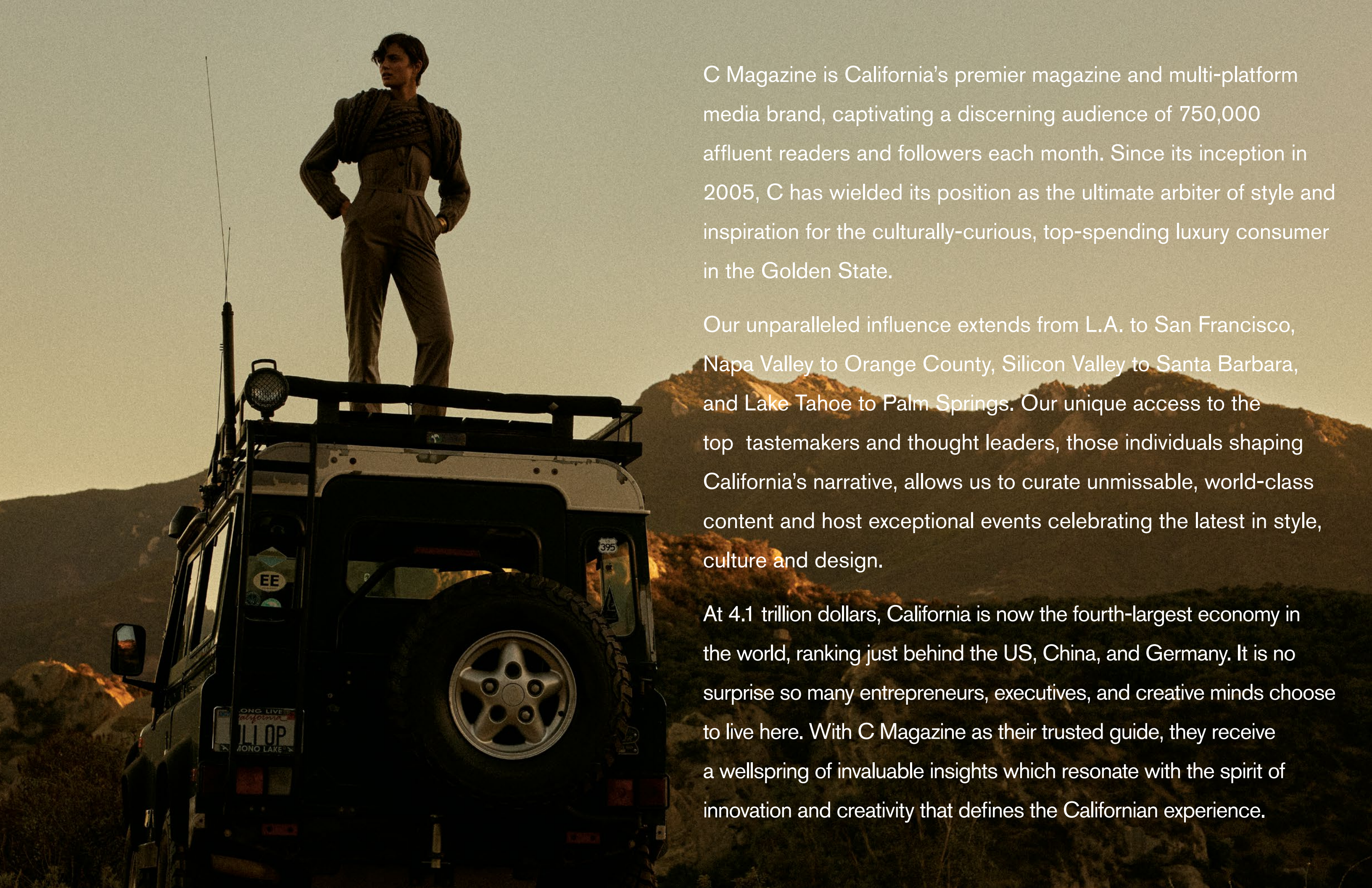




California Style & Culture

2026 MEDIA KIT





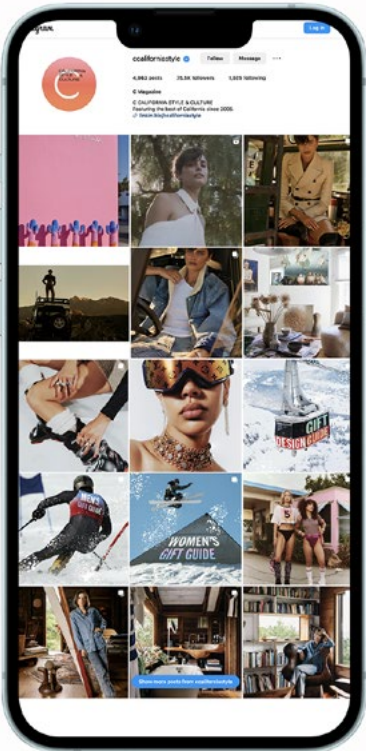
C Magazine is California's premier magazine and multi-platform media brand, captivating a discerning audience of 750,000 affluent readers and followers each month. Since its inception in 2005, C has wielded its position as the ultimate arbiter of style and inspiration for the culturally-curious, top-spending luxury consumer in the Golden State.

Our unparalleled influence extends from L.A. to San Francisco, Napa Valley to Orange County, Silicon Valley to Santa Barbara, and Lake Tahoe to Palm Springs. Our unique access to the top tastemakers and thought leaders, those individuals shaping California's narrative, allows us to curate unmissable, world-class content and host exceptional events celebrating the latest in style, culture and design.

At 4.1 trillion dollars, California is now the fourth-largest economy in the world, ranking just behind the US, China, and Germany. It is no surprise so many entrepreneurs, executives, and creative minds choose to live here. With C Magazine as their trusted guide, they receive a wellspring of invaluable insights which resonate with the spirit of innovation and creativity that defines the Californian experience.

C MAGAZINE

Rate Base 175,000



▪ Subscriptions & Partnerships

Subscriptions via traditional mail, insert cards, online and other direct sales efforts. Partnerships with exclusive luxury retailers

▪ Single Copy & Newsstand

Prominent placement in select retail locations, and C's own online newsstand – shop.magazinec.com
Single copy: \$7.99

▪ Luxury Hotel Distribution

In-room at select five-star luxury hotels, spas and resorts throughout the state

▪ Public Placement

Select physician offices, spas and wellness centers in the highest HHI zip codes



C MAGAZINE

Circulation Breakdown

BY REGION

San Francisco.....	25,000	14%
Santa Clara / Silicon Valley	20,000	11%
Peninsula.....	15,000	9%
Marin / Napa / Sonoma	10,000	6%
East Bay	3,000	2%
Sacramento / Central Valley.....	2,000	1%
Los Angeles.....	40,000	23%
Orange County.....	35,000	20%
San Diego.....	10,000	6%
Santa Barbara / Ventura.....	10,000	6%
Palm Springs / Palm Desert	5,000	3%

Total Distribution.....175,000

BY CATEGORY

Subscription + Single Copy	160,000	91%
Luxury Hotel + Public Place.....	15,000	9%

Total Distribution.....175,000



C MAGAZINE

Hotel Partners

Aloft Silicon Valley	Hotel Covell	Packard House & JD House	The Hideaway
Archer - Napa	Hotel Del Sol	Palace Hotel	The Ink House
Auberge du Soleil	Hotel Drisco	Palihotel - Culver City	The Inn at Spanish Bay
Ballard Inn	Hotel Joaquin	Palihotel - Melrose Avenue	The Lodge at Pebble Beach
Belmond El Encanto	Hotel Milo	Palihotel - Westwood Village	The London - West Hollywood
Bernardus Lodge & Spa	Hotel Valencia	Palihouse - Santa Monica	The Lowell
Brannan Cottage Inn	Hotel Via	Palihouse - West Hollywood	The Maybourne - Beverly Hills
Carmel Valley Ranch	Inn at Laguna Beach	Paséa Hotel & Spa	The Meritage Resort & Spa
Casa Del Mar Inn	Inn At The Presidio	Pendry - San Diego	The Oasis at Death Valley
Chateau du Sureau	JW Marriott - Union Square	Proper Hotel - Santa Monica	The Ritz-Carlton Bacara
Cupertino Inn	Kenwood Inn & Spa	Rosewood - CordeValle	The St. Regis - San Francisco
Dolphin Bay	L'Auberge Carmel	Rosewood - Sand Hill	The Surfrider Malibu
El Capitan Canyon	L'Ermitage - Beverly Hills	San Ysidro Ranch	W - Los Angeles
Element 52	Lafayette Park Hotel	Sands Hotel & Spa	W - San Francisco
Embrace Calistoga	Laguna Cliffs Marriott Resort & Spa	Sea Ranch Lodge	
Fairmont - Miramar Hotel & Bungalows	Le Meridien - San Francisco	Shutters on the Beach	
Fairmont - San Francisco	Lodge at the Presidio	Silver Lake Pool & Inn	
Fairmont - Sonoma Mission Inn & Spa	Loews Regency - San Francisco	SoHo House	and more...
Four Seasons - Lanai	Malibu Beach Inn	Stanford Park Hotel	
Four Seasons - Las Vegas	Mar Monte Santa Barbara	Sunset Marquis Hotel And Villas	
Four Seasons - Westlake Village	Meadowood Napa Valley	Surf & Sand Resort	
Harvest Inn by Charlie Palmer	Miramonte	The Beverly Hills Hotel	
Holiday House	Monterey Plaza	The Charlie Hotel	
Honor Mansion	North Block Hotel	The Francis House	
Hotel Bel-Air	Oceana	The Garland	
Hotel Californian	Ojai Valley Inn & Spa	The Grand Hotel - Silcon Valley	



C MAGAZINE

Audience Demographics



Female / Male	90% / 10%
Median Age	44
Mean HHI	\$493K
Median HHI.....	\$220K
Mean Net Worth.....	\$2.7M
Median Net Worth	\$2.2M
Mean Home Value.....	\$2.0M
Median Home Value	\$1.7M
Married / Partner / Single.....	60% / 13% / 27%
Bachelor's Degree	85%
Graduate Degree	40%
Readers Per Copy	3.8

*Data Source: Verified Audit Circulation

C PUBLISHING

Editorial Calendar

SPRING

The Best of Spring Fashion

space close **23-Jan**
ad material due **30-Jan**
on sale **3-Mar**

FASHIONABLE LIVING

Fashion, Style & Design

space close **13-Mar**
ad material due **20-Mar**
on sale **21-Apr**

SUMMER

Summer Style

space close **17-Apr**
ad material due **24-Apr**
on sale **26-May**

FALL

The Best of Fall Fashion

space close **10-Jul**
ad material due **17-Jul**
on sale **18-Aug**

FALL MEN'S

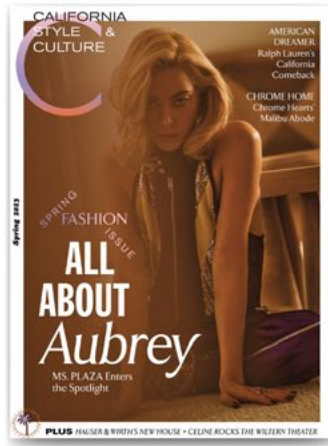
Fall/Winter Style + Watches

space close **28-Aug**
ad material due **4-Sep**
on sale **6-Oct**

WINTER

Winter Style

space close **2-Oct**
ad material due **9-Oct**
on sale **10-Nov**



C PUBLISHING

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