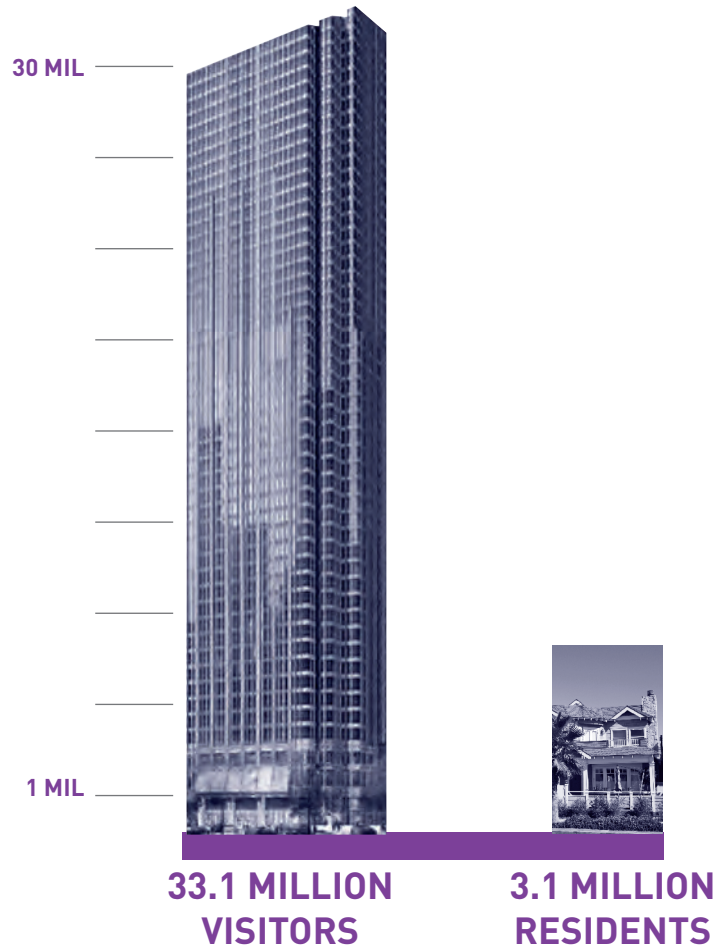
Reader Engagement

- 98.7% of readers obtain the book in-room
- Readers spend an average of 42 minutes, in total, enjoying Where GuestBook.
- More than half of Where GuestBook readers are repeat readers.
- Readers refer to the book 3.1 times during their trip.
- Readers take action as a direct result of reading Where GuestBook.

*Source: 2008 Where GuestBook Readership Study, MMR (Monroe Mendelsohn Research), Custom Media Research

Visitors Outnumber Residents 10:1

WHERE GUESTBOOK® SAN DIEGO



SAN DIEGO is one of the leading visitor destinations in the U.S. Every year, **33.1 million** travelers spend more than **\$9.2 billion** in SAN DIEGO.

Compare...

SAN DIEGO VISITORS
Population of 33.1 million

VS.

SAN DIEGO RESIDENTS
Population of 3.1 million

Spend \$9.2 billion a year



Have a set budget

Dine out for every meal



May dine out once a week

Shop 365 days a year

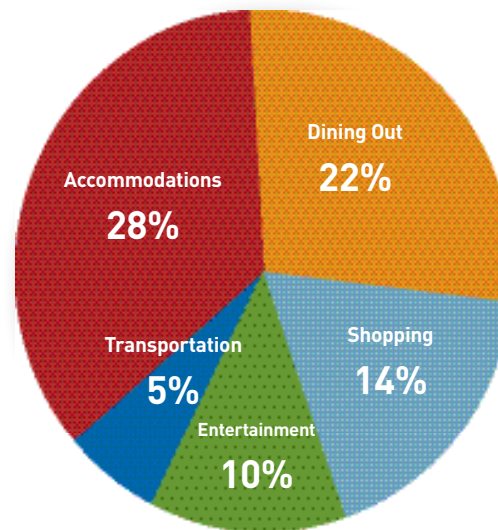


May shop twice a month

Attend a show, attraction, etc., every day



May attend a show, attraction, etc., once a month



Total Annual Visitor Expenditures

Accommodations: \$2.4 billion

Dining Out: \$1.8 billion

Shopping: \$1.2 billion

Entertainment: \$775 million

Shopping: \$1.2 billion

Source: 2014 San Diego County Visitor Profile Study, CIC Research, Inc.; 2010 U.S. Census.

Distribution

WHERE GUESTBOOK® SAN DIEGO

Reaching over 2 million readers annually and distributed in 17,840 hotel rooms.



Proudly distributed at these locations:

- Andaz San Diego
- Bahia Resort Hotel
- Catamaran Hotel and Spa
- Coronado Island Marriott Resort & Spa
- Del Mar Motel on the Beach
- Doubletree by Hilton San Diego Del Mar
- Doubletree by Hilton San Diego Mission Valley
- Fairfield Inn & Suites San Diego Old Town
- Glorietta Bay Inn
- Grand Pacific Palisades Resort & Hotel
- The Grande Colonial
- Hacienda Hotel Old Town San Diego
- Hilton San Diego Bayfront
- Hilton La Jolla Torrey Pines
- Hilton San Diego/Del Mar
- Hilton San Diego Gaslamp Quarter
- Hilton San Diego Mission Valley
- Hilton San Diego Resort and Spa

- Hotel Del Coronado
- Hotel La Jolla
- Hotel Solamar San Diego
- Humphreys Half Moon Inn and Suites
- Hyatt Regency La Jolla
- Hyatt Regency Mission Bay Spa and Marina
- The Inn at Rancho Santa Fe
- The Keating Hotel
- L'Auberge Del Mar
- La Jolla Beach & Tennis Club
- La Jolla Shores Hotel
- La Valencia Hotel
- Loews Coronado Bay Resort
- Manchester Grand Hyatt San Diego
- Omni La Costa Resort and Spa
- Omni San Diego Hotel
- Paradise Point
- Pantai Inn
- Rancho Bernardo Inn

- Rancho Valencia Resort & Spa
- San Diego Marriott Del Mar
- San Diego Marriott Gaslamp Quarter
- San Diego Marriott Marquis & Marina
- San Diego Marriott La Jolla
- San Diego Marriott Mission Valley
- Sheraton Carlsbad Resort & Spa
- Sheraton La Jolla Hotel
- Sheraton San Diego Hotel & Marina
- The Pearl Hotel
- The Sofia Hotel
- The US Grant
- The Westgate Hotel
- The Westin San Diego Gaslamp Quarter
- The Westin San Diego
- Tower 23
- Winners Circle Beach and Tennis Club



Ad Rates and Sizes: Display & Formatted Ads

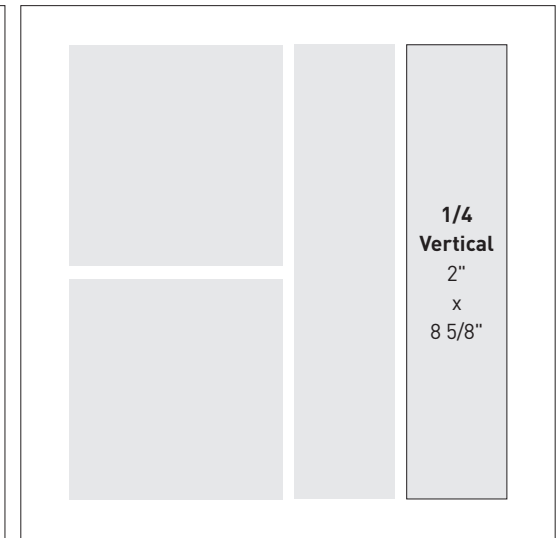
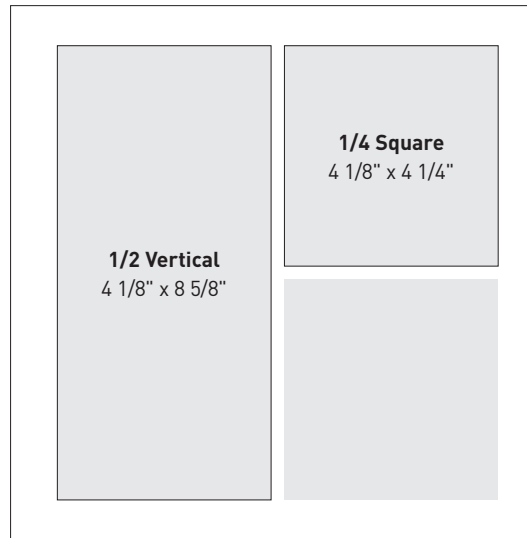
WHERE GUESTBOOK® SOUTHERN CALIFORNIA EDITIONS

UNIT	TRIM	BLEED*	NON-BLEED
2 Pg. Spread**	20" x 10"	20 1/4" x 10 1/4"	19" x 9"
Full Page	10" x 10"	10 1/4" x 10 1/4"	9" x 9"
Back Cover	9 3/4" x 10 1/4"	11 1/2" x 11 3/4"	9 1/4" x 9 3/4"
1/2 Vertical	4 1/8" x 8 5/8"		
1/4 Vertical	2" x 8 5/8"		
1/4 Square	4 1/8" x 4 1/4"		

USEFUL MEASUREMENTS:
 1/8 = .125 5/8 = .625
 1/4 = .25 3/4 = .75
 1/2 = .5 7/8 = .875

*Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.
 **Add 1/2" on each side of center line of spine for safety margin.

All ads must conform to the above dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.



BAREBONES SPECIFICATIONS

Colors: CMYK process only

Fonts: Use ONLY PostScript Type1 or OpenType (or create outlines of all text)

Files: We prefer PDF/x1a when properly created from files that conform to our specifications. You must include crop marks to ensure proper placement. We can accept native files InDesign, with Photoshop (bitmap) and Illustrator (vector) images.

Delivery: DVD, CDR or FTP (e-mail available if 10MB or less. See back for addresses.)

FTP Address: ftpwhere.dyndns.org

User ID: advertiser

Password: audience

Live Area: All critical matter must be kept within the nonbleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

2015 SOUTHERN CALIFORNIA PRODUCTION SCHEDULE

	Space Reservation	Material Due	Publication Date
San Diego	May 22	May 29	July 31
Orange County	July 31	August 7	October 2
Los Angeles.....	November 2.....	November 9.....	January 8, 2016

Note: See Technical Information on back for further instructions.
 For production questions call **Dawn Kiko Cheng** at **310.280.2880**.

Technical Information

WHERE GUESTBOOK® SOUTHERN CALIFORNIA EDITIONS

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using 4/C process inks (CMYK). Please refer to these standards for more information.
- No film will be accepted.
- Final digital ads must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator CS6 or lower and QuarkXpress 8 or lower. Pagemaker, Freehand or Publisher will NOT be accepted.
- PDFs will not be accepted unless supplied by an accredited agency or in PDF/x1-a format and you must include crop marks to ensure proper placement.
- Ads must be submitted on CD, DVD or via FTP and must be accompanied by the following:
 - Screen and printer fonts used (fonts will be deleted after use). Use only PostScript Type 1 or Open Type fonts or convert all text to outlines.
 - High-resolution (300dpi/133lpi) image files in CMYK, TIFF or EPS formats. If running a color ad, color-corrected proof with color composition indicated; an Iris, Kodak Approval, Matchprint, Spectrum or 3M Rainbow proof must accompany the disk. Inkjet and bubble jet color printouts are for color placement only as the representations are not true colors (i.e. they cannot be achieved in process printing). Where® takes no responsibility for color accuracy when only inkjet/bubble jet printouts are provided. If running a black and white ad, an accurate b/w laser copy must be provided.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check line screen is set to 150 lines per inch, use 300ppi for continuous tone at final size.
- Check that the maximum total ink coverage does not exceed 280%.
- Check plate resolution is 2400ppi, use 1000ppi min. linework.
- Minimize the number of steps used to create a gradation or blend.
- Check bleed safety. Keep all live matter 1/4" from the trim size on all four sides.
- Add 1/2" on each side of center line of spine for safety margin.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be self-extracting archives (Stuffit or Zip) if compression software is used.

GENERAL INFORMATION

SCMG is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. SCMG assumes no responsibility for errors and omissions resulting from changes. SCMG endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs at the blueline stage.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

e-Mail ads to:
ads@wherela.com

FTP delivery for ads over 10MB:
Address: ftpwhere.dyndns.org
User ID: advertiser
Password: audience

Or mail to:
Southern California Media Group
Production Department
3679 Motor Avenue, Suite 300
San Diego, CA 90034

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.

WEB ADDRESS
Be sure to include your Web address in your ad creative.

Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.