



McKinnon Broadcasting Company

2016 MEDIA KIT





2016 MEDIA ADVERTISING

***One of the top Independent, fully-local televisions stations in the country,
KUSI NEWS is San Diego's MORE LOCAL NEWS station.***

Owned and operated by San Diego-based McKinnon Broadcasting Inc., KUSI is one of the nation's most-watched independent TV stations. Producing more local on-air content than any TV station in San Diego, KUSI helps more local businesses connect with more local people in San Diego.

KUSI offers unprecedented broadcast TV opportunities for local advertisers:

- On-air commercial advertisements and sponsorships during San Diego's top-rated local news programs, San Diego's #1 Prime Access block, and San Diego's most results-producing daytime block.
- On-line display ads on KUSI.COM and mobile applications featuring exclusive content from KUSI NEWS.
- Print advertisements in San Diego's #1 subscription magazine: San Diego Home/Gardens Lifestyles.
- Contests and promotions accessing San Diego Media's largest social fan-base.
- Live interview segments at 9:55AM Monday-Friday, and from 6:00AM-11:00AM Saturday.
- Long-form commercials (30-minute) adjacent to compelling local and syndicated programming.





McKinnon Broadcasting Company

FULLY-LOCAL COVERAGE

By Fully-Local Reporters

For over 25 years, KUSI NEWS has been San Diego's only truly independent television broadcaster. Along with *San Diego Home/Garden Lifestyles* magazine, KUSI NEWS delivers local perspectives not influenced by networks or out-of-town ownership groups.



San Diego is the nation's #1 DVR market, which means there is less live viewing of commercials than in other markets. With KUSI's unique mix of local news and topical syndicated programming, KUSI viewers predominantly watch live, which means commercial messages on KUSI are also much more likely to be viewed live.

In the #1 DVR market in the country, KUSI has the most live viewing!
Source: Nielsen Media Research 2016. Time period 100 average ratings.

Top 5 Markets - DVR% Penetration In 2016

San Diego	66
Sacramento	61
Indianapolis	61
St. Louis	61
Atlanta	60

LAUREN PURNEY
KUSI NEWS ANCHOR

93% of KUSI's Primetime Audience Watches LIVE!

sales@kusi.com



KUSI NEWS

FALL 2016 PROGRAM SCHEDULE

MON-FRI		SAT	SUN
	GMSD 5-10AM	MY DESTINATION TV/PAID PROG. 5-6AM	PAID PROGRAMMING 5-6AM
	WENDY WILLIAMS SHOW 10-11AM	GMSD 6-11AM	
	THE REAL 11-12PM	EXTRA 11-12PM	SAN DIEGO PEOPLE 11-11:30AM
	FAMILY FEUD 12-1PM	KUSI KIDS BLOCK	PAID PROGRAMMING 11:30-12:30PM
	DR. OZ 1-2PM		MADE IN HOLLYWOOD 12:30-1PM
	MAURY 2-3PM		SUNDAY AFTERNOON MOVIE 1-3PM
	THE PEOPLE'S COURT 3-4PM	12-3PM	BEAUTIFUL HOMES/ESTATES 3-3:30PM
	FAMILY FEUD 4-5PM	PAID PROGRAMMING 3-5PM	PAID PROGRAMMING 3:30-4PM
	KUSI NEWS 5-7PM	TMZ 5-6PM	JUST FOR LAUGHS 4-5PM
	BIG BANG THEORY 7-8PM	KUSI NEWS 6-7PM	
	TMZ/EXTRA 8-9PM	BIG BANG THEORY 7-8PM	BIG BANG THEORY 7-8PM
	HARRY CONNICK JR. 9-10PM	RIZZOLI & ISLES 8-9PM	SUNDAY PRIME TIME MOVIE 8-10PM
	KUSI NEWS 10-11PM & 11-11:35PM	MURDOCH MYSTERIES 9-10PM	
	TMZ/EXTRA 11:30 - 12:30AM	KUSI NEWS 10-11:30PM	
	CRAZY TALK / ANGER MANAGEMENT 12:30 - 2AM	ANGER MANAGEMENT 11:30 - 12:30AM	ANGER MANAGEMENT 11:30 - 12:30AM
	COPS RELOADED 2 - 3AM	THIS OLD HOUSE 12:30 - 1AM	HAVEN 12:30 - 1:30AM
	LAW & ORDER C.I. / TMZ 3 - 5AM	WACKED OUT SPORTS/VIDEO 1-2AM	LEVERAGE 1:30-2AM
		PAID PROGRAMMING 2-3AM	CRAZY TALK 2-3AM
		KUSI LATE NIGHT MOVIE 3-5AM	CLOSER / ENTERTAINERS 3-5AM

PROGRAMMING SUBJECT TO CHANGE WITHOUT NOTICE





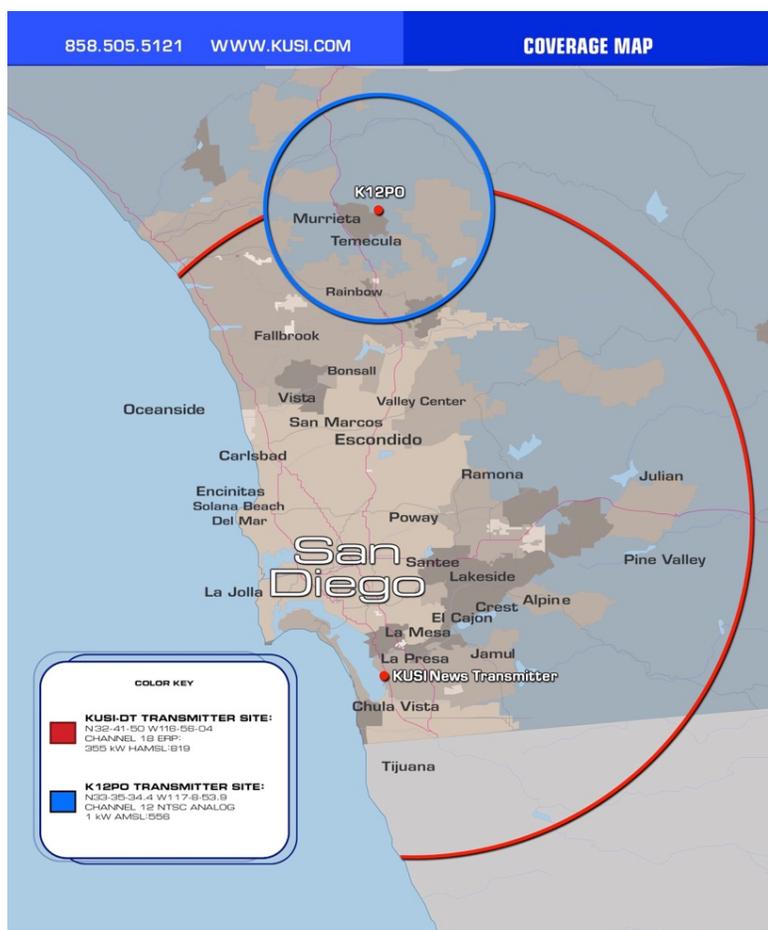
McKinnon Broadcasting Company

REACH LIVE LOCAL AUDIENCES

MORE LOCAL NEWS means more local viewers

KUSI TV reaches and is licensed for the entire San Diego Designated Market Area (DMA) over-the-air on virtual channel 51 in High-Definition, as well as on all cable/DBS providers in High Definition. KUSI TV can be seen in a portion of the Los Angeles DMA through a relay station in the growing Inland Empire region of Riverside County.

Locally-produced programs are streamed live and available around-the-world on KUSI.COM.



Delivering your message on all channels in HD to more homes!



ON CABLE - KUSI NEWS is located on the Cox, and ATT U-verse systems on Channel 9; in HD on Channel 709 (Cox, Time Warner) or 1009 (ATT), prominently between CBS and ABC.

ON SATELLITE - DISH and DirecTV each carry KUSI NEWS on its over-the-air broadcast position, Channel 51.

ON INTERNET - All of KUSI's news broadcasts are **STREAMED LIVE** and available around the world on KUSI.COM.

PLUS EXCLUSIVE COVERAGE IN TEMECULA.

KUSI NEWS
MEDIASALES

sales@kusi.com



REACH LIVE, LOCAL AUDIENCES

A large weekly un-duplicated reach that reflects the changing demography of San Diego

WEEKLY CUME	
Adults 18+	658,900

AGE COMPOSITION	
18-34	21%
18-49	42%
25-49	33%
25-54	45%
35-64	54%
35+	79%
50+	58%

ANNUAL HH INCOME	
Under \$35,000	26%
\$35,000-\$49,999	17%
\$50,000-\$99,999	34%
\$100,000+	23%
Average Income	\$75,500

EDUCATION	
Some College	38%
College Graduate	16%
Post Graduate	12%
Technical/Vocational	36%

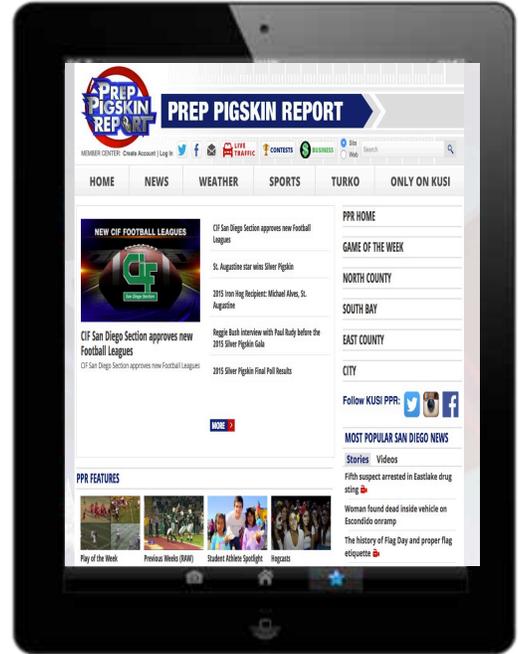
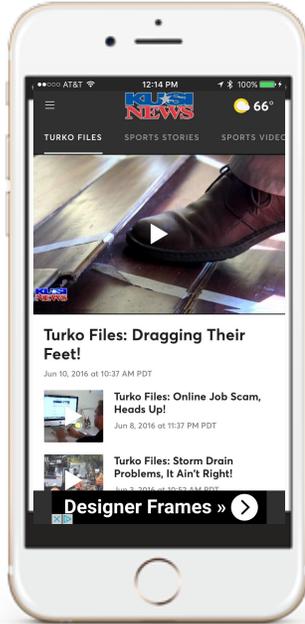
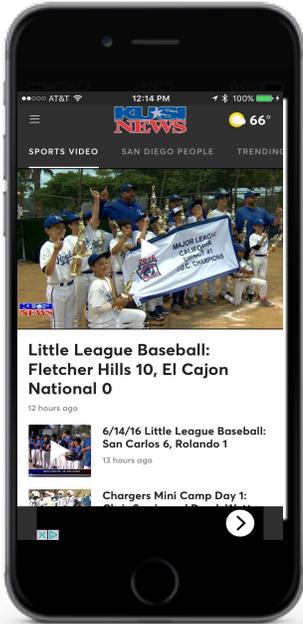
EMPLOYMENT	
White Collar	33%
Blue Collar	23%
Employed Full-time	37%
Employed Part-time	20%

HOUSEHOLD STATUS	
Married	52%
Own Home	64%
Children Age 0-11	21%
Children Age 12-17	15%

Source: Nielsen Scarborough San Diego, CA 2015 Release 2 Aug 2014-Jul 2015) Based on M-S 4am-2am cume

KUSI.COM

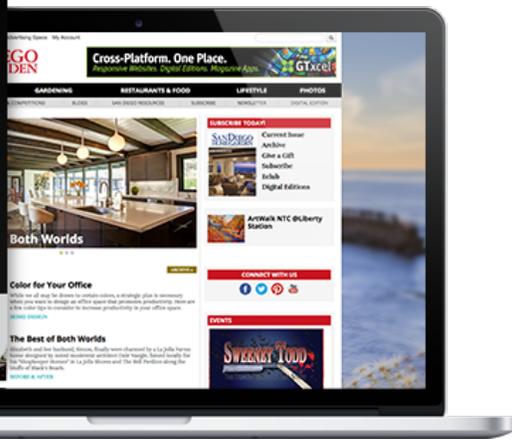
San Diego's **MORE LOCAL NEWS Platform**



DIGITAL PROMOTIONS

PRE-ROLL VIDEO DISPLAY ADS

SOCIAL MEDIA PROMOTIONS



SAN DIEGO HOME/GARDEN LIFESTYLES

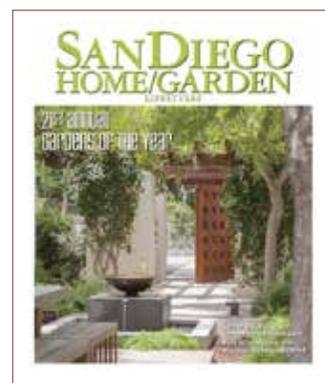
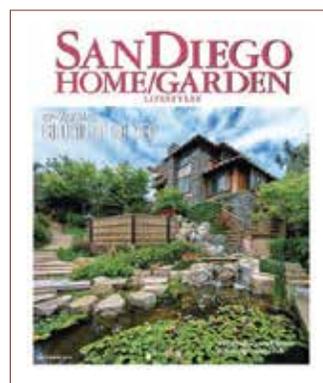
2016 MEDIA ADVERTISING

The Longest-Running Regional Home and Garden Magazine in the Nation

San Diego Home/Garden Lifestyles is the region's prime source for all things related to home architecture, interior design, décor, gardening and home entertaining. We are the place readers come to expand their horizons and give form to their lifestyle dreams.

We invite our readers into the finest homes with the most innovative architecture, exquisite interiors and magnificent gardens throughout San Diego's historic and emerging neighborhoods.

Every month, our award-winning publication reaches a growing monthly readership of 189,560 of the most affluent and discerning readers in the region. When it comes time to create their optimum living spaces, our targeted readers take their cue from the pages of *San Diego Home/Garden Lifestyles*.



LOCAL EDITORIAL

By Local Editors

Since 1979, *San Diego Home/Garden Lifestyles* has chronicled the evolution of design in San Diego. *San Diego Home/Garden Lifestyles* is produced by the same company that brings you KUSI-TV, the most popular local news source in San Diego television broadcasting. You can expect the same quality information and solid credibility from both media outlets.



JANICE KLEINSCHMIDT



CATHERINE SWEET



EVA DITLER



MARY JAMES

REACH THE MOST POWERFUL AND INFLUENTIAL BUYING GROUP IN SAN DIEGO

San Diego Home/Garden Lifestyles reaches the most highly concentrated market of affluent homeowners and distinguished design professionals in San Diego

READER DEMOGRAPHICS

Average time spent reading: 61 minutes (national average is 14 minutes).

96% of our readers consider an advertisement in SDHGL a reliable source when purchasing home related products and services. 58% of our readers are between the age of 25-54

61% of our readers frequently purchase products or services from ads seen in San Diego Home/Garden Lifestyles.

economic profile

93% of our readers own their own home

53% of our readers have a combined annual household income exceeding \$200,000

43% of our readers home is valued at over \$1,000,000

buying power

Plan to spend money within the next 6 months

Furniture/Home Furnishings	72%
Lawn & Garden	59%
Major Home Appliance	28%
Women's Apparel	80%
Men's Apparel	61%
Vacations/Travel	71%
New Automobile	25%

age

25-34	9%
35-44	21%
45-54	28%
55-64	28%
65+	14%

gender

Female	75%
Male	25%

marital status

Married	66%
Single	34%

education

College Graduates	51%
Post-Graduate Degrees	26%

189,560

MONTHLY READERSHIP

The Media Audit

April 1, 2013 – June 30, 2014

\$231,411

AVERAGE HOUSEHOLD INCOME

Circulation Verification Council (CVC)

July 2014 - June 2015

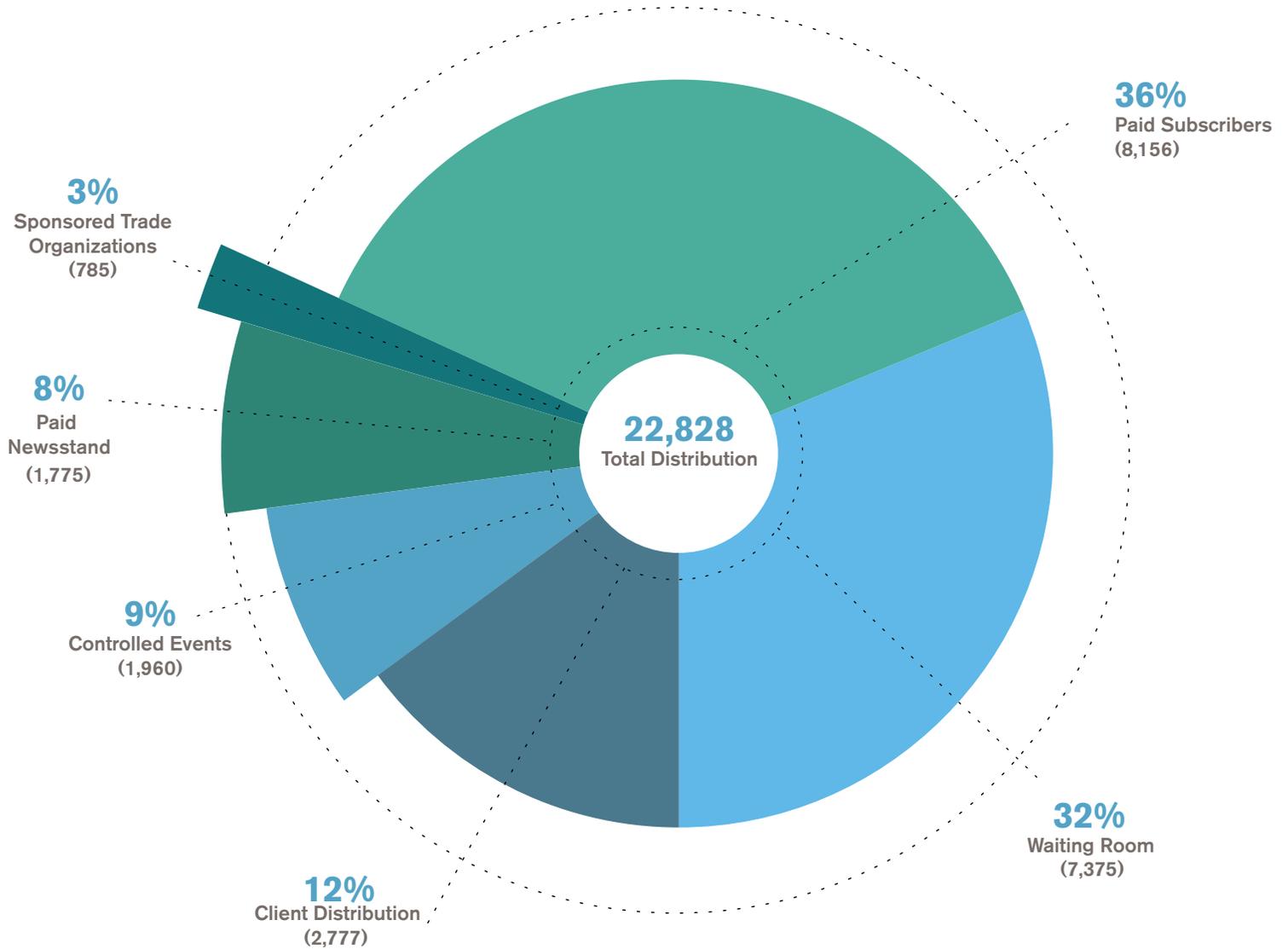
\$826,345

AVERAGE PRIMARY HOME VALUE

Circulation Verification Council (CVC)op

July 2014 - June 2015

BY THE NUMBERS



Our paid + controlled audited circulation guarantees our advertisers a targeted audience of affluent, educated and influential readers

PAID CIRCULATION

San Diego Home/Garden Lifestyles magazine delivers the most sought-after magazine audience: active, engaged readers who month after month pay for a subscription or single copy at the newsstand. Smart marketers know that a publication that reaches vested consumers provides a great opportunity to maximize return on their advertising investment.

SPONSORED TRADE SUBSCRIPTIONS

Every member of the San Diego chapter of the American Society of Interior Designers, and National Kitchen & Bath Association receive a third party-sponsored issue each month. We feature A.S.I.D. and N.K.B.A.'s award-winning projects on virtually every issue.

AUDITED PUBLICATION

San Diego Home/Garden Lifestyles magazine voluntarily subjects its circulation figures to independent verification by the world's premier auditing organization: the Circulation Verification Council (C.V.C.). Audit period 7/1/14-6/30/15

CITY REGIONAL MAGAZINE ASSOCIATION MEMBER

Membership in C.R.M.A. is achieved only by those magazines who adhere to rigorous publishing and circulation standards.

San Diego residents are passionate about their homes and many want the very best in design. *San Diego Home/Garden Lifestyles*, the longest-running regional shelter magazine, utilizes stunning photography to draw readers into San Diego's best-designed indoor and outdoor living spaces, and service-oriented articles show them how to find cutting-edge, beautiful products and superlative professionals and services that can bring that design to their own homes.

Broadening its reach to include not only where readers live but also how they live, *San Diego Home/Garden Lifestyles* covers entertaining, food and wine, and more – all venues where readers and local talent can demonstrate their good taste!

MONTHLY EDITORIAL DEPARTMENTS

HOT FINDS & COOL STUFF

Selected furnishings and finishes for home décor

FIELD NOTES

The buzz on people and places related to design, architecture, and art

DIALOGUE

Q&A with movers and shakers in architecture, design and art

TAKE A CUE

A design element from a commercial setting to copy at home

ELEMENTS OF STYLE

Material and design options for everything from light fixtures to flooring

HOME FEATURES

Peeks into residences throughout San Diego County

KITCHEN/BATH

Designs that make our most-used rooms functional and attractive

BEFORE & AFTER

How remodeling transform specific spaces



ENTERTAINING NOTIONS

Advice for hosting gatherings in the home

GARDEN FEATURE

A residential landscape that stirs passion for the outdoors

EXTERIOR MOTIVES

Inspirations for outdoor spaces from a professional landscaper & D.I.Y. Network's "I Hate My Yard" Sara Bendrick

DISH

Scoops on the local cuisine scene from David Nelson, our man on the streets

RECIPES

Local chefs reveal the ingredients and instructions for making their dishes

ON THE SCENE

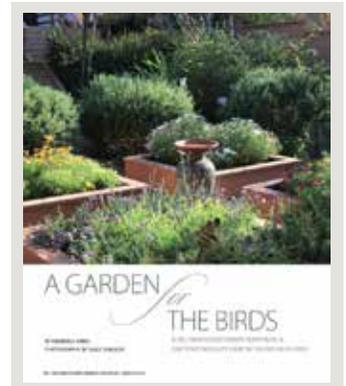
San Diego's top non-profit events

PET PATROL

Information for those with nonhuman family members

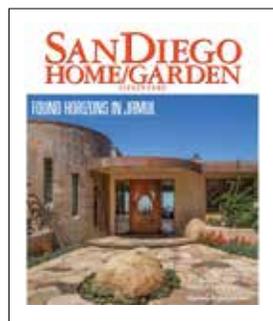
BACK PAGE

A look into San Diego's historical places and events



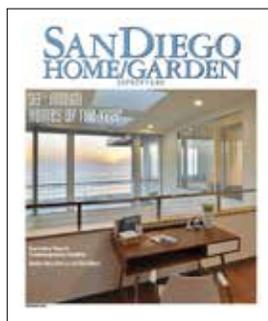
2016 EDITORIAL CALENDAR

Monthly editorial includes home and garden features; hot design products; kitchen and bath remodels; before & after makeovers; Q&As with industry leaders; garden ideas and planning guides; restaurant design and recipes; arts; fine wine, craft beer and cocktails – as well as design and entertaining topics indicated below.



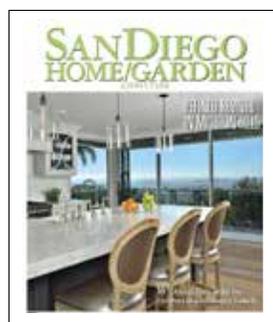
JANUARY

- **8th Annual Stars of San Diego**
 - **Four Fabulous Kitchens**
 - **Elements of Style: Countertops**
 - **Entertaining: Backyard weddings**
- SPACE RESERVATION 11/18
AD DUE 11/25
ON NEWSSTANDS 12/31
BONUS DISTRIBUTION:
Preview Party



FEBRUARY

- **37th Annual Homes of the Year**
 - **Elements of Style: Decorative tile**
 - **Entertaining: Hosting an Oscars party**
- SPECIAL ADVERTISING SECTION:
Custom home builder profiles
- SPACE RESERVATION 12/22
AD DUE 12/30
ON NEWSSTANDS 2/2
BONUS DISTRIBUTION: *American Heart Association's Annual Go Red for Women Luncheon, Preview Party*



MARCH

- **17th Annual Baths of the Year**
 - **Elements of Style: Outdoor Furniture**
 - **Entertaining: Table settings**
- SPECIAL ADVERTISING SECTION:
Favorite Spaces: Baths
- SPACE RESERVATION 1/20
AD DUE 1/27
ON NEWSSTANDS 2/25
BONUS DISTRIBUTION: *Preview Party*



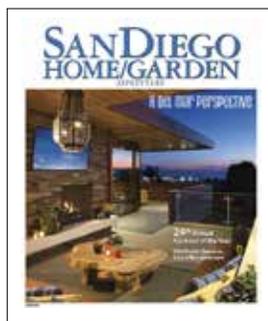
APRIL

- **Spring Interior Design Report**
 - **Elements of Style: Area rugs**
 - **Entertaining: Hosting a wine or beer tasting**
- SPECIAL ADVERTISING SECTION:
Interior Design Profiles
- SPACE RESERVATION 2/17
AD DUE 2/24
ON NEWSSTANDS 3/25
BONUS DISTRIBUTION: *La Jolla Historical Society's Concours d'Elegance, St. Madeleine Sophie Center's Morning Glory Brunch, San Diego Horticultural Society's Spring Garden Tour, Preview Party*



MAY

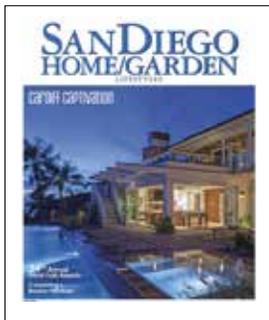
- **Light, Bright Homes**
 - **Elements of Style: Roofing/solar**
 - **Entertaining: Hosting an outdoor movie**
- SPECIAL ADVERTISING SECTIONS:
Nursery Marketplace
Favorite Spaces: Outdoors
Lifestyles: Spa, wellness, & rejuvenation
- SPACE RESERVATION 3/16
AD DUE 3/23
ON NEWSSTANDS 4/21
BONUS DISTRIBUTION: *La Jolla Historical Society's Secret Garden VIP Brunch & Tour, Sage & Songbird Festival & Garden Tour, Preview Party*



JUNE

- **25th Annual Kitchens of the Year**
 - **Elements of Style: Refrigerators**
 - **Entertaining: Potlucks and progressive dinners**
- SPECIAL ADVERTISING SECTIONS:
Favorite spaces: Kitchens
Lifestyles: Members only
- SPACE RESERVATION 4/15
AD DUE 4/22
ON NEWSSTANDS 5/19
BONUS DISTRIBUTION: *South Park's Annual Old House Festival & Tour, San Diego History Center's Annual Fashion Show & Luncheon, Preview Party*

2016 EDITORIAL CALENDAR

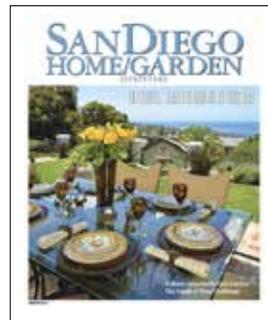


JULY

- **Elements of Style: Coffee tables**
- **Entertaining: Impressive hors d'oeuvres**

SPECIAL ADVERTISING SECTIONS:
Senior Living
Antique Collector's Guide

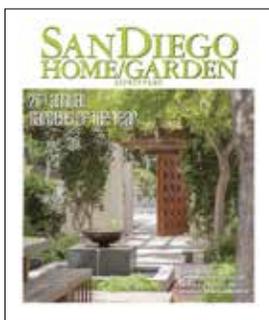
SPACE RESERVATION 5/18
 AD DUE 5/23
 ON NEWSSTANDS 6/30
 BONUS DISTRIBUTION: *Preview Party*



AUGUST

- **Annual Remodeling Issue**
- **Elements of Style: Windows and doors**
- **Entertaining: Outdoor Beach parties**

SPACE RESERVATION 6/15
 AD DUE 6/22
 ON NEWSSTANDS 7/21
 BONUS DISTRIBUTION: *St. Madeleine Sophie's Center's Haute with Heart Fashion Show & Luncheon, Aston-Martin Cars & Cigars, San Diego Botanic Garden's Gala in the Gardens, Preview Party*

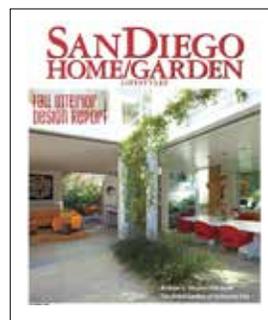


SEPTEMBER

- **22nd Annual Gardens of the Year**
- **Elements of Style: Wood flooring**
- **Entertaining: Desserts for crowds**

SPECIAL ADVERTISING SECTION:
Favorite Spaces: Landscape Solar Nursery Marketplace

SPACE RESERVATION 7/13
 • AD DUE 7/20
 ON NEWSSTANDS 8/18
 BONUS DISTRIBUTION: *Cruise4Kids Exotic Car Rally, A New PATH's Strut for Sobriety Fashion Show & Luncheon, Preview Party*

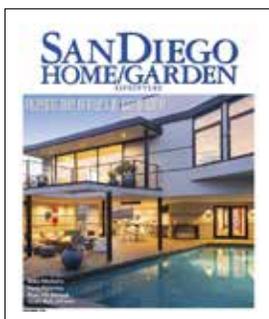


OCTOBER

- **Fall Interior Design Report**
- **Elements of Style: Decorative glass**
- **Entertaining: Hosting a costume party**
- **National Kitchen Month**
- **ASID Kitchen & Bath Tour**

SPECIAL ADVERTISING SECTION:
Interior Design Profiles

SPACE RESERVATION 8/17
 AD DUE 8/24
 ON NEWSSTANDS 9/22
 BONUS DISTRIBUTION: *ASID Kitchen & Bath Tour, San Diego Film Festival, Preview Party*

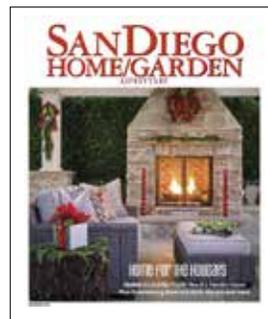


NOVEMBER

- **8th Annual Chefs Hall of Fame**
- **Elements of Style: Dining chairs**
- **Entertaining: Special family get-togethers**
- **Kitchens and Baths**

SPECIAL ADVERTISING SECTIONS:
Chef Profiles
Lifestyles: Holiday Help

SPACE RESERVATION 9/14
 AD DUE 9/21
 ON NEWSSTANDS 10/17
 BONUS DISTRIBUTION: *San Diego Bay Wine & Food Festival, Preview Party*



DECEMBER

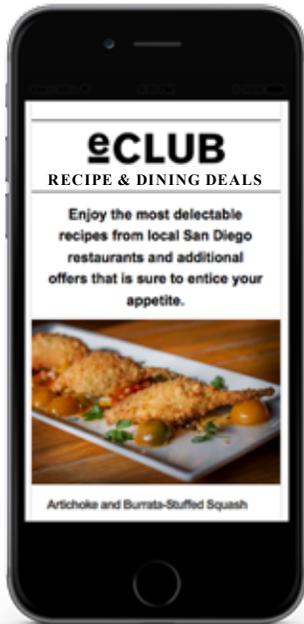
- **Homes for the Holidays**
- **Elements of Style: Fireplaces and fire pits**
- **Entertaining: Parties for a charitable purpose**

SPECIAL ADVERTISING SECTIONS:
Faces of San Diego
Spa, wellness & rejuvenation
Holiday Gift Guide (SDHGL + KUSI TV + Online)

SPACE RESERVATION 10/12
 AD DUE 10/19
 ON NEWSSTANDS 11/29
 BONUS DISTRIBUTION: *Preview Party*

SANDIEGOHOMEGARDEN.COM

The premier lifestyle website for San Diego



ONLINE PROMOTIONS

DIGITAL EDITION • WEB ADVERTISING

RESOURCE LISTINGS • SOCIAL MEDIA

• E-NEWSLETTERS

