YUCCA BREVIFOLIA
THE SOUL OF DESERT LIVING
THE VANGUARD OF DESERT CULTURE

A MAGAZINE WITH A SOUL

One desert. **Three** powerful audiences. *A curated platform for meaningful stories and connections.*

Yucca Brevifolia Magazine is a biannual guide to desert culture and living, celebrating the people, places and stories of the High Desert, Low Desert and beyond. Our print publication, editorial website, newsletter, community calendar and short-form video connect readers with independent businesses and memorable experiences.

WHO READS THE MAGAZINE?

Travelers, second-home owners, artists, wellness seekers, outdoor enthusiasts, designers, collectors and culturally curious explorers. Readers value authentic experiences, sustainability, independent businesses, art, local dining and a deeper connection to the desert.

HEALTH, WELLNESS & HEALING

For: Spas and mineral springs, wellness retreats, medical and dental practices, integrative providers, fitness and movement studios, skincare, beauty and mental wellness services.

Audience and stories: Wellness-minded locals and visitors seeking restorative escapes, healthcare, movement, mindfulness, holistic well-being and innovative care.

TOURISM & HOSPITALITY

For: Hotels, boutique resorts, vacation rentals, tour operators, restaurants, visitor attractions, outdoor adventures and destination marketing partners.

Audience and stories: Weekend travelers, vacation planners, outdoor adventurers and locals discovering lodging, destination guides, park gateway experiences, food and excursions.

ART, CULTURE, MUSIC & ENTERTAINMENT

For: Artists, galleries, museums, music venues, festivals, boutiques, makers, designers, restaurants, nightlife and event producers.

Audience and stories: Artists, collectors, music lovers, festivalgoers and independent shoppers seeking exhibitions, performances, open studios, markets and creative community stories.

BEYOND PRINT

Editorial website | Email newsletter | Community events calendar | YouTube short-form video | Brand and event partnerships

YUCCA BREVIFOLIA MAGAZINE

DISTRIBUTION & REACH

15,000 copies per issue | February and August | Four-month distribution window

Our strategy favors intentional placement where readers already gather. Peak placement occurs during the first four to six weeks, with circulation across the High Desert, Low Desert, Greater Palm Springs and selected Los Angeles destinations. Distribution partners include visitor centers, chambers, shops, galleries, hospitality venues and community hubs.

HIGH DESERT | NAMED STOPS & DESTINATIONS

Yucca Valley / Pioneertown: ARTFX; Acme 5; Pit Stop; Joshua Tree National Park Association; Yucca Eatery; Hi-Desert Nature Center; Cedar & Sage Yoga; Pappy & Harriet's; Road Runner Grab & Go; California Welcome Center; Yucca Valley Chamber of Commerce; High Desert Artist; Desert Mystic; Highway 62 Boutique; Pointed Pearl.

Joshua Tree: Brewja Elixir; Beauty Suites; Ravens Bookshop; Juniper Art Gallery; Juniper Clay Shop; Joshua Tree Art Queen; Joshua Tree Distilling.

Twentynine Palms: Desert General; 29 Palms Inn; 29 Palms Book Fest; Very Very.

Morongo Valley / Morongo Basin: Morongo Cookie Co.; Spaghetti Western.

LOW DESERT | GREATER PALM SPRINGS

Distribution strategy includes Palm Springs, Palm Desert, Indio, Indian Wells and Rancho Mirage. Named partners and destinations include Greater Palms Springs Visitor Center and chamber of commerce locations, museums, hotels, retail and community venues. Palm Springs Chamber of Commerce, Palm Desert Chamber of Commerce, Rancho Mirage Chamber of Commerce and Greater Coachella Valley Chamber of Commerce, The Dune Room in Indio, Coachella Valley History Museum, Sherman's Deli in both Palm Springs & Palm Desert.

LOS ANGELES | TARGETED PLACEMENT

Target neighborhoods include Marina Del Rey, Venice, Santa Monica, Culver City, West Hollywood, Beverly Hills, Manhattan Beach and Brentwood. Proposed categories include boutiques, art galleries, creative studios, yoga and Pilates studios, holistic health practitioners, hotels and lifestyle destinations.

PLACEMENT BY AUDIENCE

Wellness: Spas, wellness centers, yoga studios and hospitality partners. **Tourism:** Hotels, resorts, visitor centers, park gateways and travel retail. **Arts:** Galleries, festivals, bookstores, studios, boutiques and cultural venues.

YUCCA BREVIFOLIA MAGAZINE

ADVERTISING & PARTNERSHIPS

Choose a presence that fits your story.

PLACEMENT	ARTWORK SIZE	STANDARD RATE
Full page (with bleed)	8.75 x 11.25 in	$1,800
Full page (live area)	7.5 x 10.5 in	$1,800
Half page (horizontal)	7.5 x 4.75 in	$900
Quarter page (vertical)	3.5 x 4.75 in	$450

Advertising deadline for Spring 2027 is December 10th, 2026 & Fall 2027 is June 10th 2027

ADDITIONAL OPPORTUNITIES

Website listings and banner advertising; sponsored editorial and event listings; newsletter features; sponsored social and video content; brand collaborations; content partnerships; event sponsorships. Customized proposals are available.

PRINT ARTWORK REQUIREMENTS

Trim: 8.5 x 11 inches. **Preferred file:** PDF/X-1a. **Resolution:** 300 DPI. **Color:** CMYK. Embed all fonts. Extend full-bleed artwork 0.125 inches beyond trim; keep critical text and imagery at least 0.25 inches inside the trim edge.

WHY PARTNER WITH US?

Reach readers who actively seek desert experiences and independent businesses. Align your brand with place-based storytelling and connect across print, digital, video and community channels. Our placements are designed for discovery, sharing and long-term visibility.

LET'S GROW THE DESERT TOGETHER

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