

beaches

dining

hiking

lodging

shopping

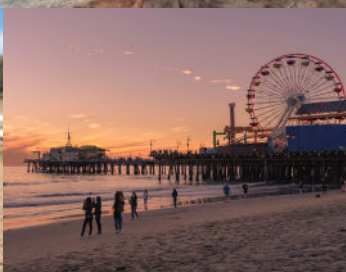
wines

weddings

What to do in **MALIBU**

The Insider's Guide to Malibu & Santa Monica Mountains

2023 MEDIA KIT • BOOK YOUR RESERVATION TODAY.



**13 Million
ANNUAL VISITORS
COME TO
MALIBU**

T H E

Facts

MILLIONS OF ANNUAL VISITORS WITH ENORMOUS SPENDING POWER.

Restaurants, hotels, attractions, wineries,
wedding venues, shops & entertainment
benefit directly from tourism spending.

Reach **Every** Hotel

125 hotels in & adjacent to Malibu -
thousands of hotel guests.



**Malibu
Visitors
Mean
Business!**



Reach 125 News- stands + LAX Airport

High traffic locations frequented
by area visitors.

Strategic Distribution

The Malibu Guide will be distributed
to lobbies, waiting rooms, hotels,
and other high visibility locations
in and around Malibu.

Visitor Directory

All restaurants, attractions, shopping,
wineries and wedding venues are
listed in a detailed directory.

Foldout Map

Featuring all of Malibu and the
Santa Monica Mountains. Advertisers
locations listed on the map.

Online Digital Edition

Online edition with live links at:
www.WhatToDoInMalibu.com

EDITORIAL *Overview*

DINING
WINE TASTING
FAMILY FUN
HIKING
SURF & SPORT
WEDDINGS
LODGING
NATURE
RIDING
HISTORY

What To Do In Malibu is a semi-annual periodical devoted entirely to the needs of residents, day trippers and visitors who want to enjoy the many activities, attractions and events in Malibu and the Santa Monica Mountains. **What To Do In Malibu** is the complete “Insider’s Guide” to the myriad of dining, shopping, recreation, cultural and nature experiences available in our beautiful and unique corner of the world. Hungry? We invite them to shop and snack at one of the area’s colorful and lively Farmers Markets for a huge selection of locally and organic grown fruits. And, when they are looking to dine out, we direct them to choose from world class restaurants that suit all budgets or tastes, casual or fine dining, white table-cloth or alfresco. When they’re looking for some outdoor fun, **What To Do In Malibu** is their guide to enjoying all things natural — whether quietly watching dolphins from the iconic Malibu Pier or enjoying our spectacular sunsets with a designer cocktail in hand. Looking for action? We direct them to the best hiking, horseback riding, swimming, paddle boarding, surfing, rock climbing and even paragliding. Then there’s the shopping! Large centers featuring national and international brands and unique boutiques featuring Malibu-style, fashion, art, décor, gifts. **What To Do In Malibu** offers so much plus an easy to access Directory, it provides our readers with in-depth stories and special sections — addressing their every interest and special needs.

What To Do In Malibu presents the information and insight visitors need in a beautifully produced, professionally written and curated publication, ensuring the best possible experience for them and the best possible environment for your advertising.



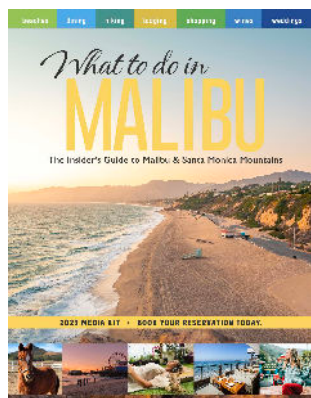
In Italian and Spanish, Cielo means “heavenly” and the magic that is Cielo Farms delivers on this definition. A poet might say that Cielo kisses the heavens from its mountaintop perch. A viticulturalist would cite the soil, elevation, sun inclination and the terror. Both would be correct as Cielo is a Tuscan dream located in the heart of Malibu’s wine district. Set high on a ridge line are the vineyards of Cielo Farms a premier winemaker of Cielo Estate and the Woodstock Collection.

A Family’s Love Of Wine
Owned and operated by the Farnsworth family since 1970, South pirate Richard Blinn’s love of wine and growing has resulted in Cielo of Malibu. Through Richard’s devotion, Cielo grows some of the most beautiful wines created in the Malibu Coast A.V.A. The first along with his wife and son, Richard Blinn, Jr. and their son, Richard Blinn, III, who are currently producing Cielo’s wines from the region of Bordeaux. While on a side note in the Santa Monica Mountains, the last document the property has to do with the wine and eventually purchased the land for Cielo Farms. During construction the lot was used to grow a few Cielo Farms.



GENERAL INFORMATION:

Cover Price: \$4.99
Frequency: Semi-Annual
Bipad:
UPC: 0 74470 70674 8



Malibu

Malibu Beach Inn
The M Malibu Motel
Hotel June
Surfrider Inn
Malibu Country Inn
Pepperdine University *new students & parents*
Villa Graziadio Suites *at Pepperdine University*
Calamigos Guest Ranch
Nobu Ryokan

Calabasas

Anza Hotel
Cambria Hotel
Hilton Garden Inn Good Nite Inn
King Gillette Ranch Visitor Center

Agoura Hills

Homewood Suites
Sheraton Agoura Hills
Hampton Inn & Suites

Westlake Village

Four Seasons Residence Inn & Suites Westlake
Village Inn Hyatt Westlake

Thousand Oaks

Best Western Plus
Quality Inn & Suites
La Quinta Inn & Suites
Motel 6 Thousand Oaks Courtyard by Marriott TownPlace Suites by Marriott Palm Garden Hotel
Hampton Inn & Suites

Santa Monica

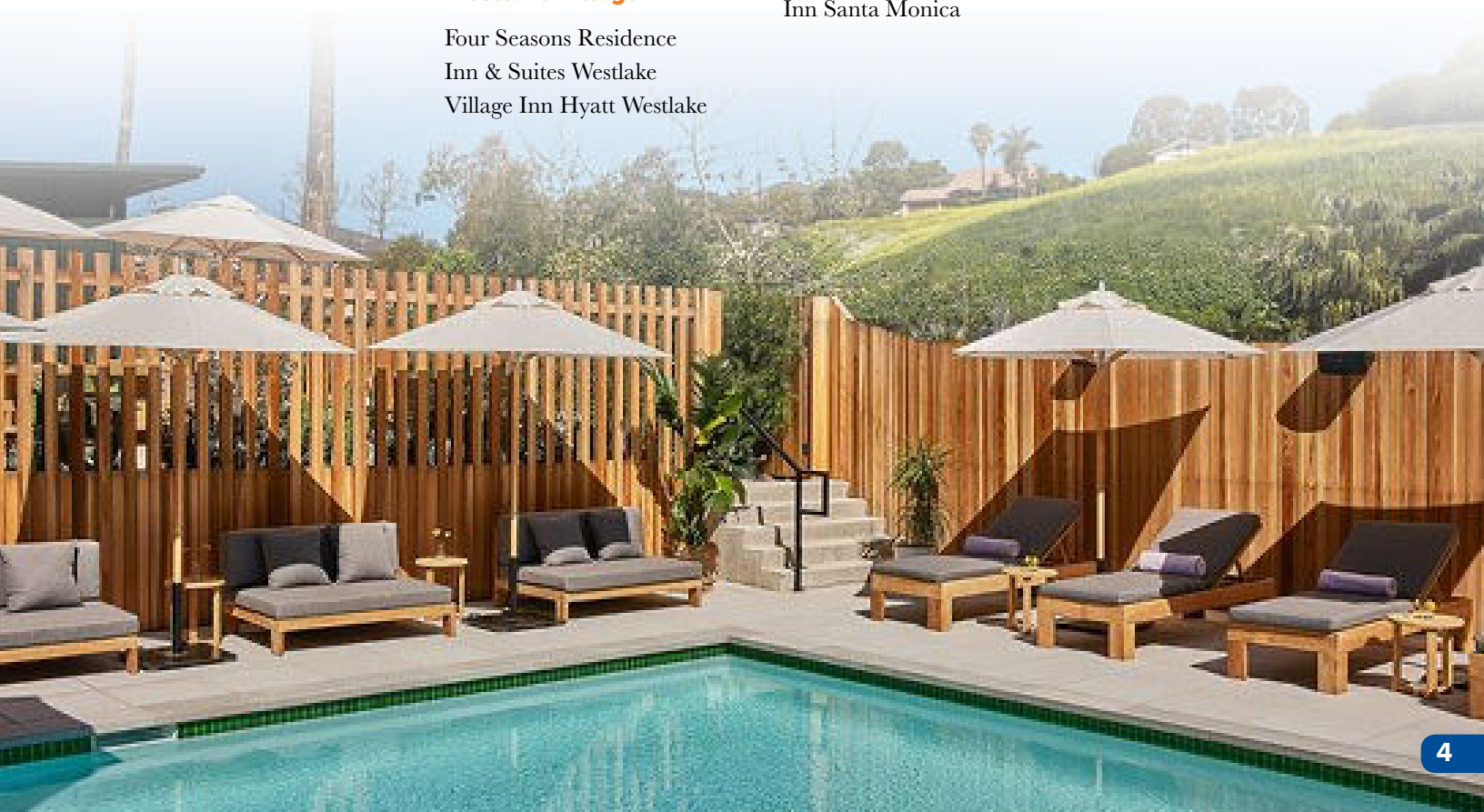
Fairmont Miramar Hotel & Bungalows
Le Méridien Delina
Santa Monica
Georgian Hotel
Loews Santa Monica Beach Hotel
JW Marriott Santa Monica
Le Merigot
Casa Del Mar
Shutters on the Beach Hotel
Huntley Santa Monica Beach
Wyndham Santa Monica at the Pier
Courtyard Santa Monica Hampton Inn Santa Monica

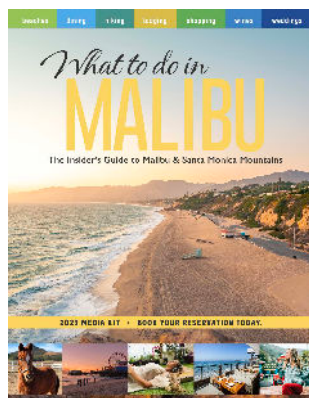
Marina del Rey

Marina Del Rey Visiots Center
Ritz Carlton
Marina del Rey Marriott
Jamaica Bay Inn Hilton
Garden Inn Marina del Rey Foghorn Harbor Inn

Additional Hotels in:

Camarillo
Oxnard
Simi Valley
Woodland Hills Beverly Hills
LAX Airport Area
Universal City





Agoura Hills

CVS Pharmacy
Rite Aid
Vons Market

Beverly Hills

Pavilions
Rite Aid (2)

Brentwood

Brentwood Newsstand

Calabasas

Albertsons Store
Barnes & Noble
Gelsons Market
Ralphs Grocery
Rite Aid

Camarillo

CVS Pharmacy
Ralphs Fresh Fare
Sprouts Farmers Market
Vons Market

Los Angeles

Century Newsstand
I Love LA Gift Store
Marck's Brentwood Newsstand
Ralphs Fresh Fare (2)
Walgreens (2)

Malibu

Malibu News Stand
Ralphs
Vintage Grocers

Marina Del Rey

Alans Market
Barnes & Noble
CVS Pharmacy
Nicks Market
Pavilions
Ralphs Fresh Fare (2)
Walgreens

Newbury Park

Albertsons Store
CVS Pharmacy (2)
Ralphs Grocery
Target Store
Walgreens
Walmart Neighborhood Mkt

Oxnard

CVS Pharmacy (2)
Ralphs Grocery
Rite Aid
Target Store
Vons Food & Drug (2)
Walgreens (4)
Walmart (3)

Pacific Palisades

Amazon Store
CVS Pharmacy
Gelsons Market
Ralphs Fresh Fare
Vons Market

Santa Monica

Ralphs Fresh Fare
Rite Aid (3)
Vons Market (2)
Walgreens (2)
Bristol Farms Market
CVS Pharmacy (3)
Gelsons Market
Lincoln Car Wash

Thousand Oaks

Barnes & Noble
CVS Pharmacy (2)
Gelsons Market
Pavilions
Ralphs (2)
Rite Aid (2)
Sprouts Farmers Market
Target Store
Vons (2)

Venice

CVS Pharmacy (2)
Lucky Stop
Ralphs Grocery
Rite Aid

Ventura

Barnes & Nobles
CVS Pharmacy (2)
Ralphs Grocery
Rite Aid (2)
Sprouts Farmers Market
Target Store (2)
Vons Market (4)
Walmart Store

West Hills

Sprouts Farmers Market

Westlake Village

CVS Pharmacy
Gelsons Market
Sprouts Farmers Market
Vons Market

Woodland Hills

Bristol Farms Market
CVS Pharmacy (2)
Ralphs Fresh Fare (2)
Rite Aid
Sprouts Farmers Market
Whats News Jr.



ADVERTISING RATES

COVER/PREMIUM POSITIONS

Includes editorial coverage and photos.

Front Cover	Please inquire
Back Cover	\$7,500
Inside Front Cover	\$2,775
Inside Back Cover	\$2,700
First RH Page	\$2,775
Map Cover	\$2,700
Map Back Page	\$2,450
Map Sponsor	\$1,250

STANDARD PLACEMENT

Full page	\$2,235
Half page	\$1,620
Third page	\$850
Quarter page	\$700

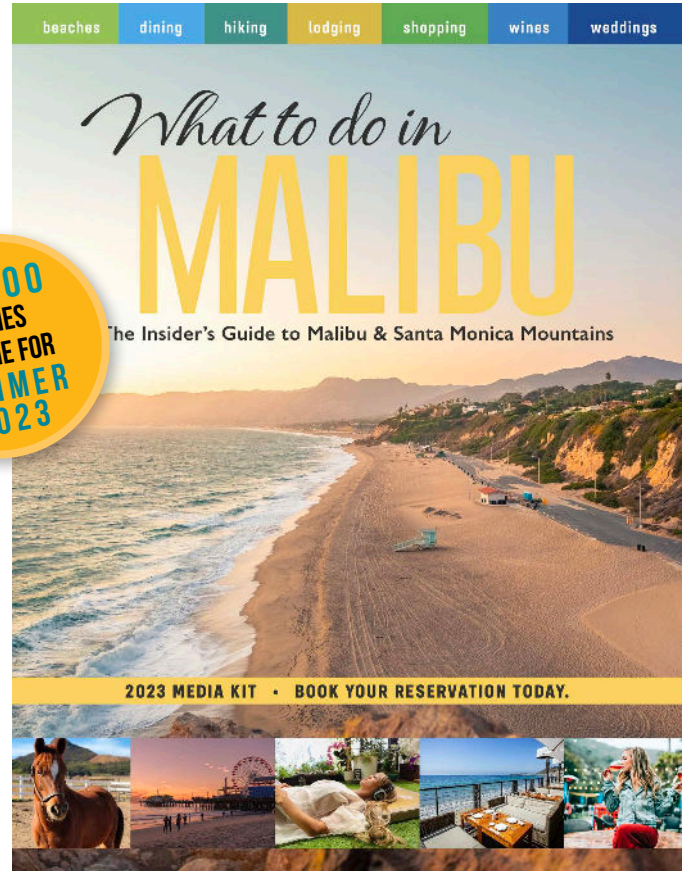
ADVERTORIAL STYLE ADS

Ask for quote

DIRECTORY LISTINGS

All Ads In Full Color & Include Enhanced Directory Listing

DEADLINE APRIL 15th



MECHANICAL REQUIREMENTS

Camera-ready ads may be submitted in the following Hi Res formats: PDF, TIFF, Hi-res JPG (300 DPI) or EPS. All fonts must be embedded. Bleeds of .25" are a must for full page ads. Please do not use ANY printer marks.

Full Page 8.375" x 10.875" Bleed (0.25") 8.87" x 11.375"	1/2 Page Vertical 3.8125" x 10.125"	1/2 Page Horizontal 7.75" x 5"	1/3 Page 2.25" x 10.125"	1/4 Page 3.8125" x 5"

RESERVE YOUR SPACE TODAY

Publication delivers mid-May 2023