

# THE ULTIMATE CALIFORNIA EXPERIENCE

A CURATED ROADTRIP FOR  
ESTABLISHED CALIFORNIA MAGAZINE: ISSUE 3





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## ABOUT OUR COMPANY



Established California is an independently produced digital and print publication that celebrates travel and community – our editorials explore the inspiration that feeds our creative consciousness, from people to places, culture to movements, both near and far.



# VISION & MISSION

We want the next issue of Established California Magazine to showcase the best experiences California has to offer. Whether it's a luxury hotel stay or a hidden gem waiting to be found.





**OUR BRAND STANDS FOR**  
ADVENTURE, COMMUNITY,  
CREATIVITY & CONNECTION





# Our Team



Lindsay Vacek  
Creative Director &  
Graphic Designer



Miranda Tillinghast  
Photographer &  
Content Creator



“ You could travel  
the world, but  
nothing comes  
close to the  
golden coast.”





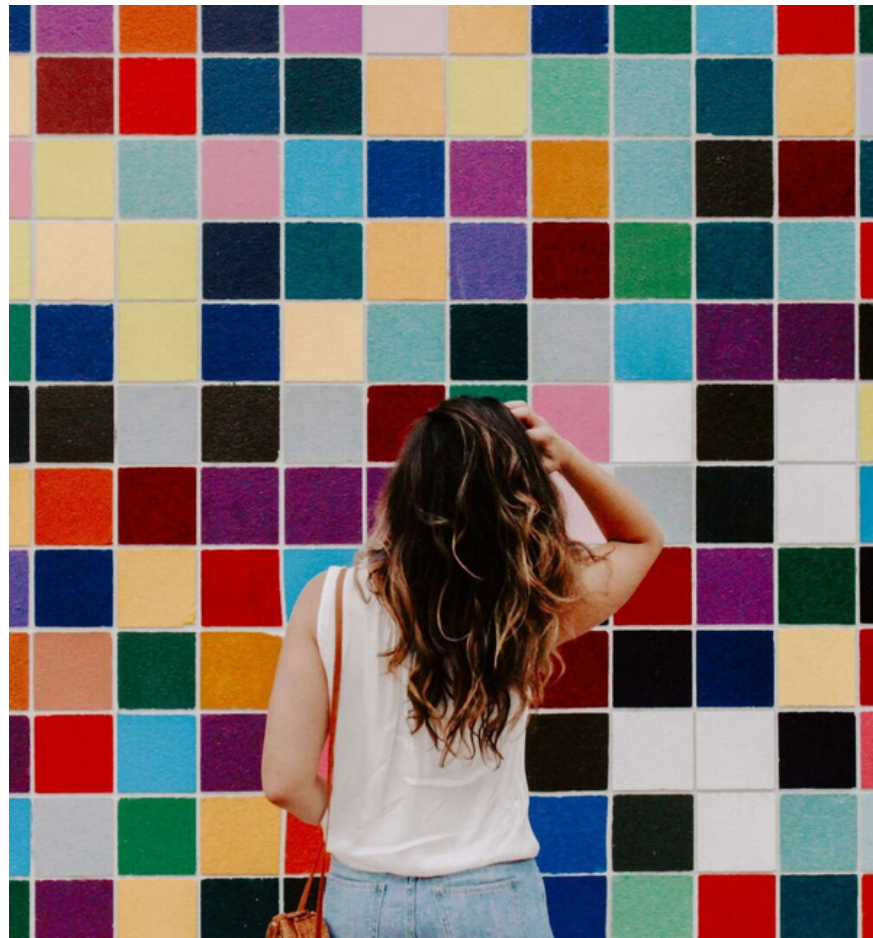


# WANDER & FUN

After almost two years of a world-wide pandemic, people are wanting to travel and explore more than ever. We want to show off your establishment and bring future consumers to you.



# Locations We Are Interested In



**SAN DIEGO**



**LOS ANGELES**



**CENTRAL COAST**





**SAN FRANCISCO**



**YOSEMITE**



**MT. SHASTA**

**Locations We Are Interested In**



# OUR PROCESS

We are looking to build out a resource for people to look to when they are looking for inspiration to travel along the beautiful state of California. We aim to inspire.



## **STEP ONE**

We want to plan out an epic California trip, from San Diego to Eureka. We need you to commit to our lodging and/or activities.



## **STEP TWO**

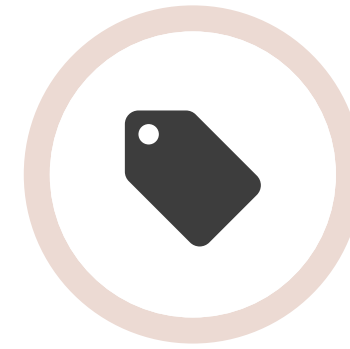
We will come and shoot our experience. We guarantee beautiful imagery that you can use across your marketing channels.



## **STEP THREE**

Enjoy your establishment being showcased among our vetted stops in the newest issue of our Magazine.





**LOW PRICES**

# WHAT MAKES US SPECIAL

WHAT SETS US APART



**ACCESSIBLE**



**STYLISH**



# OUR REACH



## ESTABLISHED CALIFORNIA

Publisher and community, we reach more than 1 mil with every post (Facebook, IG and Pinterest)

## MIRANDA TILLINGHAST

A content creator on her own, Miranda continues to work with amazing companies to push her individual brand to reach more than 100k followers.



Impressions ⓘ

**1.28M** ↑ 41%

Updated in real-time

Engagements ⓘ

**34.5k** ↑ 17%

Total audience ⓘ

**969.95k** ↑ 32%

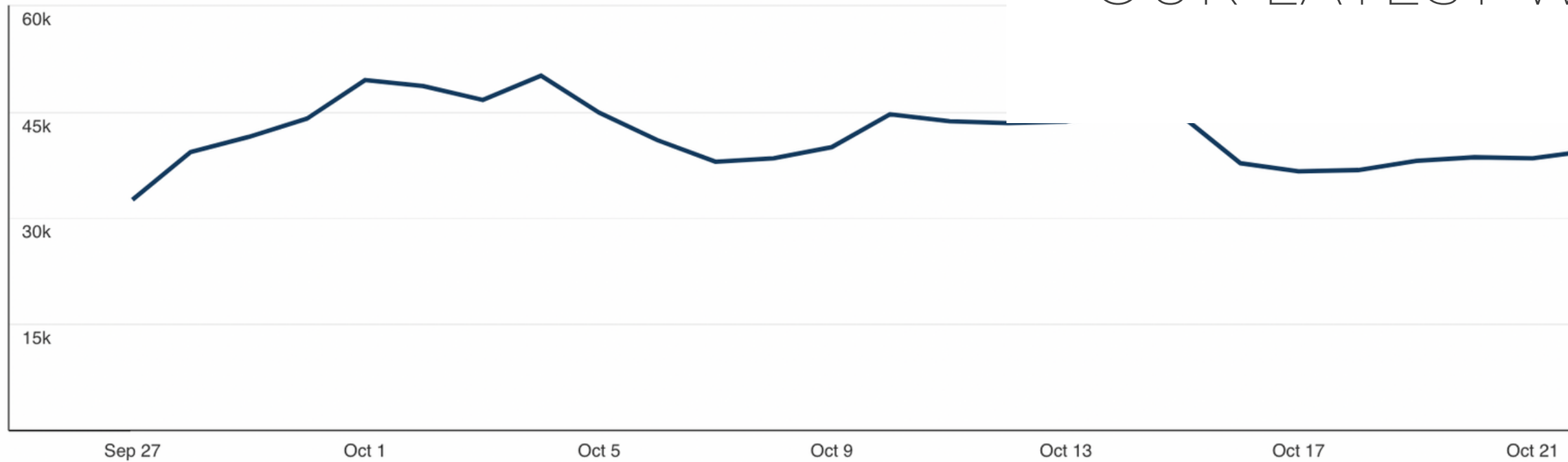
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Engaged audience ⓘ

**26.57k** ↑ 13%

### Performance over time

Impressions



# OUR ANALYTICS

OUR LATEST WORK





### ▶ **COOL AND FRESH**

We offer a new perspective on your establishment. Whether it's the best coffee or the best place to lay your head at night.

### ▶ **SLEEK AND UNIQUE**

Print isn't dead. Our magazine is ahead of the curve. People want tangible items to look through. Whether they are at an Airbnb house or doctor's appt.

### ▶ **MODERNIST AND PRACTICAL**

Let's inspire! We want to partner with you to bring new business.. Our magazine can give you more reach and customers.

**WHY YOU SHOULD PARTNER WITH US**



A woman with long dark hair, wearing a black dress with white polka dots, is sitting on a white wire chair on a rooftop terrace. The terrace has a concrete floor and a large glass window. In the background, a city skyline is visible under a sunset sky with orange and pink clouds. The terrace is elevated on a hillside with some plants and a stone wall.

# CONTACT US

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