

History of The Independent

Since 1986, *The Santa Barbara Independent* has been required reading for the South Coast's active and sophisticated population. Market surveys have shown that *The Independent* reaches more than 120,000 readers in Santa Barbara County each Thursday with in-depth news reporting, the most extensive calendar of local events, and the best arts and entertainment coverage in the region.

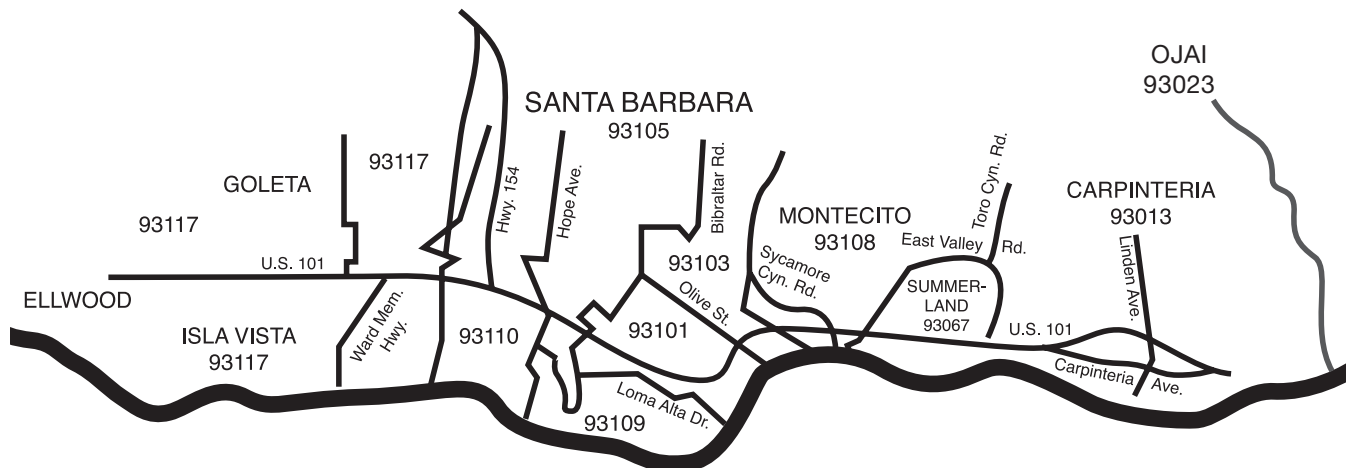
The Independent was created from the merger of the *Santa Barbara News & Review*, a weekly paper consisting of politics and commentary founded in 1973, and the *Weekly*, an arts and entertainment publication with extensive listings. The merger created a unique voice for independent writers, critics, and involved citizens.

The Santa Barbara Independent is a true community newspaper with a market penetration higher than almost every other "alternative" weekly in the country. It can be picked up at more than 500 locations stretching from surf points at Rincon to the flower fields of Lompoc.

What truly sets *The Santa Barbara Independent* apart from other community or alternative newspapers is its commitment to underwriting community events, nonprofit charities, and public service advertisers. The paper is a major sponsor of the largest community events, including the Santa Barbara International Film Festival, Old Spanish Days, and the Downtown Holiday Parade. Its underwriting covers the entire gamut of activities in Santa Barbara, from support to the UCSB Economic Forecast Project to United Way to outreach in the public school system. The paper is a major sponsor of UCSB intercollegiate sports, and the major theater companies in the region.

From its world-class art museum to its state-of-the-art zoological garden, Santa Barbara is a community committed to a rich and culturally diverse quality of life. Since its inception, *The Santa Barbara Independent*, has been here to celebrate and support that commitment.

distribution

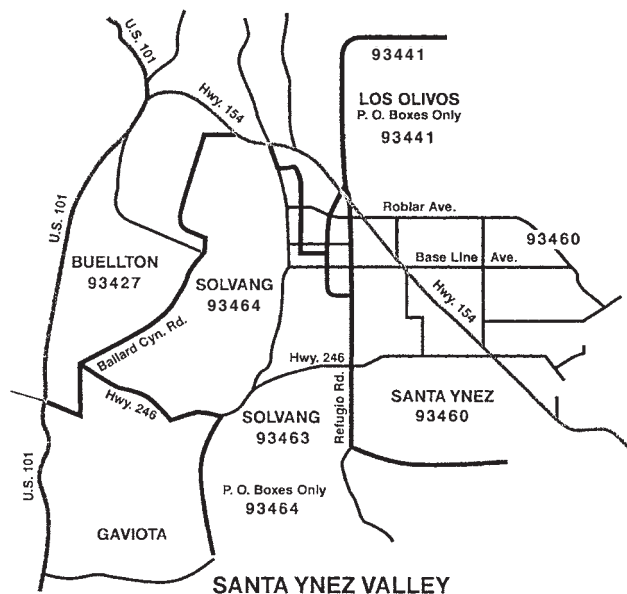


Community	Zip Code	Distribution
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Santa Barbara	93103	1,600
Santa Barbara	93105	3,770
Santa Barbara	93101	14,548
Santa Barbara	93109	1,700
Santa Barbara	93110	1,012
Santa Barbara	93111	520
Goleta	93117	8,500
Montecito	93108	3,244
Summerland	93067	568
Carpinteria	93013	1,545
Ojai	93023	400
Santa Ynez	93460	100
Solvang	93464	1,676
Los Olivos	93441	50
Buellton	93427	250
Lompoc	93436	294

Office counter	268
Gross distribution	39,900
Total qualified circulation	39,484
Miscellaneous non-qualified distribution	100
<small>(Includes non-qualified mail, office use, advertising, sales and extra copies)</small>	
Total Printed	40,000
Returns	416

(Source: Verified Audit Circulation)



Major Areas

- **Santa Barbara** **23,150**
(incl. downtown)
- **Downtown S.B.** **14,548**
- **Goleta** **8,500** (incl. I.V.)

demographics

U.C.S.B. Social Science
Survey Center, 2004

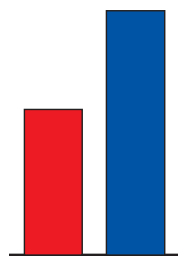
Household-Income

Over \$100,000	22%
\$75-99,000	13.3%
\$50-75,000	24%
\$25-50,000	26.3%
Under \$25,000	14.6%



South Coast Median
Household Income
\$37,250

Independent Median
Household Income
\$62,500



Gender

Male	32%
Female	68%



Age

18-24	12%
25-34	19%
35-44	21%
45-54	24%
55-64	11%
65+	13%

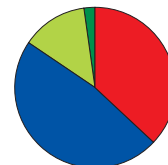


Education

More than 73% of *Independent* readers have a college or post-graduate degree.

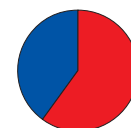
Marital Status

Single	37.1%
Married/Cohabiting	47.5%
Separated/Divorced	13.2%
Widowed	2.2%



Market Penetration

60% of all residents in Southern Santa Barbara County read *The Independent*



Loyalty

87.1% of *Independent* readers read 3 or more issues per month.

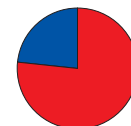


70.8% have read 4 of the last 4 issues.

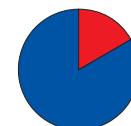


Total Readers Per Copy 3.44

76.9% said they share *The Independent* with at least 1 other person.



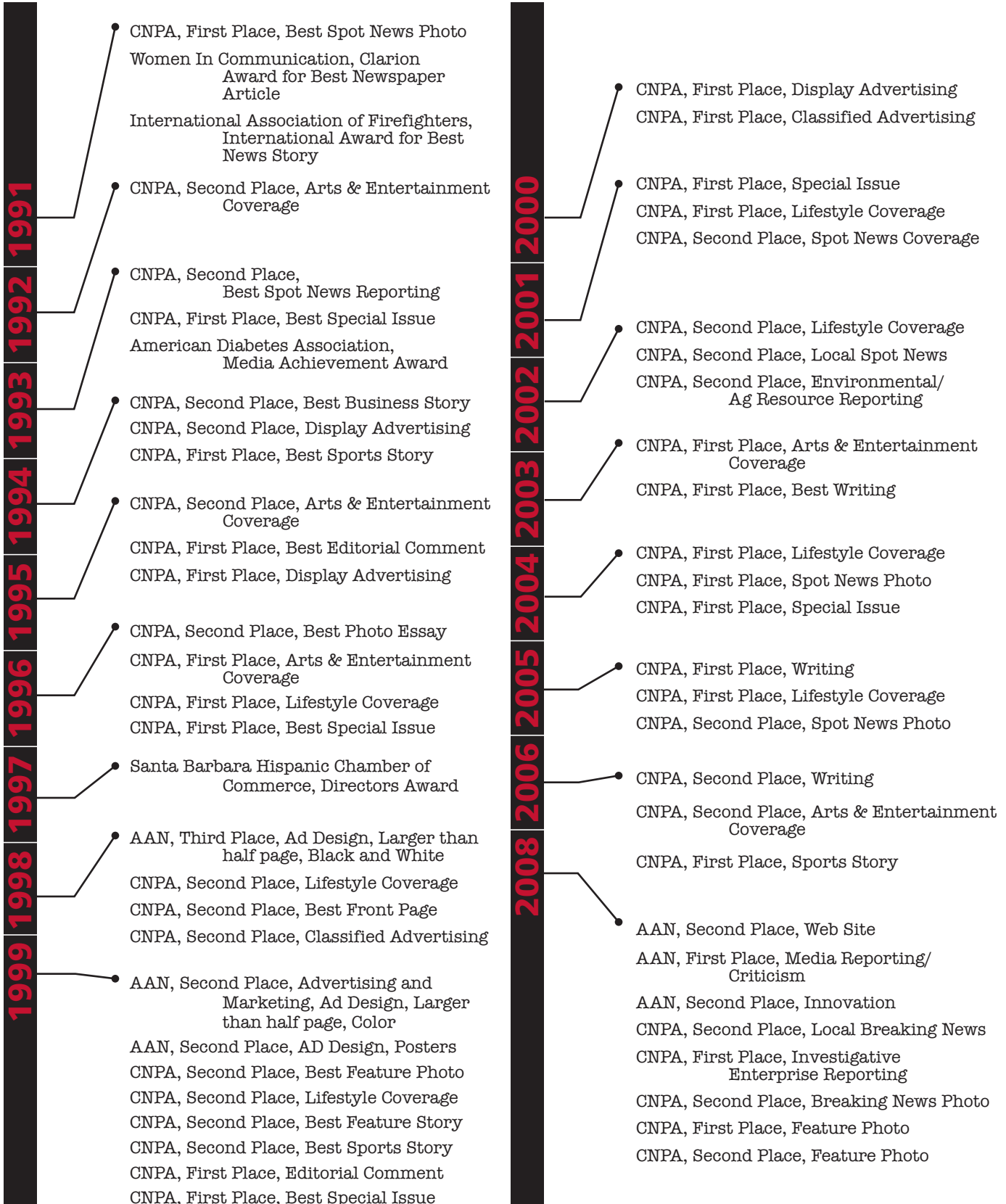
16.8% said more than 4 people read their copy of *The Independent*.



Decision Makers

1 out of every 3 *Independent* readers is a Business Manager or a Professional.

awards An Award Winning Tradition



2009 calendar

* Glossy Cover Issues

January

	S	M	T	W	T	F	S
1 New Year's Day							
8 Happy New Year / Winter Sports					1	2	3
15 Winter Arts Preview		4	5	6	7	8	9 10
19 Martin Luther King, Jr. Day	11	12	13	14	15	16	17
* 22 Film Festival Part I	18	19	20	21	22	23	24
29 Film Festival Part II	25	26	27	28	29	30	31

March

	S	M	T	W	T	F	S
5 Spring Gardening							
8 Daylight Savings Time Begins	1	2	3	4	5	6	7
12 St. Paddy's Day Tastings	8	9	10	11	12	13	14
17 St. Patrick's Day	15	16	17	18	19	20	21
* 19 Spring Arts Preview	22	23	24	25	26	27	28
26 Animals	29	30	31				

May

	S	M	T	W	T	F	S
7 Kid's Issue							
10 Mother's Day						1	2
* 14 Blue/Green Outdoor Guide	3	4	5	6	7	8	9
21 Indie Theater Awards	10	11	12	13	14	15	16
25 Memorial Day	17	18	19	20	21	22	23
28 Night Life	24	25	26	27	28	29	30
	31						

July

	S	M	T	W	T	F	S
2 Summer Reading							
4 Independence Day				1	2	3	4
9 Senior Moment	5	6	7	8	9	10	11
16 Animal	12	13	14	15	16	17	18
23 Close Escapes	19	20	21	22	23	24	25
30 Fiesta Preview	26	27	28	29	30	31	

September

	S	M	T	W	T	F	S
3 Fall Style							
7 Labor Day			1	2	3	4	5
* 10 Fall Arts Preview	6	7	8	9	10	11	12
17 Close Escapes	13	14	15	16	17	18	19
24 Off to College	20	21	22	23	24	25	26
SB Band Guide	27	28	29	30			
27 Yom Kippur							

November

	S	M	T	W	T	F	S
1 Daylight Saving Time Ends							
3 Election Day	1	2	3	4	5	6	7
5 Election Results	8	9	10	11	12	13	14
12 Holiday Entertaining	15	16	17	18	19	20	21
19 Holiday Style	22	23	24	25	26	27	28
* 25 Local Heroes	29	30					
26 Thanksgiving							

February

	S	M	T	W	T	F	S
5 Calendar of Fundraisers							
* 12 Valentines Tastings	1	2	3	4	5	6	7
Surf's Up	8	9	10	11	12	13	14
14 Valentine's Day	15	16	17	18	19	20	21
16 President's Day	22	23	24	25	26	27	28
19 Close Escapes							
24 Mardi Gras							
* 26 Wedding Issue							

April

	S	M	T	W	T	F	S
2 Health and Spa							
8 Passover					1	2	3
9 Summer Camp Guide	5	6	7	8	9	10	11
12 Easter	12	13	14	15	16	17	18
* 16 Earth Day	19	20	21	22	23	24	25
23 Tourists In Your Own Town	26	27	28	29	30		
30 Spring Style							

June

	S	M	T	W	T	F	S
4 Style							
11 Wheels		1	2	3	4	5	6
* 18 Summer Arts Preview	7	8	9	10	11	12	13
20 Solstice Parade	14	15	16	17	18	19	20
21 Father's Day	21	22	23	24	25	26	27
25 Health	28	29	30				

August

	S	M	T	W	T	F	S
* 6 Fiesta!							
7 Fiesta Parade							1
13 Back to School	2	3	4	5	6	7	8
After School Activity Guide	9	10	11	12	13	14	15
20 Fall Sports Preview	16	17	18	19	20	21	22
27 Fall Gardening	23	24	25	26	27	28	29
	30	31					

October

	S	M	T	W	T	F	S
* 1 Surfing							
8 Election Endorsements					1	2	3
12 Columbus Day	4	5	6	7	8	9	10
* 15 The Best Of S.B. Readers Poll	11	12	13	14	15	16	17
22 Election Coverage	18	19	20	21	22	23	24
29 Ghost Stories	25	26	27	28	29	30	31
31 Halloween							

December

	S	M	T	W	T	F	S
* 3 'Tis The Season							
10 Made in S.B.			1	2	3	4	5
11 Chanukkah Begins	6	7	8	9	10	11	12
17 Holiday Planner	13	14	15	16	17	18	19
24 Peace On Earth	20	21	22	23	24	25	26
25 Christmas Day	27	28	29	30	31		
31 New Year's Eve							
Year In Pictures							

display rates

SMART MONEY BUYS HERE!

SIZE <i>Col. wide x inches high</i>	OPEN <i>1 ad/1 week</i>	8 ADS <i>in 8 weeks - 15%</i>	13 ADS <i>in 13 weeks - 20%</i>	26 ADS <i>in 26 weeks - 25%</i>	52 ADS <i>in 52 weeks - 32%</i>	
5x12.625" (full page)	63.13 in.	1895	1610	1516	1421	1298
4x12.625"	50.50 in.	1579	1341	1263	1184	1084
3x12.625"	37.88 in.	1234	1050	988	927	847
4x9.42"	37.68 in.	1223	1039	978	917	839
5x6.25"/2.5x12.625" (half)	31.25 in.	1020	866	815	765	700
3x9.42" (junior page)	28.26 in.	924	785	740	693	634
2x12.625"	25.25 in.	829	704	663	622	569
3x8.33"	24.99 in.	828	703	662	621	568
4x6.25"	25.0 in.	824	701	660	619	563
3x6.25"/2x9.42"	18.75 in.	625	531	500	469	431
2x8.33"	16.66 in.	565	480	451	423	386
2.5x6.25" (quarter page)	15.63 in.	524	445	419	393	359
1x12.625"	12.63 in.	423	360	338	318	289
2x6.25" (fifth page)	12.5 in.	420	356	336	314	287
3x4.08"	12.24 in.	414	352	332	310	286
1x9.42"	9.42 in.	315	268	253	237	216
3x3.04"	9.12 in.	303	258	243	228	208
1x8.33"	8.33 in.	286	243	229	214	197
2x4.08" (small square)	8.16 in.	278	237	222	208	189
1x6.25"	6.25 in.	214	183	172	161	148
2x3.04" (big business card)	6.08 in.	206	175	165	154	140
1x4.08"	4.08 in.	146	124	117	110	100
1x3.04"	3.04 in.	108	92	86	81	75

YEARLY BULK RATES (52 weeks)

3,500 column inches or more . . .	\$16.95/col. in.
2,000" up to 3,499"	\$19.18/col. in.
1,375" up to 1,999"	\$20.48/col. in.
850" up to 1,374"	\$22.66/col. in.
550" up to 849"	\$23.82/col. in.
375" up to 549"	\$26.36/col. in.
250" up to 374"	\$27.48/col. in.
150" up to 249"	\$28.95/col. in.
75" up to 149"	\$30.21/col. in.

STANDARD HEIGHTS

Ads must fit one of six standard heights: 3.042", 4.083", 6.25", 8.33", 9.42", or 12.625"

All ads smaller than a full page must be bordered to exact dimensions: the minimum border is a hairline, top and bottom, full width. When the ad submitted is an incorrect size, we will reborder it.

*This width applies only to an ad height of 6.25" and 12.625"

COLOR

High-quality process cmyk color is available for \$285.

COLUMN SIZES

1 column.....	1.833"
2 columns.....	3.833"
2.5 columns.....	4.833"*
3 columns.....	5.833"
4 columns.....	7.833"
5 columns.....	9.833"

Bulk rates are provided for advertisers who have indefinite schedules or seasonal budgets and cannot accommodate our weekly or every-other week frequency schedules. Bulk Contracts do require 40% fulfillment of the contract at the half-way point (for example, with a Bulk Contract for 375", 150" must have run after 26 weeks) or the Advertiser's contract may be subject to a Short Rate.

All guidelines published in our Copy and Contract Regulations apply to these Bulk Rates, and the Publisher reserves the right to cancel these contracts at any time resulting from lack of payment, perceived inability to fulfill our contract terms, or any other cause.