



San Diego

PREMIER

PROPERTIES & LIFESTYLES



DISPLAY RATES & SPECIFICATIONS 2015

PREMIER, A Luxury Homeowner's Guide: is the only magazine in this area that is dedicated 100% to the homeowner - from buying to selling, upgrading to remodeling, going green to going furniture shopping, we cover it all. Since your home is your biggest investment, we keep readers updated on what is happening month-to-month in the market and compare what sold last month to what sold last year at this time. We inform readers what is before the House/Senate (regarding them as homeowners) and how it may affect them, along with reporting the latest news in the mortgage industry. And each month we offer the latest trends in Home Design & Décor from the best in the business! We answer all their questions and address their needs as a homeowner - we're a one stop-shop for their BIGGEST investment! There is no other publication in San Diego that offers all this in one.

ONLY WITH SAN DIEGO PREMIER DO YOU GET:

- A mailing list of all the homes sold in the county (from the prior month) for you to direct market your business and/or services to.
- Editorial coverage (when on contract).

DISPLAY-AD RATES (net)

	1 ISSUE	6 ISSUES	12 ISSUES
Full-Page*	\$995	\$895	\$795
Half-Page	\$695	\$595	\$495
1/4-Page	\$399	\$299	\$199
Inside-Front Cover	\$1,395	\$1,195	\$1,095
Inside-Back Cover	\$1,295	\$1,095	\$995
Back Cover	\$2,095	\$1,895	\$1,695
Page 3	n/a	\$995	\$950
Page 5	n/a	\$950	\$895
Page 7	n/a	\$895	\$850

*Ask Sales Representative about our Specials

WEB ADVERTISING RATES

	1 X	6 X	12 X
iPad/Digital Links	\$50 per issue	\$35 per issue	\$25 per issue
Web Ad 2 x 2.5	n/a	\$295	\$195
Web Ad 2 x 4	n/a	\$495	\$395
Company Logo	n/a	\$150 with ad	\$100 with ad

AD SPACE DIMENSIONS

Full-Page Bleed:	9.5 x 11.375	Live Area:	8.5 x 10.375
Half-Page Bleed:	None	Live Area:	8.5 x 5.1875

10755 Scripps Poway Pkwy. #396 • San Diego • CA 92131
Phone: 858-564.9733 Fax: 858.537.3472



CIRCULATION: 20,000

- **5,000** Direct mailed to selected homes in San Diego County valued over One Million Dollars.
- **15,000** distributed to: luxury hotels, private golf & country clubs, executive airports, high-end retailers, professional offices, developers, architects, exclusive spas, salons, boutiques, yacht clubs, car dealers, interior designers and furniture stores, Albertson's locations in luxury areas, and to top-producing real estate offices around San Diego County.

**SUBMIT MATERIALS TO LYNETTE AT:
Lynette@SanDiegoPremier.NET
619.665.7838**

DIGITAL AD SUBMISSION

High-resolution PDF may be emailed or downloaded to our FTP site. All ads must be submitted by defined material due date. All images must be CMYK and at least 300dpi. A Matchprint or Iris must be sent for each ad for color matching at the printer. If such a print is not submitted, publisher is not responsible for color discrepancies.

Advertisers are responsible for all ad content and claims submitted. Publisher shall hold no liability. Publisher assumes no liability for failure to publish due to circumstances beyond control.

PAYMENT: Checks, Visa, Mastercard, Discover and American Express are accepted.



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is the only magazine in this area that is dedicated 100% to the homeowner - from buying to selling, upgrading to remodeling, going green to going furniture shopping, we cover it all. Since your home is your biggest investment, we keep readers updated on what is happening month-to-month in the market and compare what sold last month to what sold last year at this time and all the way back to 8 years ago. We inform readers what is before the House/Senate (regarding them as homeowners) and how it may affect them, along with reporting the latest news in the mortgage industry. And each month we offer the latest trends in Home Design & Décor from the best in the business! We answer all their questions and address their needs as a homeowner—we're a one stop-shop for their BIGGEST investment! There is no other publication in San Diego that offers all this in one.



20,000

Total Copies
Printed/Monthly
Circulation

- Luxury Hotels
- Private Country Clubs
- Executive Airports
- Street Boxes
- Attorneys Offices

15,000*

Strategic Street Distribution
In & Around
the County to:

- Doctors Offices
- Financial Advisors
- Developers/Architects
- Exclusive Spas & Salons
- Albertson's

5,000*

Direct Mailed
to Homes Valued
Over \$1 Million

- Boutiques
- Yacht Clubs
- Luxury Car Dealers
- Interior Designers
- Furniture Stores

- Dentist Offices
- Café's
- Real Estate Offices
- Restaurants
- Health Clubs/Gyms

COMMUNITY	STREET DISTRIBUTION*	DIRECT MAILING*	TOTAL PER AREA
La Jolla Pacific Beach/ Pt. Loma	5,150	1,198	6,348
Rancho Santa Fe Del Mar	2,863	1,615	4,478
Coronado/ Downtown	2,150	510	2,660
Carmel Valley/Santaluz The Crosby/The Bridges	1,465	988	2,453
Encinitas/Olivenhain La Costa/Carlsbad	2,410	480	2,890
Poway/Rancho Bernardo Scripps Ranch/Escondido	962	209	1,171

sandiegopremier.net

* Number may vary monthly

2015

EDITORIAL CALENDAR

IN EVERY ISSUE:

THE STATE OF SAN DIEGO REAL ESTATE

Detailed analysis by price point of home sales in the top luxury communities.

PREMIER A LUXURY HOMEOWNER'S GUIDE BUSINESS & FINANCE

THE STATE OF SAN DIEGO REAL ESTATE

Breakdown of MLS reported sales for 7 luxury areas analyzed by price points with year supply estimates. This detailed information provides important indicators for pricing and marketing strategies for buyers and sellers.

Rancho Santa Fe, Del Mar, La Jolla, Carmel Valley, Coronado, Encinitas, and Rancho Bernardo/San Marcos/Ranch

Area	2014 Sales	2013 Sales	2012 Sales	2011 Sales	2010 Sales	2009 Sales	2008 Sales	2007 Sales	2006 Sales	2005 Sales	2004 Sales	2003 Sales	2002 Sales	2001 Sales	2000 Sales	1999 Sales	1998 Sales	1997 Sales	1996 Sales	1995 Sales	1994 Sales	1993 Sales	1992 Sales	1991 Sales	1990 Sales
Rancho Santa Fe	12	10	8	6	5	4	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Del Mar	15	12	10	8	7	6	5	4	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
La Jolla	18	15	12	10	9	8	7	6	5	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Carmel Valley	20	18	15	12	11	10	9	8	7	6	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Coronado	22	20	18	15	14	13	12	11	10	9	8	7	6	6	6	6	6	6	6	6	6	6	6	6	6
Encinitas	25	22	20	18	17	16	15	14	13	12	11	10	9	8	8	8	8	8	8	8	8	8	8	8	8
Rancho Bernardo	28	25	22	20	19	18	17	16	15	14	13	12	11	10	9	9	9	9	9	9	9	9	9	9	9
San Marcos	30	28	25	22	21	20	19	18	17	16	15	14	13	12	11	10	10	10	10	10	10	10	10	10	10

MARKET UPDATE

Homes SOLD 10/16/2014 - 11/15/2014

Visit www.SanDiegoPREMIER.net for full lists

Log on to www.SeeWhatSoldYesterday.com for DAILY updates

Area	2014 Sales	2013 Sales	2012 Sales	2011 Sales	2010 Sales	2009 Sales	2008 Sales	2007 Sales	2006 Sales	2005 Sales	2004 Sales	2003 Sales	2002 Sales	2001 Sales	2000 Sales	1999 Sales	1998 Sales	1997 Sales	1996 Sales	1995 Sales	1994 Sales	1993 Sales	1992 Sales	1991 Sales	1990 Sales
Rancho Santa Fe	12	10	8	6	5	4	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Del Mar	15	12	10	8	7	6	5	4	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
La Jolla	18	15	12	10	9	8	7	6	5	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Carmel Valley	20	18	15	12	11	10	9	8	7	6	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Coronado	22	20	18	15	14	13	12	11	10	9	8	7	6	6	6	6	6	6	6	6	6	6	6	6	6
Encinitas	25	22	20	18	17	16	15	14	13	12	11	10	9	8	8	8	8	8	8	8	8	8	8	8	8
Rancho Bernardo	28	25	22	20	19	18	17	16	15	14	13	12	11	10	9	9	9	9	9	9	9	9	9	9	9
San Marcos	30	28	25	22	21	20	19	18	17	16	15	14	13	12	11	10	10	10	10	10	10	10	10	10	10

MARKET UPDATE: HOMES SOLD

See what sold in the last 30 days in your neighborhood and what it sold for.

THE LUXURY PANEL

A rotating panel of PREMIER luxury real estate agents give their expert opinions on hot topics for home buyers and sellers.

PREMIER REAL ESTATE THE LUXURY PANEL

november's *luxury* panel

The Luxury Panel is a rotating group of San Diego top Real Estate professionals who are qualified in their local markets sharing their expertise on hot topics and home buyer & seller questions.

QUESTION
What should Sellers expect when listing their home in the fall and winter season?

Panelists: [Agent Photos]

BUSINESS/FINANCE/LEGISLATION

We keep readers abreast of important real estate and tax legislation, mortgage rates and trends, plus local financial news.

PREMIER BUSINESS & FINANCE REAL ESTATE NEWS

REAL ESTATE NEWS

Winter is High Season for International Sales

International sales reported to have increased in the second quarter of 2014, according to the National Association of Realtors. The report shows that international sales in the U.S. rose 10% in the second quarter of 2014 compared to the same period in 2013. The report also shows that international sales in the U.S. rose 10% in the second quarter of 2014 compared to the same period in 2013.

TAX LAWS UP IN THE AIR

The House of Representatives has passed a bill that would extend the current tax laws for 2014. The bill would extend the current tax laws for 2014 and would also extend the current tax laws for 2015.

Market Predictions and Expectations

The National Association of Realtors predicts that the housing market will continue to grow in 2015. The report shows that the housing market is expected to grow by 4% in 2015.

PREMIER DESIGN INSPIRATION

FLIGHTS OF FANCY

these dramatic flights of stairs are also stunning architectural statements.

1. LUXURY SPLIT LEVEL STAIRS in Rancho Santa Fe, CA. Architect: [Name].

2. INCREASING HANDRAILS ELEVATE in Rancho Santa Fe, CA. Architect: [Name].

3. LUXURY SPLIT LEVEL STAIRS in Rancho Santa Fe, CA. Architect: [Name].

4. INCREASING HANDRAILS ELEVATE in Rancho Santa Fe, CA. Architect: [Name].

DESIGN INSPIRATION

Get inspired by the stunning designs found right inside our PREMIER homes on the market, another way we highlight our advertisers and their listings.

PREMIER HOME DESIGN & DÉCOR

RUG ENVY

A selection of luxury rugs that will leave your guests filled with rug envy...

1. CONNECTION
2. MAXI
3. PAVLOVA

STAGED TO SELL

PREMIER REAL ESTATE

IT IS PROVEN THAT STAGED HOMES SELL FASTER AND FOR A HIGHER PRICE. WHAT SETS AGENTS APART FROM OTHERS? THE USE OF COLOR AND CONSIDERATION TOGETHER WITH A SIMPLICITY THAT SPEAKS DIRECTLY TO THE LUXURY HOMEOWNER!

WINE DRINKING TIPS

1. Choose the right glass for the wine you are drinking.

2. Drink wine at the right temperature.

3. Drink wine at the right time of day.

4. Drink wine at the right place.

PREMIER HOME DESIGN & DÉCOR

MINIMALIST ELEGANCE ON THE OCEANFRONT

One of the most beautiful homes in San Diego is located on the oceanfront. This home features minimalist elegance and is perfect for those who love the ocean.

1. Minimalist Elegance
2. Oceanfront Views
3. Modern Design

PREMIER HOME DESIGN & DÉCOR

PREMIER spotlight STAGING YOUR YARD TO SELL

When it comes to selling your home, the curb appeal is just as important as the interior. Here are some tips to help you stage your yard to sell.

1. Clean up your yard.
2. Add some color.
3. Create a focal point.

STAGING YOUR YARD TO SELL YOUR HOME

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AT HOME: SHOP PREMIER STYLE

Inspired by the style and décor of one of our PREMIER homes on the market, we take you shopping at some of San Diego finest boutiques and home stores.

PRODUCT FEATURES, EXPERT ADVICE

From home staging to finding the perfect rug, we cover topics important to the luxury homeowner, whether getting their home ready to sell or decorating their dream estate.

SANDIEGOPREMIER.NET

San Diego
PREMIER
PROPERTIES & LIFESTYLES

GOING GLOBAL

amazon
kindle



FROM THE LOCAL LEVEL TO THE **GLOBAL** LEVEL,

our San Diego PREMIER Digital edition has gone around the globe and back. In a world where 1 in 5 realtors worked with an international buyer in the last year it is more critical than ever to reach a global audience and **our Digital Edition available for iPhone, iPad, Android and Kindle does just that.**

In just the last year our Digital Edition has been downloaded and read in:

ALBANIA AUSTRALIA BAHRAIN BRAZIL CANADA CHINA COSTA RICA CROATIA
INDIA INDONESIA IRELAND ISRAEL ITALY JAMAICA KOREA KUWAIT LEBANON
MALAYSIA MEXICO NEW ZEALAND NIGERIA OMAN PUERTO RICO QATAR ROMANIA
RUSSIAN FEDERATION SAUDI ARABIA SINGAPORE SLOVAKIA SOUTH AFRICA
THAILAND TRINIDAD & TOBAGO UNITED ARAB EMERATES UNITED KINGDOM
VIRGIN ISLANDS, U.S.

SANDIEGOPREMIER.NET

*Downloads as logged from January 2014 to present



is
Taking Over La Jolla
 ...Premier's expanded street distribution



WITH HUGELY EXPANDED STREET DISTRIBUTION IN LA JOLLA DUE TO THE HIGH TOURISM TRAFFIC, SAN DIEGO PREMIER IS A MUST FOR YOUR MARKETING CAMPAIGN.

WE HAVE ADDED AN ADDITIONAL 16 STREET RACKS in prime La Jolla locations giving us **A TOTAL OF 22 FREE (while others charge)**, attractive and well maintained distribution boxes reaching the invaluable foot traffic in and around the Village. Combined with our direct mailing to homes in La Jolla valued over \$1 million your message will capture an audience of extraordinary buying power.

San Diego PREMIER is targeted to San Diego's most affluent individuals in and around the county. The communities in which these elite persons live offer them the finest luxuries and services available. PREMIER showcases their chic lifestyle and their quest for the ultimate in extravagance and

quality by presenting the finest in luxury real estate and elite trends and services San Diego has to offer. Each month, our targeted distribution, controlled circulation and direct mailing, reaches your market of luxury homeowners. In addition to the portfolio of elite properties and services, our impressive format, high-quality photography and informative editorial, enables us to capture the imagination and address the unique needs of these influential readers.

La Jolla Locations

Amore Boutique & Karl Strauss
 Athenaeum Music & Arts Library
 Burns Drug Store
 Cody's La Jolla
 Coldwell Banker on Prospect
 Cups & Realty Experts

Fresh Produce Sportswear
 Georgiou La Jolla
 Harry's Coffee Shop
 Hotel Parisi
 Jose's Bar & Sunglass Hut
 Pannikin Coffee & Tea Café

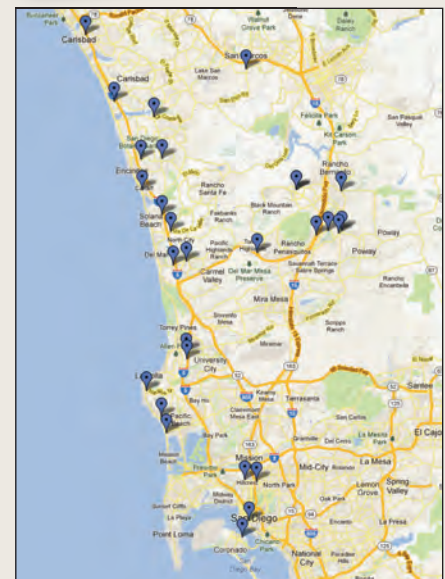
Prudential on Prospect
 Rising Star & Hallmark Gallery
 Simic Gallery
 The Cottage
 Alfonso's Mexican Restaurant

The La Jolla Athletic Club
 The Living Room/Madison Gallery
 Wells Fargo Bank
 Willis Allen on Girard
 Post Office on Wall St



YOUR POTENTIAL CLIENTS ARE NEVER FAR FROM A COPY OF PREMIER

As easy as picking up a gallon of milk, San Diego PREMIER is reaching readers in the places they visit the most! We have added distribution to RALPHS, ALBERTSONS, CVS, and 7-ELEVEN locations in luxury communities throughout San Diego, so your potential clients are never far from a copy of PREMIER. Combined with our direct mailing to homes valued over \$1 million in these communities your message will capture an audience of extraordinary buying power.



Ralphs	7140 Avenida Encinas	Carlsbad	CA	92009
Albertsons	955 Carlsbad Village Dr.	Carlsbad	CA	92008
Albertsons	7660 El Camino Real	La Costa	CA	92009
CVS	455 Encinitas Blvd	Encinitas	CA	92024
Ralphs	125 N. El Camino Real	Encinitas	CA	92024
7-ELEVEN	2211 San Elijo Ave	Cardiff by the Sea	CA	92007
CVS	683 Lomas Santa Fe Rd	Solana Beach	CA	92075
Albertsons	2707 Via De La Valle	Del Mar	CA	92014
7-ELEVEN	13801 Mango Dr.	Del Mar	CA	92014
Ralphs	3455 Del Mar Heights	Carmel Valley	CA	92130
Albertsons	7895 Highland Village Place	Santaluz	CA	92129
CVS	10560 4S Commons Dr.	4 S Ranch	CA	92127
Ralphs	10525 4S Commons Dr	4 S Ranch	CA	92127
Ralphs	11875 Carmel Mountain Rd	Rancho Bernardo	CA	92129
Albertsons	12475 Rancho Bernardo Rd	Rancho Bernardo	CA	92128
Albertsons	14340 Penasquitos Drive	Racho Panesuitos	CA	92129
7-ELEVEN	6953 La Jolla Blvd	La Jolla	CA	92037
CVS	8831 Villa La Jolla Dr.	La Jolla	CA	92037
Ralphs	8657 Villa La Jolla Dr.	La Jolla	CA	92037
Albertsons	730 Turquoise Street	Pacific Beach	CA	92109
Ralphs	4315 Mission Blvd.	Pacific Beach	CA	92109
Albertsons	422 W Washington	Mission Hills	CA	92103
Ralphs	1020 University Ave	Mission Hills	CA	92103
Ralphs	101 "G" ST	Downtown San Diego	CA	92101
Albertsons	150 B Ave	Coronado	CA	92118
Ralphs	306 S Twin Oaks Valley Rd	SAN MARCOS	CA	92069
Albertsons	14837 Pomerado Road	Poway	CA	92064

WHERE IS PREMIER? EVERYWHERE!

WE MAKE IT A POINT TO REACH SAN DIEGO HOMEBUYERS
WHERE THEY ARE EVERYDAY...

at their mailboxes and favorite stores, while they wait for the dentist or meet with
their Real Estate Agent and as they enjoy their favorite neighborhoods.

In addition to our targeted direct mailings you can find us all over town.

**RETAIL LOCATIONS,
PROFESSIONAL OFFICES :**

943

**REAL ESTATE/
FINANCIAL OFFICES:**

340

Pick up a copy at one of our street and wire rack locations 24/7

300 Carlsbad Vill. Dr #223	Carlsbad
355 Carlsbad Village Dr	Carlsbad
955 Carlsbad Village Dr	Carlsbad
7660 El Camino Real	Carlsbad
3790 Via de la Valle #217	Del Mar
2660 Via de la Valle	Del Mar
2651 Via de la Valle	Del Mar
15th St (post office)	Del Mar
1431 Camino Del Mar	Del Mar
1312 Camino Del Mar	Del Mar
1424 Camino del Mar	Del Mar
1234 Camino del Mar	Del Mar
2707 Via De La Valle	Del Mar
162 S RSF Rd #A-30	Encinitas
293 N. El Camino Real	Encinitas
1298 Prospect #1W	La Jolla
1299 Prospect St	La Jolla
Prospect St	La Jolla
1225-1227 Prospect	La Jolla
1251 Prospect	La Jolla
909 Prospect	La Jolla
1037 Prosepect	La Jolla
1001 Prospect	La Jolla
930 Prospect St	La Jolla
1140 Wall St	La Jolla
Prospect & Girard Ave	La Jolla
8030 Girard Ave	La Jolla
7824 Girard Ave	La Jolla
7807 Girard Ave	La Jolla
7545 Girard Ave	La Jolla
7467 Girard Ave	La Jolla
1202 Prospect St	La Jolla



San Diego
PREMIER
PROPERTIES & LIFESTYLES



7780 Girard Ave	La Jolla
600 Pearl St	La Jolla
7712 Fay Ave	La Jolla
14837 Pomerado Road	Poway
6056 El Tordo	Rancho Santa Fe
6119 La Granada	Rancho Santa Fe
6033 Paseo Delicias	Rancho Santa Fe
6012-24 Paseo Delicias #24	Rancho Santa Fe
16915 Avenida de Acacias	Rancho Santa Fe
16236 San Dieguito Rd	Rancho Santa Fe
6015 Paseo Delicias #24	Rancho Santa Fe
16077 San Dieguito Rd	Rancho Santa Fe
16236 San Dieguito Rd	Rancho Santa Fe
4th and Market	Downtown
5th and Market	Downtown
768 W Washington St	Mission Hills
422 W Washington	Mission Hills
730 Turquoise Street	Pacific Beach
16363 Bernardo Ctr Dr #100	Rancho Bernardo
12475 Rancho Bernardo Rd	Rancho Bernardo
7895 Highland Village Pl	Rancho Bernardo
14340 Penasquitos Drive	Carmel Valley
3860 Valley Ctr Dr #409	San Diego
3860 Valley Ctr Dr #409	San Diego
3861 Valley Centre Dr	San Diego
939 Orange Ave	Coronado
1341 Orange Ave #220	Coronado
150 B Ave	Coronado
Coronado Cays Park	Coronado
The Landing	Coronado
868 Orange Ave	Coronado
979 Orange Ave	Coronado

SAN DIEGO

PREMIER

PROPERTIES & LIFESTYLES

JOEL O'DONNELL

10755 Scripps Poway Pkwy

#396

San Diego CA 92131

Fax: 858.537.3472

DISPLAY SPACE RESERVATIONS

COMPANY NAME: _____

Contact: _____

CC Billing Address: _____

City: _____ State: _____ Zip Code: _____

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E-mail: _____

AD SIZE:

Full Page Half Page 1/3 Page 1/4 Page.....\$ _____

Add a Link to Your Personal Web Site
from our On-line Magazine & iPad Issue for just \$50.....\$ _____

TOTAL AMOUNT DUE: \$ _____

DETAILS: _____

PAY WITH: VISA MASTERCARD AMERICAN EXPRESS CHECK

Credit Card #: _____ Exp. Date: _____

Security Code: _____

Authorized Signature: _____

To pay with a CHECK: Please make check payable to:

SAN DIEGO PREMIER, 10755 Scripps Poway Pkwy. #396, San Diego, CA 92131

All returned checks will be charged an additional \$25 processing fee.

All ads MUST be paid in advance to guarantee space reservation. All sales are final. No refunds, only credits. A \$250 production fee will be charged on cancelled ads if the page has been created.