

Sonoma Valley

CALIFORNIA

2026

VISITORS GUIDE MEDIA KIT

EARLY BIRD DEADLINE
DECEMBER 1ST!

FEATURES OF THE VISITORS GUIDE

Sonoma Valley Visitors Bureau is proud to partner again with Sonoma Magazine to produce the 2026 Visitors Guide!

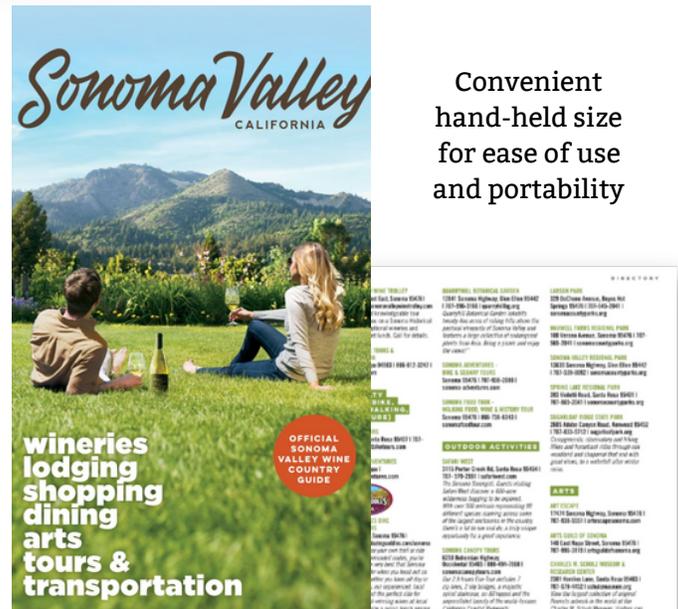
The Sonoma Visitors Guide, a four-color, professionally produced magazine, inspires visitors and showcases the Sonoma Valley lifestyle. With engaging photos, rich content and educational maps and infographics, visitors get a first-hand look at Sonoma Valley, with focus on your local business.

Our guides (50,000 copies) will be distributed throughout Northern California, and nationwide to travelers, meetings and wedding planners, as well as available 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

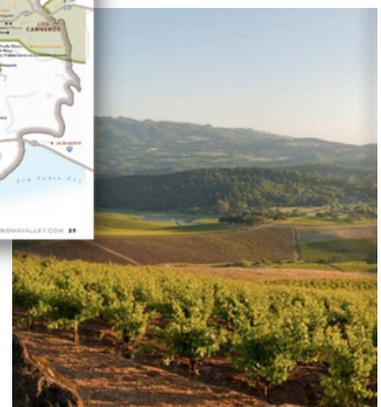


Directories of local businesses & Spotlight Ads



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 history buffs, 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 printed visitor guides inspire and create visitation. Crafted 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:

- 184 hotels in San Francisco, plus 62 hotels throughout Sonoma County.
- Sonoma Valley Visitors Bureau's two visitors centers (the Plaza and south office)
- Visit California's Visitors Center in downtown San Francisco
- Oakland International Airport & Sonoma County Airport
- Member businesses
- Media planners, trade shows & travel media
- San Francisco Ferry Building
- Major festivals & events throughout the North Bay
- 40,000 digital downloads from sonomavalley.com yearly!

AD TYPE (Ask about multiple ad discounts)	EARLY BIRD* (December 1st deadline)	REGULAR (December 31st deadline)	LAST CALL (January 9th deadline)
1/4 page	\$1650	\$1732	\$1818
1/2 page	\$2750	\$2887	\$3031
Full page	\$5225	\$5486	\$5760
Inside front cover/Inside back cover**	\$5300	\$5565	\$5843
Table of Contents	\$5300	\$5565	\$5843
Back cover**	\$5550	\$5827	\$6118
Premium listing - small photo + 50 word description	\$550	\$577	\$599

*Checks are permitted for Early Bird ads but placement must be held with a credit card or ACH.

**Key cover placements are first come, first serve! The first to pay the invoice guarantees the placement.

TO RESERVE YOUR SPACE, PLEASE 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) 996-3000
eldorado-sonoma.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
417 First St. East
Ste. H, Sonoma
(707) 938-1927
lasalette-restaurant.com

Layla Restaurant
29 East MacArthur St.
Sonoma
(707) 935-1191
macarthurlayla.com

Les Pascals
13758 Arnold Dr.
Glen Ellen
(707) 934-3378
lespascals-catisserie.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

Premium Listing
Includes photo + 50 words

Free with Membership

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

