

DISCOVER

Magazines

Exceptionally Fine Coverage Of The SoCal Lifestyle

Editions

Rancho Santa Fe

North County

La Jolla

America's Finest City®



Media Kit
2020

About Us

From the practice of law to luxurious travel, Robert Kenyon, owner of First Cabin Travel and founder of Discover Custom Media reflects on the path less traveled.

Raised in Massachusetts, Robert Kenyon, at the young age of 17 served with the U.S. Marine Corps in Vietnam. Upon his return, Kenyon earned a degree in law and practiced with the San Diego District Attorney's office for six years. His acquired love of Asia and passion for travel overcame his zeal for law, and he became a luxury tour manager, which took him to the far reaches of the globe.



Developing a reputation for excellence, and an increasingly strong client base, in 1989 Kenyon launched First Cabin Travel. Today, some 30 years later, Kenyon's customized tours, complete with private guides, private

drivers, private vessels, and the finest of accommodation, offers unparalleled luxury for the discerning traveler to destinations worldwide. To further his network of luxury travel for his ever increasing clientele, Robert has traveled to a staggering total of 172 countries. His continued perseverance in consolidating his network has enabled him to offer his luxury travel services to clients at uncommonly reasonable rates.

Armed with this vast experience, early in 2014 Kenyon founded "Discover Custom Media" and launched what was to be the first of his luxury living magazines, "Discover North County Magazine." Today, almost 6 years later, the magazine editions have greatly expanded to include Discover North County, Discover Rancho Santa Fe, Discover La Jolla, and Discover America's Finest City® which have rapidly gained a reputation for quality and excellence that continues to expand its sphere of influence as the standard for luxury living across San Diego and beyond.

Our Mission

We constantly strive through exceptional content and honest marketing to engage, stimulate, entertain and increase awareness to those who live and those who aspire to the Southern California Quality Lifestyle!

Community & Sponsorship

As we continue to receive top billing for our photo shoots at galas throughout the county, this year *Discover Custom Media* will be a Media Sponsor for the La Jolla Film Festival, the Jewel Ball, Symphony at the Salk, Fur Ball, the SD Film Festival, Miracle Babies, the Children's Museum, and the Nordic Nights Gala, to mention a few notables. We also support charitable events offering special rates and free marketing to worthy causes within our community.

Research & Business Development

Discover Custom Media, the umbrella company for all editions of Discover Magazines, is constantly engaged in striving for excellence. Plans for each forthcoming issue will focus primarily on the implementation of ideas and suggestions put forward from our recent readership survey. Look forward to new and interesting articles, the introduction of our new Discover Blog and other exciting features.

Our professional and friendly sales team stand ready to assist in creating a marketing plan that will best suit your business development and budget, be it for front Cover, personal interview, advertorial, or informative articles highlighting your expertise within your chosen field, the products that your proffer or the services that you provide.



DISCOVER MAGAZINES

Demographic

With an arsenal of four editions, Discover Custom Media has coverage across the breadth of San Diego County that is second to none.

“Discover North County” reaches the coastal communities of Oceanside, Carlsbad, Encinitas, Solana Beach, Cardiff and Del Mar, together with the inland areas of Carmel Valley, Olivenhain, and Escondido.

“Discover La Jolla” distributes throughout this exclusive enclave with copies delivered to both residents and businesses.

“Discover Rancho Santa Fe” is delivered to every home and business within the Covenant, Fairbanks Ranch, The Bridges and Santaluz in what is widely known as one of the wealthiest communities in all of North America.

Our most recent edition, “Discover America’s Finest City™” is mailed direct to Mission Hills, Bankers Hill, Downtown San Diego, Point Loma, and Coronado. Copies can also be found at exclusive offices, hotels, and key locations throughout the city.

Readership

Discover Magazines readership comprises a refined, knowledgeable consumer base, savvy in their focus and with the financial means to choose and acquire those products and services that cater to their luxury lifestyle. From entrepreneurs to business leaders, from theater lovers to world travelers this upscale community sets the standard for luxury living throughout San Diego and beyond.

College Degree	83%
Home Ownership	85%
Home Value Above 1.5 Million	70%
Female	65%
Male	35%
Married	77%
Median Income Over \$150,000	95%
Own Multiple Vehicles	81%
Travel Internationally	76%

Distribution / Circulation

20,000 copies of our magazines are published bi-monthly and our readership is now in excess of 100,000 and growing. The vast majority of our magazines (75%) are mailed directly to our private readership within our targeted communities, while our remaining circulation is distributed to upscale hoteliers, luxury car dealerships, private jet lounges, golf clubs, resorts and Spas. Our Magazine can also be found in news stands and high end markets such as Whole Foods in Del Mar.

Website & Online Magazine

Enjoy the interactive navigation platform as you flip through our digital content at Discovermagazines.com. Our digital publication is available 12 days prior to final copy and can be accessed from any electronic device. Enjoy our informative articles, review our photo gallery, peruse our social calendar and preview forthcoming events. You can also review the video presentations of client services, flip through our travel advisory and visit our Leaderboard, which highlights products and services offered by some of our primary marketing partners. Click on the convenient link and you’ll immediately be taken to the advertiser’s home page.

Newsletter / e-mail Blast

Our Newsletter which is sent out to 15,000+, has an average open rate of 23% and a “Click Through Rate” of 14%.

Photography

Upon request, a photo shoot can be scheduled, which includes the expertise of a fashion stylist, make-up artist, and professional photographer, who together will orchestrate a series of photos on site or at a location that coincides with the theme of a developed marketing plan, specifically tailored to the products or services that you offer.



Distribution Throughout San Diego County

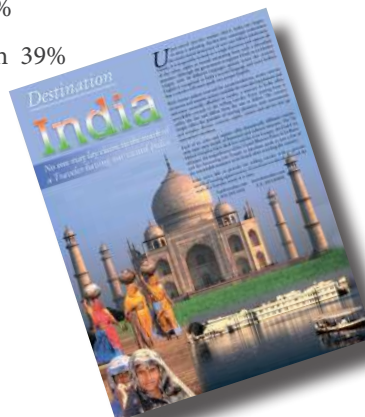


Editions:
Rancho Santa Fe
North County
La Jolla
America's Finest City®

20,000 Published Copies Direct-Mailed To An Upscale Demographic

Reader's Focus & Habits

- Attend Performances 65%
- Club Membership 55%
- Dine Out 95%
- Seek Financial Advice 75%
- Choose Designer Clothing 80%
- Frequent a Spa 55%
- Frequent a Beauty Salon 80%
- Personal Trainer 35%
- Travel Internationally 75%
- Visit Casinos 40%
- Home Renovation 70%
- Brand Name Beverages 63%
- Visit Plastic Surgeon 55%
- Luxury Car Ownership 75%
- New Home Furnishings 62%
- Visit an Integrative Doctor 29%
- Visit an MD 79%
- Visit an Naturopathic Doctor 23%
- Seek Cosmetic Dentistry 64%
- Identify as Spiritual, Not Religious 59%
- Attend Workshops on Personal Growth 39%
- Know Someone in Rehab 14%
- Practice Yoga 53%
- Practice Meditation 11%
- Enjoy Sailing 29%
- Fly on Airlines 69%
- Take Weekend Getaways 39%
- Have Second Homes 21%



Community-Wide Placement

- Professional Offices
- Luxury Auto Dealerships
- High-End Boutiques & Salons
- Luxurious Gala Events
- Private Jet Lounges
- The Inn at Rancho Santa Fe
- Rancho Santa Fe Golf Club
- The Bridges at Ranch Santa Fe
- Fairbanks Ranch Country Club
- Del Mar Country Club
- Rancho Valencia Resort & Spa
- The Grand Del Mar
- L'Auberge Del Mar
- Park Hyatt Resort Aviara
- Omni Resort & Spa
- Lodge at Torrey Pines
- Estancia La Jolla Resort & Spa
- La Jolla Country Club
- La Valencia Hotel
- US Grant Hotel
- Horton Grand Hotel
- Hotel Del Coronado
- University Club
- Pt. Loma Yacht Club

Distribution in Top Tier Markets such as
Harvest Ranch, Whole Foods & Lazy Acres.

A Bi-Monthly Magazine

Rancho Santa Fe / North County / La Jolla / America's Finest City® Editions

MAGAZINE RATES

Inside Pages 6 – 54	1x	3x	6x
2-Page Spread	\$4,990	\$4,590	\$3,990
Full Page	\$2,190	\$1,890	\$1,590
Half Page	\$1,250	\$1,050	\$850
Quarter Page	\$790	\$750	\$690

Premium Pages	1x	3x	6x
Front Cover	\$7,950	with 2 inside pages	
Back Cover	\$4,990	\$4,150	\$3,450
Inside Front Cover	\$3,300	\$2,950	\$2,590
Inside Back Cover	\$2,890	\$2,490	\$1,990
Opp. Inside Front CVR	\$2,890	\$2,590	\$2,290
Opp. Inside Back CVR	\$2,690	\$2,390	\$2,090

Graphic Design ~ \$150 per ad design with 5 revisions*

*Client to provide high-resolution photos and text

DIGITAL & SOCIAL MEDIA

Homepage Online Video*

*Video supplied by client

4 weeks online	\$995
8 weeks online	\$1,750

Homepage Leader Board*

* Direct link to client's website

30 days online	\$495
60 days online	\$995

Newsletter E-mail Blast

Inclusive with other advertisers	\$475
Dedicated E-mail blast	\$690

Social Media

Facebook Post	\$175
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Comprehensive Marketing Packages

Our creative graphics team will design a marketing plan specifically geared to your individual needs, combining print and digital media with customized email blasts together with online displays and social media.

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For 27 years, as the cornerstone of quality dentistry in North County, Doctor Clayton Cooke relocates within Rancho Santa Fe

A true local professional, after growing up in San Diego, Doctor Cooke earned his undergraduate degree from the University of California and his dental degree from the highly regarded University of the Pacific of Dentistry in 2006. Forbes, US News & World Report, and Princeton Review recognized the University of the Pacific as being in the upper echelon of colleges.

Doctor Cooke's team of competent, compassionate professionals, each having been with the office for multiple years, meet all their tasks when given the opportunity to apply those skills and experience to best effectively treating the dental needs of their patients.

Patented stories abound, each supported by the fact that many patients travel from a variety of locations across the county to seek his expertise. Utilizing his outstanding education, state-of-the-art experience, and remarkable hand-eye dexterity, Doctor Cooke guarantees each patient in a gentle, kindhearted manner.

**DENTISTRY IN THE RANCH
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in The Ranch

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