

Business of the Month Santa Barbara Family & Life Magazine

The Santa Barbara Family and Life Magazine has been in the news stands for more than 19 years, however it was recently taken over in January by Raiza Giorgi, Publisher of also the Santa Ynez Valley Star. The entire magazine has been redesigned with a focus of the story behind the story, and quality editorial on all things related to the Santa Barbara area. It's a community newspaper, where they welcome people to share their stories or photos. The focus is on mostly positive stories that are community building, and about the people we should know and those that deserve some press.



Raiza Giorgi started the SYV Star in Feb. of 2016 and that paper has grown considerably in the less than two years it's been around. Going from a monthly to a bi-monthly and goal of weekly by 2018. They recently won the "Best of the Best" Advertising awards for the ENTIRE state of California from the California News Publishers Association in May this year for their innovative idea of putting a version of the Star into Mandarin for the growing number of visitor's from China. It's had more than 45,000 views with averages of five minutes spent reading the online version. (www.santaynezvalleystar.com)



The focus of the previous Chinese version was primarily focused on Solvang and the Santa Ynez Valley as there are more than 1,500 visitor's PER WEEK, according to the Solvang Chamber. With a 30% year after year grown predicted by the CA Tourism office from China, the Star decided to do another version with an expanded focus on the county. If you want to reach these visitors, contact AD Sales Director Shana DeLeon at ads@santaynezvalleystar.com or call 350-3148 to get started! The next one comes out Sept. 1, so don't delay as we have to have time for translation!

If you know someone that should be featured, whether it's a business, organization, individual making our community better, please reach out to Raiza at news@santabarbarafamilylife.com, news@santaynezvalleystar.com or call her cell 805-350-8786!



2017 Advertising Awards

Best of the Best & 1ST Place 'Plus Advertising'
among newspapers in California

Edition appears annually in late summer

CHINESE EDITION ADVERTISING RATES & SPECIFICATIONS

| FREQUENCY PRICING | 1 Time (price/run) |
|-------------------|--------------------|
| PER COLUMN INCH | \$ ___ |
| 1/12 Page | \$200 |
| 1/8 Page | \$225 |
| 1/6 Page | \$275 |
| 1/4 Page | \$450 |
| 1/2 Page | \$650 |
| Full Page | \$850 |
| COVER Banner Ad | \$500 |
| Regular Banner Ad | \$300 |
| Full Back Page | \$850 +20% |

Here is your chance to advertise to the unique market of Asian tourists in Solvang!

This version of the Santa Ynez Valley Star is printed in simple Chinese so the majority of our visitors from China — about 1,500 people each week — will easily understand its content, including what your business has to offer.

The SYV Star, Solvang Conference and Visitors Bureau, and the Solvang Chamber of Commerce have banded together to promote this publication, so Chinese visitors will know that this edition is tailored just for them. Primarily viewed online via mobile phones and tablets, this edition will also be available on paper in select areas throughout the year.

Advertisers will be able to see how many people are viewing and downloading the online edition. The editorial content will tell the history of Solvang, profile various businesses, talk about current events, describe places of interest, and help these visitors navigate around town.

According to the Solvang Conference and Visitors Bureau, the city entertains approximately 1.5 million visitors per year. The Solvang Chamber of Commerce estimates 1,500 weekly visitors are from China alone — and the numbers are growing! The California Tourism Office reports the number of visitors from China is increasing by 30 percent every year, and recent promotional efforts lead them to anticipate that bus tours will be spending the night instead of staying for a short time during the day.

Chinese consumers love deals and discounts, so if you are thinking about advertising in our annual Chinese edition, we strongly suggest offering a "special deal."

We offer free translation of your advertising copy in ads that are built by our professional staff members, so that Chinese readers can easily identify with your business and understand what you offer.

To make an appointment with our advertising staff, call 805-350-3148 or email ads@SantaYnezValleyStar.com.