



Sunset

Sunset Custom Publishing

California leads the way.

California is a leader in environmental stewardship, pioneering sustainable practices in agriculture, building materials, landscaping and energy technology. We congratulate CTTC on the success of the first Sustainable Tourism Summit!

The environment is part of Sunset's DNA.

Sunset has always reported on the environmental characteristics that make California unique. Our first article on Yosemite appeared in our May 1898 inaugural issue. John Muir, conservationist, champion of the West's great natural wonders, even wrote for *Sunset*. In the 21st Century, each issue promotes preservation by showcasing the beauty of the West and giving readers the tools they need to live here well.

Topics covered this past year include:

- water-wise gardening
- sustainable fishing and ranching
- green building materials
- sustainable tourism

Sunset creates green content for CTTC.

Sunset has produced a great deal of sustainable tourism content for California Tourism.

- 2009 *California Road Trips* have 12 green-themed trip ideas
- 2009 *California Visitor's Guide* has a San Francisco eco-tour and more

We will be happy to talk with you about green content and sponsorship opportunities.

Sunset helps bring
green content to the
California tourism industry

Sunset is pleased to offer advertisers several options:

- *Sunset Magazine*
- Sunset.com website
- *California Visitor's Guide*
- *California Road Trips*
- International Visitor's Guides
- visitcalifornia.com website

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