

## History of *The Independent*

Since 1986, The Santa Barbara Independent has been required reading for the South Coast's active and sophisticated population. The Independent reaches more than 135,000 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.

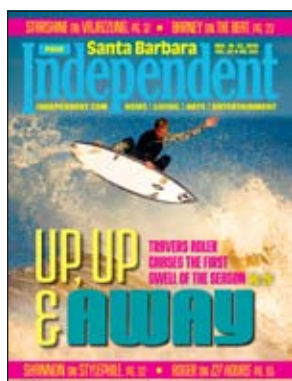


Although we have had a website since 1998, it wasn't until April, 2007 that we began our community news, arts, and entertainment portal, independent.com. Providing a thorough and up to date site for all things Santa Barbara, independent.com immediately became the area's most visited community website. Santa Barbara has a daily news site, and a place for the community to connect.

In 2008 we were recognized as the Best Weekly Newspaper website in the United States, in a national contest sponsored by Editor & Publisher magazine. In the meantime, our online audience has grown to be the largest in Santa Barbara county, twice as large as our nearest news competitor. But don't take our word for it -- [here's a link to current online traffic rating services](#).

Our newspaper also was singled out in 2008 as one of "[10 That Do It Right](#)," of newspapers leading in innovation and adaptation, in another Editor & Publisher recognition.

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, and Santa Barbara go-to community resource for what-to-do.



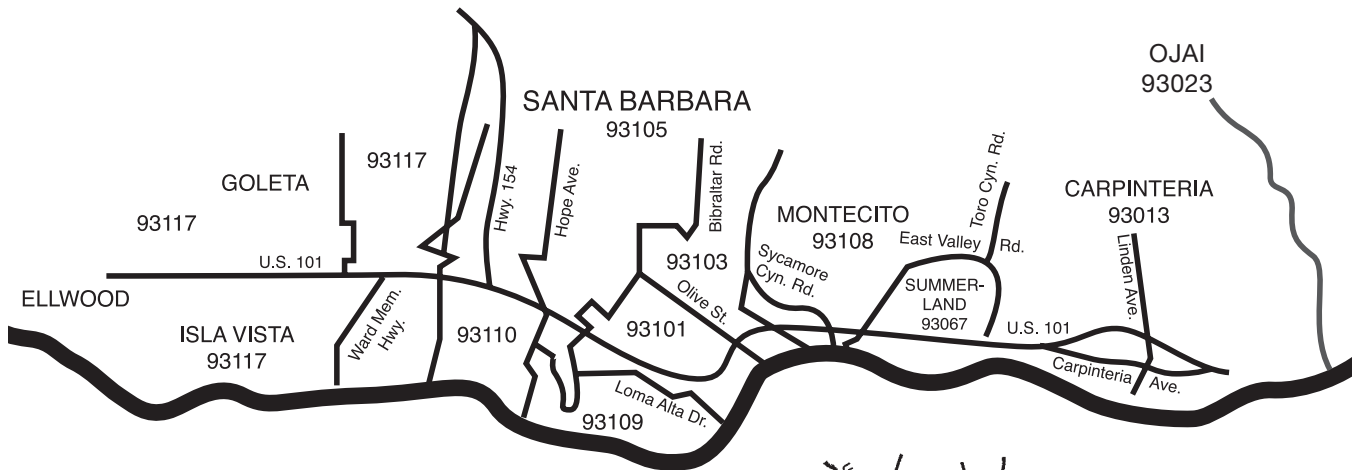
The Santa Barbara Independent is a true community newspaper with a market penetration higher than almost every other "alternative" weekly in the country. Our audited circulation of 40,000 copies exceeds the daily paper and any other publication in Santa Barbara County. Copies are picked up at more than 600 locations stretching from surf points at Rincon to the flower fields of Lompoc.

We are very proud of our support of community events, nonprofit charities, and public service advertisers. The Santa Barbara Independent is a major sponsor of the largest community events, including the Santa Barbara International Film Festival, Old Spanish Days, the Summer Solstice, and the Downtown Holiday Parade. Our underwriting covers the breath of Santa Barbara

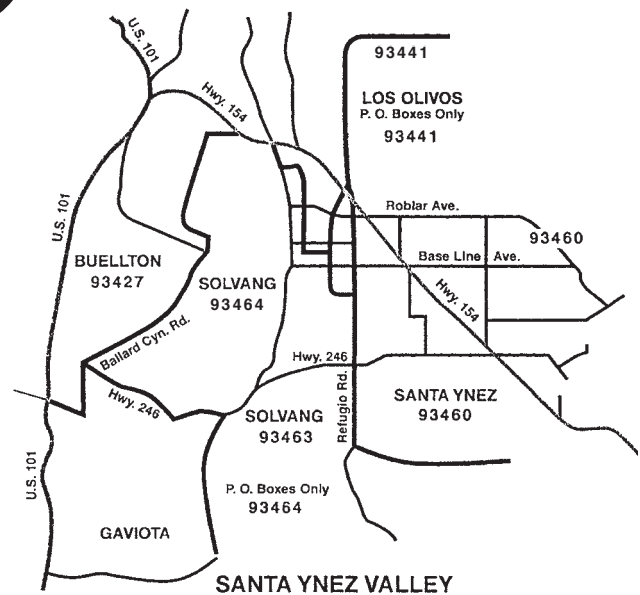
activity -- from support of the UCSB Economic Forecast Project to the Downtown Organization to outreach in the public school system. The paper is a major sponsor of UCSB intercollegiate sports, high school athletics and events, and the major theater companies in the region.

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.

# 2011 distribution



Community	Zip Code	Distribution
Santa Barbara	93103	1,655
Santa Barbara	93105	3,788
Santa Barbara	93101	14,493
Santa Barbara	93109	1,688
Santa Barbara	93110	1,022
Santa Barbara	93111	500
Goleta	93117	8,540
Montecito	93108	3,204
Summerland	93067	550
Carpinteria	93013	1,543
Ojai	93023	402
Ventura	93003	123
Santa Ynez	93460	96
Solvang	93464	1,670
Los Olivos	93441	40
Buellton	93427	244
Lompoc	93436	255
.....		
Office counter		268
Gross distribution		39,900
Total qualified circulation		39,284
Miscellaneous non-qualified distribution		100
(Includes non-qualified mail, office use, advertising, sales and extra copies)		
.....		
Total Printed		<b>40,000</b>
Returns		<b>616</b>



## Major Areas Totals

- **Santa Barbara** **23,146**  
(incl. downtown)
- **Montecito** **3,204**
- **Carpinteria/Summerland** **2,093**
- **Goleta** (incl. I.V.) **8,540**
- **Ojai/Ventura** **525**
- **Santa Ynez Valley** **2,305**  
(Lompoc, Buellton, Santa Ynez, Los Olivos)

(Source: Verified Audit Circulation)

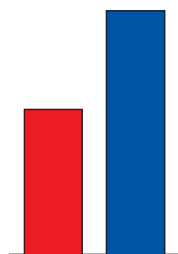
## Household-Income

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%

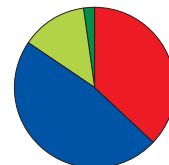


## Education

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

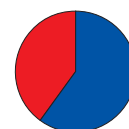
## Marital Status

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



## Market Penetration

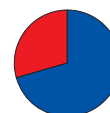
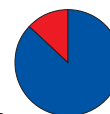
60% of all residents in Southern Santa Barbara County read *The Independent*



## Loyalty

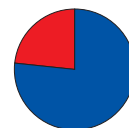
87.1% of *Independent* readers read 3 or more issues per month.

70.8% have read 4 of the last 4 issues.



## Readers Per Copy 3.4 (average)

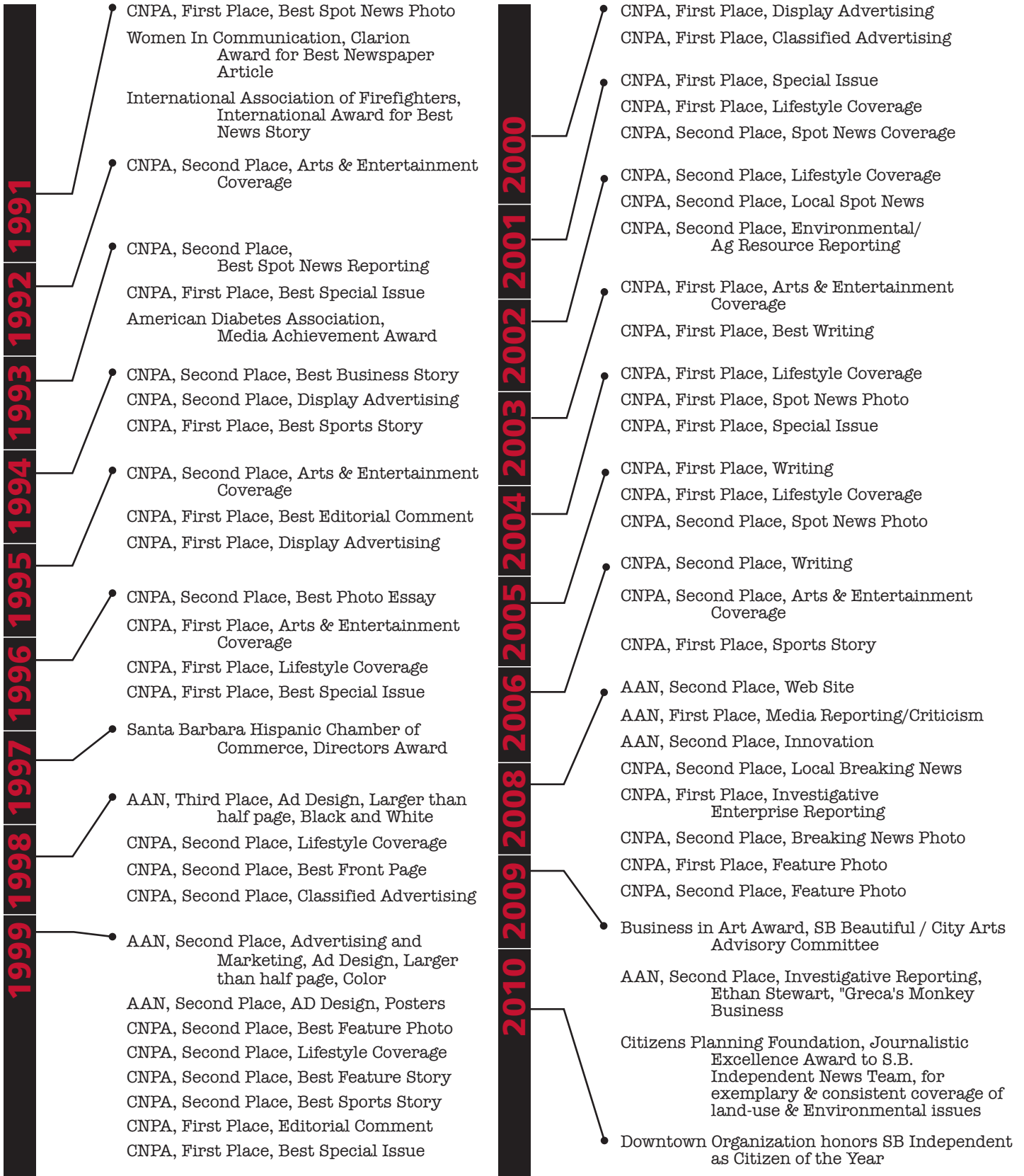
76.9% said they share *The Independent* with at least 1 other person.



## Decision Makers

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

# awards An Award Winning Tradition



# 2011 calendar

## January

	S	M	T	W	T	F	S
1 New Year's Day							S
6 <b>Healthy Resolutions</b>							1
13 <b>Winter Arts Preview</b>					6	7	8
17 Martin Luther King, Jr. Day					13	14	15
20 <b>Sports</b>					20	21	22
27 <b>Film Festival</b>					27	28	29
	23	24	25	26			
	30	31					

## February

	S	M	T	W	T	F	S
3 <b>Film Festival</b>							S
10 <b>Calendar Of Fundraisers</b>					1	2	3
14 Valentine's Day					6	7	8
17 <b>Surfing</b>					13	14	15
21 President's Day					16	17	18
24 <b>Wedding Issue</b>					20	21	22
	23	24	25	26			
	27	28					

## March

	S	M	T	W	T	F	S
3 <b>Spring Gardening</b>							S
8 Mardi Gras					1	2	3
10 <b>Wine</b>					6	7	8
13 Daylight Savings Time Begins					10	11	12
17 <b>St. Patrick's Day</b>					13	14	15
24 <b>Spring Arts Preview</b>					17	18	19
31 <b>Animals</b>					20	21	22
	23	24	25	26	27	28	29
	29	30	31				

## April

	S	M	T	W	T	F	S
7 <b>Spring Sports</b>							S
14 <b>Earth Day</b>							1
19 Passover					3	4	5
21 <b>Summer Camp Guide</b>					6	7	8
24 Easter					10	11	12
28 <b>News • Arts • Entertainment</b>					13	14	15
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30

## May

	S	M	T	W	T	F	S
5 <b>Cinco de Mayo Food</b>							S
8 Mother's Day						5	6
12 <b>Blue/Green Outdoor Guide</b>					8	9	10
19 <b>News • Arts • Entertainment</b>					12	13	14
26 <b>Indie Theater Awards</b>					15	16	17
30 Memorial Day					18	19	20
	22	23	24	25	26	27	28
	29	30	31				

## June

	S	M	T	W	T	F	S
2 <b>Kid's Issue</b>							S
9 <b>Wine</b>						1	2
16 <b>Boating</b>					5	6	7
19 Father's Day					8	9	10
23 <b>Summer Arts Preview</b>					12	13	14
25 Summer Solstice Parade					15	16	17
30 <b>Summer BBQ</b>					19	20	21
	22	23	24	25	26	27	28
	29	30					

## July

	S	M	T	W	T	F	S
4 Independence Day							S
7 <b>Summer Reading</b>							1
14 <b>Well Being</b>					3	4	5
21 <b>Camping</b>					7	8	9
28 <b>Fiesta Preview</b>					10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	31		

## August

	S	M	T	W	T	F	S
4 <b>Fiesta!</b>							S
5 Fiesta Parade						1	2
11 <b>Back to School</b>					7	8	9
<b>After School Activity Guide</b>					10	11	12
18 <b>News • Arts • Entertainment</b>					14	15	16
25 <b>Animals</b>					17	18	19
	21	22	23	24	25	26	27
	28	29	30	31			

## September

	S	M	T	W	T	F	S
1 <b>Fishing</b>							S
5 Labor Day							1
8 <b>Fall Sports</b>					4	5	6
15 <b>Fall Gardening</b>					7	8	9
22 <b>Fall Arts Preview</b>					10	11	12
29 <b>Foodie Awards</b>					15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	

## October

	S	M	T	W	T	F	S
6 <b>SB Bands</b>							S
8 Yom Kippur							1
13 <b>Wine</b>					2	3	4
20 <b>The Best Of S.B. Readers Poll</b>					5	6	7
27 <b>Exercise</b>					8	9	10
31 Halloween					11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

## November

	S	M	T	W	T	F	S
1 Election Day							S
3 <b>Election Results</b>							1
6 Daylight Saving Time Ends					1	2	3
10 <b>News • Arts • Entertainments</b>					6	7	8
17 <b>Surfing</b>					9	10	11
23 <b>Local Heroes</b>					13	14	15
24 Thanksgiving					16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30		

## December

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

# display rates 2011

## 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 cmk 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.