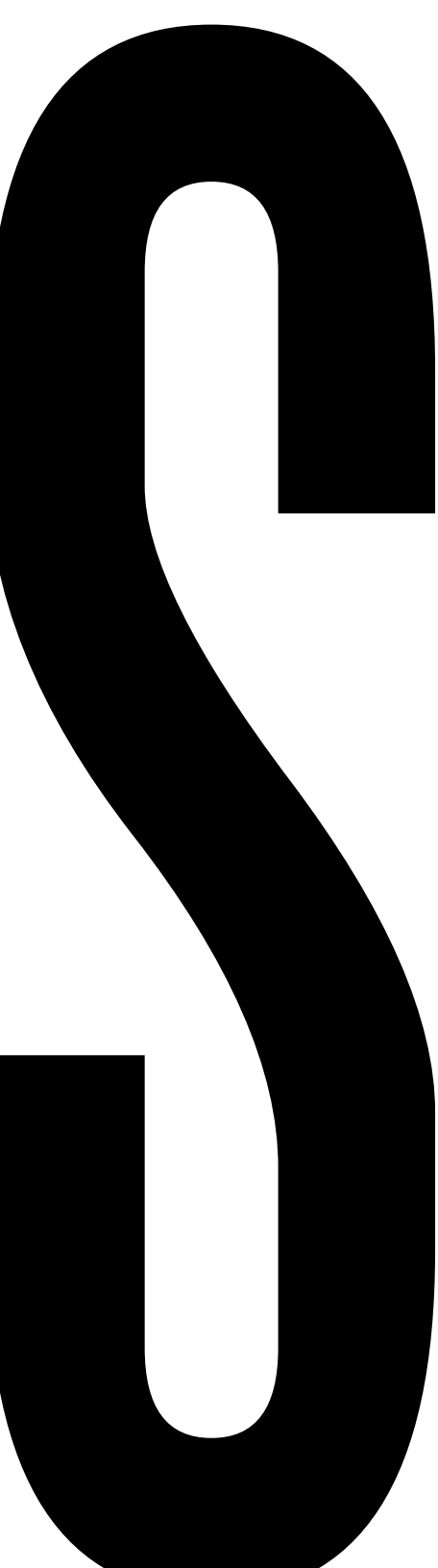


THE WEST COAST PORTAL TO LIFE + CULTURE

media kit | 2017



SoCal magazine is a curated lifestyle magazine for the professional who is educated, affluent, and influential. SoCal connects its reader with carefully selected stories from a large network of **journalists** from **Los Angeles** and around the world. It is printed seasonally connecting **influential** talents in fashion, beauty, art, architecture, design, and film. SoCal will articulate accessible and authoritative editorial for a global-minded audience, with **Southern California** in mind.

SoCal will **champion** and unveil select stories about LA that will be featured in both print and web. SoCal releases four issues a year; one for each **current** season, because believe it or not, we think there are four **seasons** in LA.

SoCal | audience

SoCal magazine is a cultural portal for all things West.

Published four times a year, SoCal is distributed to boutique media centers in the greater Los Angeles area. These include select bookstores, hotels, restaurants and salons.

SoCal has a wide range demographic targeting people in their 30, 40s and 50s who are professional and affluent.

Our readership grows with each issue.

We cover all media sources such as Twitter, Instagram, facebook, Snapchat and Pinterest.

SoCal | the team

SoCal magazine is a collaboration between many people: award-winning designers, editors, writers, reporters, photographers and influencers.

With decades of experience, **SoCal magazine** is the ultimate result of a passion about stories, magazines, images and culture.





- Film
 - Designers
 - Musicians
 - Actors
 - Architecture
 - Connectors
 - Curators
 - Decision Makers
 - Entrepreneurs
- If you drive a car, go to restaurants, head out of town, go to the movies, watch television, attend art galleries, eat happily at taco trucks, go to cemeteries for fun, think style is a good thing, like to read a book, like to listen to cool music, think poetry is a good college major, you'll like us.*
- Executives
 - Gallerists
 - Game Changers
 - Gurus
 - Hoteliers
 - Influencer's
 - Innovators
 - Leaders
 - Luxury Experts
 - Managers
 - Real Estate Developers
 - Taste-makers
 - World Travelers
 - Chefs
 - Writers
 - Spiritualist
 - Poker Players
 - Aerial Artists
 - Wise Guys
 - Rebels with a Cause



The Winter Solstice

Fashion, art, and travel come together in this premier issue.

Meet the designers of some of music's greatest album covers: Kevin Reagan, Ria Lewerke and Mary Maurer

H2O: Water is good for your face.

HBO's big hit, West World shows off some great western wear, we talk to the the woman who creates the costumes.

Shoe as Art: An interview with shoe designer, Chris Francis

ad close: December 27
on sale: January 20



WHAT'S NEXT?

SoCal has always been at for the forefront of technology and culture—we look into the business of what's next?

POT of Gold: The legalization of marijuana means big business and new concepts about the uses of pot. We take the hit.

Fabrication: shirts made from coffee grinds, jackets from ocean waste? Recycling is about to get real.

Travel into the Future
Shanghai and Tokyo set the stage for the future because they're already there.

Bridal Appeal: A look at weddings and hotels in Los Angeles, and how to dress for the special day.

ad close: March 31
on sale: April 10



suddenly this summer

- Muscle Beach 2017
- Best Places for a weekend Sojourn
- The New LA Cuisine
- Area: Santa Ynez: the New Napa
- A Fashion Extraganza
- Icon: CBS Studios
- Where to Golf in SoCal
- Rooftop Cuisine

ad close: July 21
on sale: August 1



Winter Tale

Here Comes the Sun: welcome to a SoCal winter
A gift guide for the Eccentric in you
Hollywood Stylists
Travel to Another Planet
Bee keeping in LA
TRAVEL: CUBA: Before the Deluge

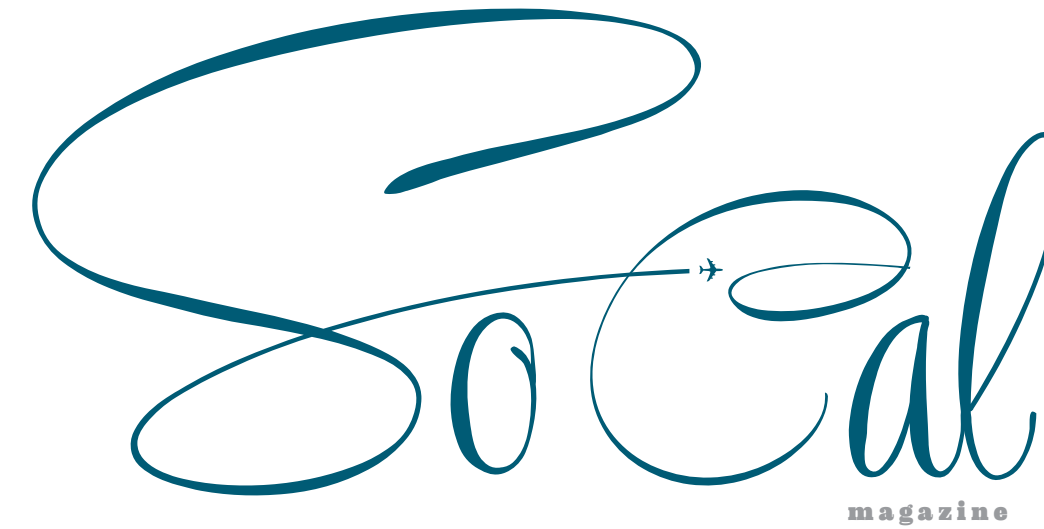
ad close: October 27
on sale: November 8

advertise

let's explore the possibilities of working as a team —we can help you get attention, bring customers and utilize our vast network of media to get exposure — and we like a good story. We have copywriters, photographers, art directors, graphic designers and social media whiz kids at our disposal.

PRICE PER RUN	1 ISSUE	3 ISSUES	6 ISSUES
Full Page	\$3,500	\$3,200	\$2,500
2PG SPREAD	\$4,500	\$4,200	\$3,500
1/2 PAGE	\$2,100	\$2,000	\$1,850
1/4 PAGE	\$1,400	\$1,200	\$900
FRONT/INSIDE SPREAD	\$6,900	\$5,750	\$4,400
BACK COVER	\$8,650	\$6,400	\$5,200
INSIDE/BACK COVER	\$5,800	\$4,600	\$3,500
1/3 PAGE	\$1,700	\$1,500	\$1,200
BIZ CARD	\$150	\$125	\$100

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ANGELES MAGAZINE

THE WEST COAST MAGAZINE

MACHETE MAGAZINE

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