

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!

