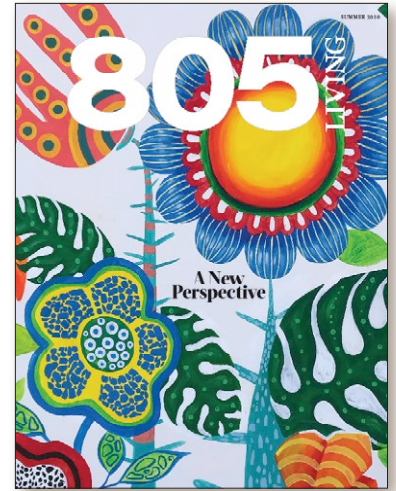


Editorial Overview

805 Living is a **high-end regional lifestyle magazine** that combines the best of both worlds: the quality and style of a national publication with smart, locally relevant, actionable editorial.

Our focus highlights the vibrant communities of western Los Angeles, Ventura, Santa Barbara, and San Luis Obispo Counties. Readers depend on *805 Living* for its exciting mix of home design, fashion, entertaining, health and wellness, philanthropy, recreation, shopping, dining out, cooking, wines and spirits, family, events, travel, and, most important, the extraordinary people who call this unique region of Southern California home.



FEATURE STORIES capture the spirit and style of the area and the notable neighbors who call it their home. Our feature stories often include entertaining, home design, and exciting travel destinations, (along with stunning photography and art direction), but we also include profiles on many of the individuals who make a difference with our lives right here at home.

PULSE Whether it's a profile of an interesting personality, a tip from an expert in a particular field, or a look at what's trending in local businesses, Pulse finds the beats and rhythms of our communities.

FINDS Shopping. Fashion. Travel. *Finds* is a potpourri of stylish, must-have products. *Finds/Style* is a "look book" of men's and women's fashion and accessories. *Finds/Travel* helps readers plan extraordinary getaways in the 805 and beyond.

INSIDER spotlights the hottest events and activities taking place in the region, including concerts, theater, festivals, dance, visual arts, charity events, sports, and more.

MIND BODY SOUL Our focus on health and wellness features local resources and area experts to help enhance the mind, body, and soul.

ARTS & CULTURE encompasses the literary, musical, and performance arts. This column is a lively look at the people and events that entertain us.

FACES IN THE CROWD Some are well known and "out there" while others are more of the behind-the-scenes types. Either way, with this regular column we'll get to know a little more about our Central Coast neighbors doing something unique for the region.

UPGRADES offers expert tips and creative ideas for interior and exterior home improvements.

GOOD DEEDS Our social pages highlight the charitable community.

TASTE incorporates food, recipes, wines, and spirits into each issue, as well as where to find them locally.

WHERE TO EAT NOW Appetizing intelligence from the new, the classic, and the best restaurants in the region.

DINING GUIDE A spotlight of fine and casual dining establishments that includes the most comprehensive dining guide around.

P.S. SKETCHPAD Award-winning illustrator Greg Clarke's humorous take on life.

Maggie Awards Nominee

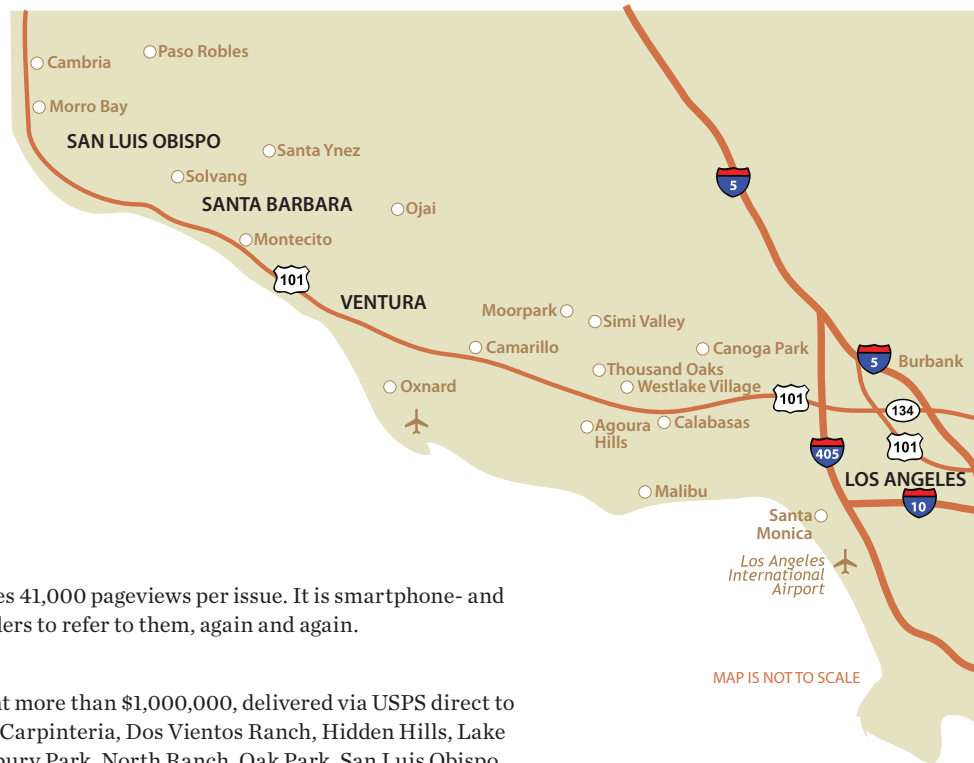
2015 Best Regional & State Magazine

2011 Best Regional & State Magazine

2011 Best Lifestyle Magazine

805 Living is Everywhere

805 Living has the most comprehensive strategic distribution plan that targets affluent customers with buying power.



CIRCULATION

25,000 Print Copies, 10x a Year

Digital Edition is complimentary and averages 41,000 pageviews per issue. It is smartphone- and tablet-compatible. Archived editions allow readers to refer to them, again and again.

Copies Direct Mailed to area homes valued at more than \$1,000,000, delivered via USPS direct to mailbox in Agoura Hills, Calabasas, Camarillo, Carpinteria, Dos Vientos Ranch, Hidden Hills, Lake Sherwood, Malibu, Montecito, Moorpark, Newbury Park, North Ranch, Oak Park, San Luis Obispo, Paso Robles, Santa Barbara, Santa Rosa Valley, Thousand Oaks, Ventura, and Westlake Village.

Direct-Mail Copies to Area C-Level Executives (CEOs, CFOs, COOs, etc.)

Paid Subscriptions

Distribution Locations include shopping centers, grocery stores, restaurants, hotels, hospitals, country clubs, real estate and wealth management offices, banks, visitors and convention bureaus, and chambers of commerce.

Newsstands: Albertsons, CVS, Gelson's, Lassen's, Lazy Acres, Ralphs, Trader Joe's, Vons, Whole Foods, providing a consistent spot for consumers to find the publication.

Widely Circulated throughout four counties: Western Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties.

100% pick-up rate shows popularity of magazine.

Agoura Hills	Hidden Hills	Newbury Park	Santa Ynez Valley
Bell Canyon	Lake Sherwood	Nipomo	Simi Valley
Calabasas	Los Olivos	Oak Park	Solvang
Camarillo	Malibu	Ojai	Summerland
Cambria	Montecito	Paso Robles	Thousand Oaks
Carpinteria	Moorpark	Pismo Beach	Ventura
Canoga Park	Morro Bay	San Luis Obispo	Westlake Village
Dos Vientos Ranch	North Ranch	Santa Barbara	Woodland Hills

Multi-Platform Marketing Capabilities

805 Living offers multi-platform marketing packages that include **print, digital, and social media** to reach our loyal, affluent audience.



PRINT AND DIGITAL EDITIONS

DIGITAL EDITION SPONSORSHIP

DEDICATED E-BLAST TO DATABASE OF 15,000

SPONSORED SOCIAL MEDIA POSTS (46,500+ FOLLOWERS)

MONTHLY E-NEWSLETTER "THE INSIDER" WITH SPONSORED CONTENT, BANNER ADS, AND PRESENTING SPONSORSHIP OPPORTUNITIES.

DIRECT MAIL CAMPAIGNS TO READERS IN THE MOST AFFLUENT NEIGHBORHOODS.

PREMIUM COVER-POSITION ADS AND SPECIAL UNITS INCLUDING:

- Multi-page inserts
- Gatefold units
- Cover wraps on direct-mail copies
- Belly band on direct-mail copies
- Inserts/Blow-in cards



E-newsletter and dedicated e-blasts



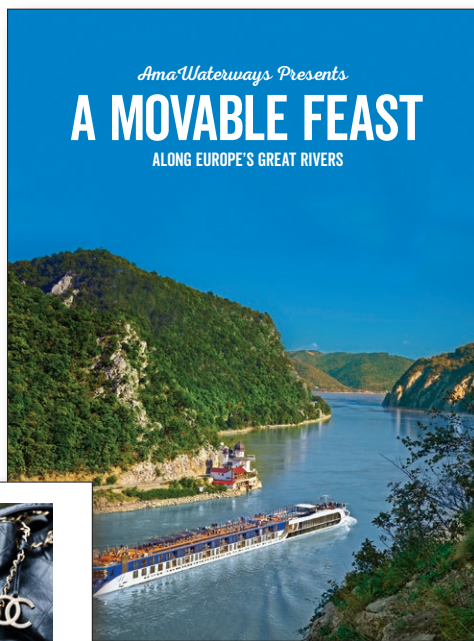
Custom Content Studio

805 Living delivers high-quality production value through our **branded custom content and advertising** to ensure your unique story finds our audience across all platforms.

BRANDED CUSTOM CONTENT

CUSTOM ADS

CUSTOM PUBLISHING



Virginia Woolf said it best, "One cannot think well, live well, sleep well, if one has not dined well." This phrase epitomizes AmaWaterways' dining philosophy. While sailing Europe's legendary rivers, you'll be tempted by a veritable menagerie of exquisite cuisine. AmaWaterways' menus balance mouthwatering regional dishes and time-honored gastronomic favorites served with fine local wines, so you can enjoy Austrian Gröner Weiblerer with Wiener schnitzel as you cruise the Danube and drink full-bodied reds with heavy pot-au-feu while visiting Bordeaux, France.



Regularly inspired cuisine

LA CHAÎNE DES RÔTISSERS
One of the most delicious aspects of traveling is indulging in the incredible cuisine and flavors of new destinations. As a member of La Chaîne des Rôtisseurs, a prestigious international culinary society, AmaWaterways results in offering surprising, locally inspired cuisine, ensuring a pleasantly authentic epicurean journey.

THE CHEF'S TABLE
Join a few of your fellow guests at The Chef's Table specialty restaurant, where the kitchen—usually hidden—becomes part of the entertainment. Watch as your chef prepares a true tasting menu with three appetizers, a champagne oyster intermezzo, three main courses and three decadent desserts—all paired with carefully hand-selected wines reflective of the destination you visit.

DIVERSE AND DELECTABLE DINING
Executive Chef Franck Frensch, winner of three gold medals at the European Championship of Culinary Art, along with his talented team of expert chefs, crafts menus using the finest and freshest local ingredients. Beautiful breakfasts and lunches tempt with a tantalizing array of choices to satisfy even the most discerning palates, with omakase made-to-order using seasonal produce, as well as freshly baked breads, stalling scones, yogurt and fruit crisp salads, hearty soups and sandwiches. Evenings offer a range of delightful entrees, including filet of salmon, beef tenderloin, and peppers and eggplant expertly sautéed and grilled. Appetizers and sandwiches downtown are artfully presented—and paired with distinctive wines—while flavorful vegetarian and gluten-free options are equally enticing.

DINING ON BOARD THE HIGHEST-RATED SHIPS
No matter which ship or itinerary you choose, you'll sail on board Europe's highest-rated ships as honored by the premier travel authority, *Forbes*, and the "Overall Best River Cruise Line," chosen by the esteemed Editors of *Cruise Critic*. From start to finish, an AmaWaterways cruise is an all-around amazing experience that will linger in your memory—and on your taste buds—for many more meals to come.

KRISTIN'S CORNER
Indulge in what Kristin Faust considers one of the world's most perfect trifidas—travel, cuisine and wine—as you sail along the Danube, Douro, Dordogne, Garonne, Maine, Mayenne, Rhine, Rhoder or Seine rivers. For many of AmaWaterways' guests, food and wine have the ability to shape the journey and create extraordinary memories, especially when dining experiences are shared with family and kindred cruises. That's why AmaWaterways won't settle for anything but the best.

AMA WATERWAYS
CUSTOMER SERVICE
Proudly located in Calabasas

Photoed left: Cruising through the Bas Gers, Dordogne River

Renaissance: The Ultimate in Affordable Luxury

For more than 20 years, Renaissance Fine Consignment has been a fashion fixture in downtown Santa Barbara. It's a perfect fit for owner Kristine Younger. "I've had an obsession for fashion since I was a kid trying on my grandmother's milestone jewelry and Ray-Ban sunglasses.

With a focus on designer items and vintage couture in pristine condition, Renaissance attracts a wide range of local fashionistas and celebrity shoppers, and was recently featured in *Vogue* magazine, which noted, "There's no other store in the world like it." Renaissance specializes in resale one-of-a-kind finds and high-end brands such as Gucci, Chanel, Hermès, Oscar de la Renta, Louis Vuitton, Yves Saint Laurent, Valentino, Fendi, and Prada, to name a few.

Renaissance is actively seeking and willing to travel as far as the Orange County area for designer labels to add to its boutique and newly launched online store.

Contact the store for information on how to consign designer items for profit and visit renaissance.com to see what's new, including lists of a third location (the second is in Sacramento). Don't miss the cheeky blog "Under the Hat/FanFiction" for ideas, inspiration, and influence by Renaissance.

Renaissance Fine Consignment is located at 1183 State Street, Santa Barbara, 805-963-7800; renaissance.com.



Custom publication for Four Seasons Hotel Westlake Village

805 Living Themed Advertorials

REALTORS OF DISTINCTION

ARCHITECT AND INTERIOR DESIGNER SPOTLIGHT

HOME DESIGN RESOURCE GUIDE
(for interior and landscape designers, retailers)

DESTINATION CITY GUIDE
(for tourism bureaus to showcase where to eat/stay/dine/play)

GIVING COUNTS
(for nonprofits to share “what they do” and “what they need”)

THE GREAT ESCAPE
(for hotels, resorts, and travel destinations)

SPONSORSHIP OF 805 LIVING'S FARMERS' MARKET GUIDE

FINANCIAL INTELLIGENCE
(for wealth advisors)

MODERN HEALTH MATTERS
(for medical professionals)

TASTE OF THE VINE
(for wineries)

WINEMAKER WISDOM
(for wineries)

WINEMAKER WISDOM

ADVERTISMENT

THE ECONOMY
Belknap Vineyards
Lisa Olivas
belknapvineyards.com

What inspires you as a winemaker? The next vintage, applying the lessons of past vintages, and using that knowledge to try and make better wine.

What are you most excited about with respect to your upcoming releases? The 2019 reds are fantastic and we will be releasing them over the next several months. We also have some new varietals from 2018 that we are excited to release—Malbec, Chardonnay, Cabernet Franc, and a Pinot Noir—in addition to our usual platform of varietal releases every year.

What's a trend that you think will shape the future of your brand? I absolutely love organic farming and continue to grow and be embraced by fellow winemakers. We are practicing it over the last 10 years and I think it's some more neighbors embrace this way of farming. We also are not making a small amount of natural, organic wine under our **WILDWOOD** label, available only at our tasting room or on our website. We are actually excited about those wines and see it as a trend moving forward.

What are you most excited about with respect to your upcoming releases? The 2018 vintage is my favorite since it's some more neighbors embrace this way of farming. We also are not making a small amount of natural, organic wine under our **WILDWOOD** label, available only at our tasting room or on our website. We are actually excited about those wines and see it as a trend moving forward.

What's a trend that you think will shape the future of your brand? The move toward carbonic fermentation wines of Colchagua, which does not seem to fall into the "wine brand" category (and will continue to do so), but will be following on in. We are going to continue to make that and what we probably can from what I believe to be a truly remarkable one.

Blair Fox Cellars
Lisa Olivas
blairfoxcellars.com

What inspires you as a winemaker? I am inspired by the dynamic growing conditions and unique microclimate in Santa Barbara County. From a grape variety perspective, I'm inspired because it can thrive across the region, even like the Los Olivos District to the coolest in the top of the hills.

What are you most excited about with respect to your upcoming releases? I am extremely proud of our latest wine release, the 2018 Pinot Noir, and a new Pinot Noir we are excited to release in the 2019 Estate Series. It's an intriguing wine, showing incredible nuance while having great structure and balance.

What's a trend that you think will shape the future of your brand? The move toward carbonic fermentation wines of Colchagua, which does not seem to fall into the "wine brand" category (and will continue to do so), but will be following on in. We are going to continue to make that and what we probably can from what I believe to be a truly remarkable one.

Michael Goughelli
Falstaff Hills Winery
San Ysidro Valley & Santa Barbara
falstaffhills.com

What inspires you as a winemaker? The beauty of the same world from Burgundy to the Rhône Valley has inspired me to make the highest level wine possible can.

What are you most excited about with respect to your upcoming releases? I am extremely proud of our latest wine release, the 2018 Pinot Noir, and a new Pinot Noir we are excited to release in the 2019 Estate Series. It's an intriguing wine, showing incredible nuance while having great structure and balance.

What's a trend that you think will shape the future of your brand? The move toward carbonic fermentation wines of Colchagua, which does not seem to fall into the "wine brand" category (and will continue to do so), but will be following on in. We are going to continue to make that and what we probably can from what I believe to be a truly remarkable one.

From top, Belknap Vineyards, WILDWOOD 2019 vintage is crafted from 100 percent natural biodynamic grapes. Blair Fox Cellars tasting room is heart of spirit and charming Los Olivos. Olivas release will see the organically farmed vineyards at Falstaff Hills Winery in Santa Barbara.

REALTORS OF DISTINCTION

ADVERTISMENT

CINDY UELMAN, Berkshire Hathaway HomeServices CA Realty
cindyuelman.com | cindy@cindyuelman.com
805-877-9916 | 12866 E. Thousand Oaks Blvd., Thousand Oaks

Cindy is a lifelong Conejo Valley resident and an experienced Realtor with three decades of helping buyers and sellers achieve their home goals. Clients have trusted her with home listings and purchases because of her extensive knowledge of the marketplace and ability to negotiate the best deals. However, it's her integrity, dependability, and communication skills that have translated to a network of repeat clientele. Call Cindy today to make your home dreams into a reality.

SIGI ULBRICH & PAUL MORAN
Berkshire Hathaway HomeServices CA Realty
sigimorans.com | sgmorans@sigimorans.com
818-879-9999 | 1455 Lindero Canyon Road, Ventura Village

The powerful, highly dedicated, real estate team is personally honored for their presence in the industry's top 1% nationwide in earnings. No other sales team in the Conejo Valley dedicates as much time, energy, experience, and investment in marketing to provide the best possible client service in this challenging market. This is a tribute to the experience of Sigi Ulbrich & Paul Moran.

DONNA VELLA, Berkshire Hathaway HomeServices CA Realty
donnavella.com | donna@donnavella.com
805-490-0777 | 12866 E. Thousand Oaks Blvd.

Donna Vella has been selling homes that and Los Angeles County since 1987 as a Production Award winner. She is a real estate Gold and a staged award recipient. These honors distinguish Donna as an expert. Professional National, Donna was named a working work ethics, integrity, and dedication. Her motto is Dedication - 5.

ARCHITECT AND INTERIOR DESIGNER SPOTLIGHT

ADVERTISMENT

22 DESIGN HOUSE
22 Design House is an interior design studio providing a full range of interior design services for residential properties. Interior Designer Megan Paulson creates timeless, balanced, functional, custom-made spaces for everyday living that allow her clients to rest, rejuvenate, gather with family and friends, carry on traditions, and make lifelong memories.

What's in: their all-white wallpaper, performance fabrics, earthy colors, and hand-made pieces.

What's out: Slipstap (in red), modern farmhouse, single purpose spaces, and furnishings.

MEGAN PAULSON
805 Chrysi St., Ventura
22designhouse.com | 805-223-0624

JUBILEE INTERIORS
We are a full-service residential interior design studio for projects ranging from whole-home remodels to redefining a single room. Our design process involves assessing organic, modern living with the aim to achieve the perfect balance of aesthetics and function. We believe good design is timeless and understand a living space is the physical expression of a person's identity. Follow us on Instagram @jubilinteriors.

What's in: Natural materials, texture, and colors to multiply the comfort and warmth in our spaces.

What's out: Matching furniture sets! They can look boring, flat, and lack character.

JULIEE-CARR
jubilinteriors.com | 805-377-9274

FINCH & FERN INTERIOR DESIGN
Finch & Fern is a full-service interior design studio providing space planning to complete home design and more. Combining the old and the new with natural elements while adding splashes of color and texture to create an ambiance of comfort and light is our specialty. Creating the environment in which you live is most important not only for the mind but also for the soul.

What's in: Blending elements of classic design fused with natural elements, like a natural fiber rug.

What's out: Grey. We are trending towards warmer toned palettes touched with rich color accents in earth tones.

DAWN DI BARTOLO
19000 Santa Monica St., Santa Monica
finchandfern.net | 405-905-3215

Retreat in Relaxed Luxury

ADVERTISMENT

OJAI VALLEY INN // OJAI

Tucked within the Topograpia Mountains in the mystical Ojai Valley, the iconic AAA Five-Diamond Ojai Valley Inn continues to redefine luxury, beckoning travelers since its opening in 1923 to the tranquil setting known as "Shangri-La." Located in the chic bohemian enclave of Ojai, the resort balances the relaxed glamour of Southern California with reverence for the unspoiled natural beauty of the region for an unrivaled experience that embodies the authentic spirit of Ojai. Sprawled across 220 lush, oak- and olive-tree-studded acres scented with wild sage and lavender, Ojai Valley Inn offers an abundance of freshly renewed settings, activities, and amenities for inspired escapes.

For more information, visit www.ojavalleyinn.com.

THE CONCERGE RECOMMENDS
Ojai Valley Inn's restaurant features historic California cuisine with Italian influences and a seasonal menu. Our thoughtfully prepared, locally sourced, seasonal small plates, salads, and sandwiches will tempt your taste buds, while our handcrafted cocktails, vibrant appetizing beverages, and craft beer selection make Ojai Valley Inn California's top producers.

Ojai Valley Inn's historic resort has been ranked as one of the best resorts in Southern California. Ojai Valley Inn's programs and services include a complimentary instruction combine for an elevated playing experience on the historic and restored course.

An Audience Worth Investing In

805 Living connects your brand to our **affluent readers** who turn to the magazine for the inside scoop on living the good life in the 805 and beyond. Our readers are powerful consumers ... they are uniquely positioned with the desire and the means to enhance their lives.



805 LIVING READERS ARE IN THE PRIME OF THEIR EARNING AND SPENDING YEARS. THEY ARE AFFLUENT AND POISED TO BUY:

- **Average age is 38.**
- 80% are homeowners.
- Median household income: \$195,000
- **Median net worth: \$1,900,000**
- Median home value: \$1,500,000
- 73% are married.

805 LIVING READERS ARE ENGAGED AND PASSIONATE ABOUT THE MAGAZINE:

805 Living is a controlled circulation magazine. Our readers prove they love the magazine by actively seeking out each issue. They respond to both the editorial and the advertising in the magazine. In fact, according to a survey in *805 Living*:

- 96% rate the magazine as “very good” to “excellent.”
- 74% have shopped with our advertisers after seeing their ad in *805 Living*.
- 100% will recommend *805 Living* to others.
- **100% will pick up/read *805 Living* again.**

MANY OF THE COMMUNITIES IN THE 805 AREA AND SURROUNDING CITIES BOAST MEDIAN HOUSEHOLD INCOMES THAT ARE ON PAR WITH SOME OF THE WEALTHIEST, HIGHER-PROFILE COMMUNITIES IN THE COUNTRY.*

Hidden Hills: \$245,694
Lake Sherwood: \$230,000
Bell Canyon: \$208,508
Malibu: \$130,432
Montecito: \$130,129
Oak Park: \$117,326
Calabasas: \$117,176
Westlake Village: \$115,550
Agoura Hills: \$107,268
Moorpark: \$99,353
Thousand Oaks: \$99,115
Santa Ynez: \$97,911

***805 Living* is distributed in all of these cities.**

Compared To Other Affluent U.S. Communities:

Palo Alto, CA: \$126,771
Englewood Cliffs, NJ
(affluent Manhattan suburb): \$138,780
Newport Beach, CA: \$107,991
Birmingham, MI: \$107,161
Greenwich, CT: \$90,359
Brentwood, CA: \$88,697
Beverly Hills, CA: \$87,366
Southampton, NY: \$77,130

Median HHI in U.S. (in 2014 dollars),
2010–2014: \$53,482; *Source U.S. Census (2014)

2022 Editorial Calendar & Deadlines

Issue	Ad Close (call for extension)	Creative Due Date*	Editorial Highlights
Winter Issue <i>(out late January)</i>	December 23	December 30	Wellness 805 Weddings SPECIAL ADVERTISING SECTION: Celebrate! Wedding and Party Resource Guide
March	January 25	February 1	The Restaurant Issue SPECIAL ADVERTISING SECTION: Taste of the Vine (for wineries)
April	February 18	February 25	Home & Garden SPECIAL ADVERTISING SECTIONS: Architect and Interior Designer Spotlight, Home Design Resource Guide, Realtors of Distinction
May	March 25	April 1	The Travel Issue SPECIAL ADVERTISING SECTION: The Great Escape
June	April 22	April 29	The Drinks Issue SPECIAL ADVERTISING SECTION: 805 Living Cocktail Week
Summer Issue <i>(out early July)</i>	May 25	June 1	Summer Fun
September	July 25	August 1	Food & Wine SPECIAL ADVERTISING SECTIONS: Taste of the Vine (for wineries) Winemaker Wisdom (for wineries)
October	August 25	September 1	The Best of Fall Arts & Culture SPECIAL ADVERTISING SECTION: Realtors of Distinction
November	September 23	September 30	Giving Back Issue Philanthropy Thanksgiving Entertaining 7th Annual Dishing It Out for Charity SPECIAL ADVERTISING SECTION: Giving Counts: Nonprofit Directory
December	October 25	November 1	Holiday & Annual Gift Guide SPECIAL ADVERTISING SECTION: Gifted



Advertising Inquiries
Jennifer Vogelbach,
Associate Publisher
818-427-3496
jennifer@805living.com

If you are interested in advertising and an issue closing date has passed, **please contact your sales representative** and we will do our best to accommodate you.

Advertising contract must be signed to reserve space.

Issue distribution begins on the first of the month, with the exception of the winter issue that will be distributed at the end of January and the summer issue that will be distributed in early July.

**Editorial themes and closing dates are subject to change.*

805 Living Ad Specs & Guidelines

PRODUCTION NOTES/DIGITAL REQUIREMENTS:

Ad Size	Final Trim Size	Non-Bleed Size	Bleed Size
Two-page spread	16.75 x 10.875"	15.75 x 10.375"	17.25 x 11.375"
Full page	8.375 x 10.875"	7.875 x 10.375"	8.875 x 11.375"
One-half page horizontal	8.375 x 5.312"	7.875 x 4.812"	8.875 x 5.812"
One-third page square	4.84 x 4.84"		
One-quarter page	3.59 x 4.84"		
One-sixth page	2.32 x 4.84"		

BLEED: Extend bleed 1/4" on all sides, include crop marks **outside** of image area.

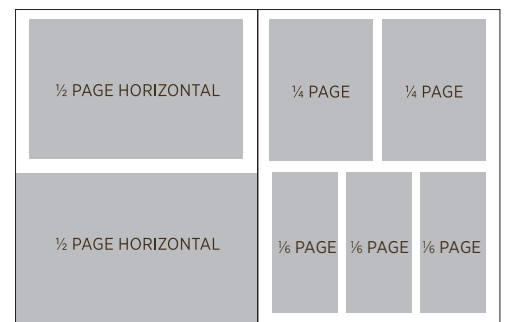
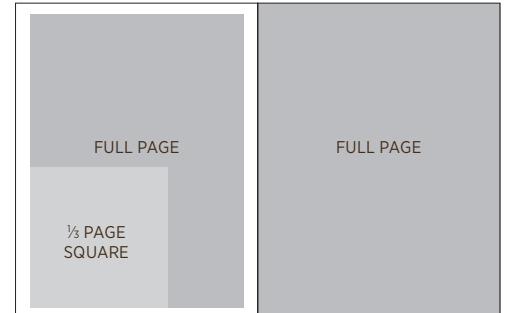
LIVE AREA: Keep all live matter at least 1/4" from final trim size on all sides.

(Refer to Non-Bleed Size.)

GUTTER SAFETY: Keep all critical matter at least 1/2" from the gutter.

PRINTING PROCESS: Four-color process (cmyk). Direct to plate. Web offset. Perfect bound.

SCREENS: 150-line preferred. Total printing tone value should not exceed 270 percent.



GENERAL GUIDELINES:

- Build document to ad size.
- **Be sure to extend bleed by 1/4" on all sides**, and allow at least 1/4" on all sides for live area, as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads only. **Do not include any printer's marks in image or bleed area.** All marks should fall outside of the image.
- Images and graphics should be **300 dpi**, or no less than 266 dpi.
- Convert **all colors to cmyk**. All colors must be converted to cmyk prior to creating pdf files.
- No rgb images. **No spot or pantone colors.** All colors should be four-color process (cmyk). Never use the color "Registration" built in color palettes.
- No jpeg, pict, gif, Microsoft Publisher or Microsoft Word can be accepted.
- Do not nest eps files or embed ICC profiles within images.
- Run preflighting software whenever possible and provide report.
- If files require intervention, the advertiser will be billed at \$125 per hour.

COLOR SETTINGS:

- Rich Black for large black areas (do not use for text or fine lines/details): 60 Cyan, 40 Magenta, 30 Yellow, 100 Black
- Set Black color swatch to overprint.
- Provide a SWOP-certified color guide for

color-sensitive digital files. All files supplied without acceptable color guide will waive all implied guarantee of color reproduction and will be subject to additional production charges for required production or proofs.

FONTS:

- Convert all fonts to outline; or
- Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.
- Some fonts may be restricted from being embedded in a pdf file. Please choose another font, or supply all working files and fonts used.
- PC fonts cannot be accepted.

DIGITAL FILES:

PDF Ensure all links are valid and images are CMYK and high-resolution files. Write a postscript file using a high-quality or postscript driver, and distill separately using press-quality job options with compatibility of **Acrobat 5 (PDF 1.4)**. Do not downsample images. Set to **Automatic (jpeg) compression**, and image quality to **Maximum** or CCITT Group 4 for monochrome images. Do not include any printer's marks, but set **bleeds to 0.25"**. No color conversion needed, and do not include profiles. All color destination should be set to **US Web Coated (SWOP) v2**. Transparency flattener should not be selected, as the file can be processed without the need to be flattened. Do not compress text or set to outlines

to allow the type to be live for hyperlinks, and therefore allow your website address to be searched in our digital edition.

TIFF **300 dpi** minimum, **CMYK** color mode. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

DISCLAIMER:

- *805 Living* is not responsible for ads sent without proofs or ads not meeting the specification guidelines and requirements.
- *805 Living* uses a premium grade gloss coated paper stock. Please note that some show-through may be visible on very light ad creative or white areas. *805 Living* is not responsible for any show-through.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Advertisers are responsible for the content of their ads or materials.
- Materials delivered beyond deadline may be subject to additional charges.

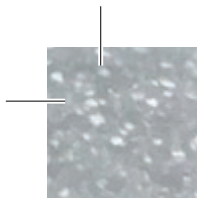
SHIPPING INSTRUCTIONS:

EMAIL sophie@805living.com

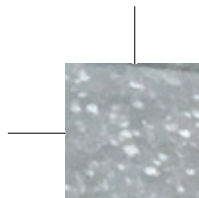
MAIL *805 Living*
3717 E. Thousand Oaks Blvd.
Westlake Village, CA 91362

Questions? Email Sophie Patenaude at sophie@805living.com.

805 Living Guidelines for Crop Marks

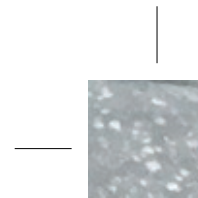


DO NOT place crop marks **over** image
DO NOT set crop marks for less than 1/4"



DO place crop marks **under** image
DO set crop marks at 1/4" on all sides

OR



DO place crop marks **away from** image
DO set crop marks at 1/4" on all sides

