

Sonoma Valley

CALIFORNIA

2024-2025
VISITORS GUIDE MEDIA KIT

EARLY BIRD DEADLINE
JULY 31ST!

FEATURES OF THE VISITORS GUIDE

Sonoma Valley Visitors Bureau is proud to partner again with Sonoma Magazine to produce the 2024-2025 Visitors Guide!

The Sonoma Visitors Guide, a four-color, professionally produced magazine, will inspire visitors and showcase the Sonoma Valley lifestyle. With engaging photos, rich content and educational maps and infographics, visitors get a first-hand look at Sonoma Valley, with focus on the valley's local businesses.

Our guides (50,000 copies) will be distributed throughout Northern California, and to travelers, and meetings and wedding planners, as well as digitally on sonomavalley.com.

FEATURES:

- **EVERGREEN CONTENT:** these educational pieces include topics like Wine Tasting Etiquette 101, How to Navigate the Farmer's Market, or Field Guide to the Outdoors.
- **INFOGRAPHICS** explain larger topics through the use of creative graphics and educate travelers about Sonoma Valley.
- **MAPS** direct readers how to best navigate Sonoma Valley. Wineries, parks, towns and points of interest will guide visitors.
- **DIRECTORY** featuring all of our current members in good standing, organized by business category (shopping, dining, lodging, spa/wellness, etc.)
- **PAID ADVERTISING** to offer you the opportunity to be included in a more notable way and give your business some pop!

Convenient hand-held size for ease of use and portability



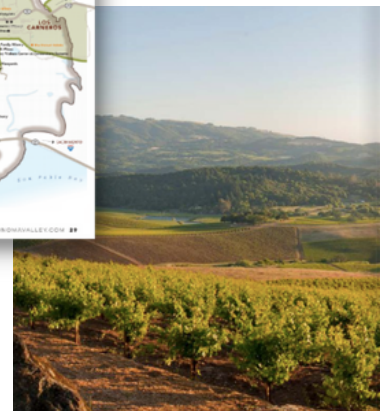
Directories of local businesses & Spotlight Ads



Maps direct travelers to local businesses, parks and attractions



Rich, evergreen content to entice readers with the Wine Country lifestyle



A SONOMA VALLEY WINE PRIMER

While there are so many reasons to enjoy Sonoma Valley, wine is without a doubt the top attraction. And for good reason: the wineries in Sonoma Valley are some of the most prestigious in North America, and the quality of the local food scene makes the wines shine. Known as "The Valley of the Moon," Sonoma Valley is rich in natural splendor, creating an incredible setting for grape growing. The valley's winemaking legacy also makes it a must-see destination for happy souls, who will relish the region's pioneering past as the birthplace of the California wine industry. Here's a quick introduction to Sonoma Valley wine to get you acquainted before your visit to the next winery.

EXPOSURE EQUALS BUSINESS



Quality printed materials make powerful impressions, and research shows that a printed visitor guide helps drive visitation. Created with thoughtful content and engaging photography, the Sonoma Valley Visitors Guide is a great way to showcase the personality and purpose of your business, with a wide-range of marketing and advertisement offerings to fit your needs and budget.

According to industry research on guides:

- 85% of travelers were influenced to visit after reading a visitor guide
- Readers retain information from actual, tactile visitors guides: 90% of readers remembered reading them in hand vs. online readers at 67%
- The ROI for every guide distributed was \$48:1 in destination spending

PRICING & DETAILS

QUANTITY & DISTRIBUTION

50,000 copies, to be distributed throughout the Valley, distributed nationwide through direct requests, and distributed to the following locations and partners:

- Sonoma Valley Visitors Bureau's two visitors centers (the Plaza and south office)
- Regional Visitors Centers (including San Francisco, Marin, Sacramento, and area airports)
- Visit California's Visitors Centers throughout California
- Member businesses
- Media planners, trade shows & travel media
- San Francisco and Sacramento hotels, concierges & wedding planners
- Major festivals & events throughout the North Bay
- Digital downloads from sonomavalley.com

AD TYPE (Ask about multiple ad discounts)	EARLY BIRD (July 31)	REGULAR (August 14)	LAST CALL (Sept 6)
1/4 page	\$1650	\$1732	\$1818
1/2 page	\$2750	\$2887	\$3031
Full page	\$5225	\$5486	\$5760
Inside front cover	\$5300	\$5565	\$5843
Table of Contents	\$5300	\$5565	\$5843
Back cover	\$5550	\$5827	\$6118
Enhanced listing - 25 word description	\$330	\$346	\$363
Premium listing - small photo + 50 word description	\$550	\$577	\$605

TO RESERVE YOUR SPACE CONTACT:

Lori Varsames, Marketing & Partnerships

lori@sonomavalley.com

(510) 872-2827

VISITOR GUIDE LISTING INFORMATION

DIRECTORY

BREWERIES & CIDERIES

Pomme Cider
531 Broadway
Sonoma
(707) 343-7155
pommecidershop.com

Sonoma Springs Brewing Company
19449 Riverside Dr.
Ste. 101, Sonoma
(707) 938-7422
sonomaspringsbrewing.com

DINING

Aabha Indian Cuisine
522 Broadway
Sonoma
(707) 343-1003
delhibellyindianbistroca.com

Black Bear Diner
201 West Napa St.
Sonoma
(707) 935-6800
blackbeardiner.com

B&V Whiskey Bar & Grille
400 1st St. East
Sonoma
(707) 938-7110
bvsonoma.com

Cafe La Haye
140 East Napa St.
Sonoma
(707) 935-5994
cafelahaye.com

Cornerstone Sonoma
23570 Arnold Dr.
Sonoma
(707) 933-3010
cornerstonesonoma.com

Della Santina's
133 East Napa St.
Sonoma
(707) 935-0576
dellasantinas.com

Depot Restaurant
241 First St. West
Sonoma
(707) 938-2980
depotsonoma.com

El Dorado Kitchen
405 First St. West
Sonoma
(707) 936-3030
elдорadosonoma.com



Glen Ellen Star As they enter into their 10th year of operation, Glen Ellen Star continues to provide a personable yet refined dining experience for those who love food & wine. With fresh, seasonal produce from their own farm just 2 miles down the road, your dinner is sure to be exceptional.
13648 Arnold Dr., Glen Ellen
(707) 343-1384
glenellenstar.com

Harvey's Gourmet Donut Bar
414 First St East
Ste. B, Sonoma
(707) 246-5928
harveysdonuts.com

HopMonk Tavern
691 Broadway
Sonoma
(707) 935-9100
hopmonk.com

Il Fuoco Sonoma
18350 Sonoma Hwy.
Sonoma
(707) 522-7778
ilfuocopizza.com

Kina's Kitchen & Bar
19101 Hwy. CA-12
Sonoma
(707) 935-3287
kinaskitchenbar.com

LaSalette Restaurant
414 First St. East
Ste. H, Sonoma
(707) 938-1927
lasaletterestaurant.com

Layla Restaurant
29 East MacArthur St.
Sonoma
(707) 938-3191
macarthurbplace.com

Les Pascals
13758 Arnold Dr.
Glen Ellen
(707) 934-3378
lespascalcaterisserie.com

Mary's Pizza Shack
18636 Sonoma Hwy.
Sonoma
(707) 938-3600
maryspizzashack.com

THINGS TO DO

OUTDOORS & ECOLOGY
Annadel State Park
6201 Channel Dr.
Santa Rosa
(707) 539-3911
parks.ca.gov

Bartholomew Park
1695 Castle Rd.
Sonoma
(707) 938-2244
bartholomewpark.org

Jack London State Historic Park
2400 London Ranch Rd.
Glen Ellen
(707) 938-5216
jacklondonpark.com

Safari West
3115 Porter Creek Rd.
Santa Rosa
(800) 616-2695
safariwest.com

Sonoma Botanical Garden
12841 Sonoma Hwy.
Glen Ellen
(707) 996-3166
sonomabg.org

Sonoma Ecology Center
P.O. Box 1486
Eldridge
(707) 996-0712
sonomaecologycenter.org

Sonoma Garden Park
19996 7th St. East, Sonoma
(707) 996-4883
sonomagardenpark.org

Sonoma Zipline Adventures
6250 Bohemian Hwy.
Occidental
(888) 494-7868
sonomaziplineadventures.com

Sonoma County Regional Parks
(707) 565-2041
parks.sonomacounty.ca.gov

• Ernie Smith Community Park
18776 Gilman Dr., Sonoma

• Hood Mountain Regional Park
1450 Pythian Rd.
Santa Rosa

• Hudeman Slough Boat Launch
28020 Skaggs Island Rd.
Sonoma

• Kenwood Plaza Park
200 Warm Springs Rd.
Kenwood

• Larson Park
329 DeChene Avenue
Sonoma

• Maxwell Farms Regional Park
100 Verano Ave.,
Sonoma

• Moran Goodman Park
980 Sonoma Glen Circle,
Glen Ellen

• North Sonoma Mountain Regional Park
5297 Sonoma Mountain Rd. Santa Rosa

• Shaw Park
120 Shaw Ave, Kenwood

• Sonoma Valley Regional Park
13630 Sonoma Hwy.
Glen Ellen

• Spring Lake Regional Park
393 Violetti Rd., Santa Rosa

Sugarloaf Ridge State Park
2605 Adobe Canyon Rd.
Kenwood
sugarloafpark.org

ARTS, CULTURE & MUSEUMS

Art Escape
17474 Sonoma Hwy.
Sonoma
(707) 938-5551
artescapesonoma.com

California Indian Museum and Cultural Center
5250 Aero Dr.
Santa Rosa
(707) 539-3000
cimcc.org

Charles M. Schulz Museum & Research Center
Step inside the world of Charles M. Schulz, creator of Charlie Brown, Snoopy, and the Peanuts Gang! See original Peanuts comic strips, explore Schulz's drawing studio, craft your own comic creations, and find surprises around every corner in the galleries. Don't miss the Snoopy penny press machine to create your own special souvenir!
2301 Hardies Lane
Santa Rosa
(707) 579-4452
schulzmuseum.org

Depot Park Museum
270 First St. West
Sonoma
(707) 938-1762
depotparkmuseum.org

di Rosa Center for Contemporary Art
5200 Sonoma Hwy., Napa
(707) 226-5991
dirosaart.org

Premium Listing
Includes photo
+ 50 words

Free with Membership

Enhanced Listing

VISITORS GUIDE AD SPECIFICATIONS

Full Page: 6" x 10"; matte cover; with perfect bind on 10" side with hinge score and side glue

Submit high-resolution images, at least 300dpi for content ads in .jpg format

Logo format: .eps, .png, or high-resolution .jpg

Ads must be submitted in print-ready PDF format.

Full page bleed= 6.25" x 10.25" | Trim = 6" x 10 | Live Area (text and images) = 5.5" x 9.6

