

NEWPORT BEACH COUNTRY CLUB

THE OFFICIAL MAGAZINE FOR THE NEWPORT BEACH COUNTRY CLUB

2017 MEDIA KIT



NEWPORT BEACH

COUNTRY CLUB

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So much more than a private golf experience, the new Newport Beach Country Club captures Newport Beach club life like never before. And Newport Beach Country Club Magazine is the only way to reach this exclusive, affluent audience.

Offering stellar golf with an ocean view, the spectacular new 65,000 square-foot Craftsman-style Clubhouse is filled with resort-style amenities, full spa, workout facilities, and Olympic-size pool facilities. Members and guest are treated with world-class attentive services and modern beach flair at a spectacular location between Newport Center’s Fashion Island and Newport Bay. And a family tradition that’s generational.

DEMOGRAPHICS

Average Household Income . . . \$1 million +
 Average Age 56 years old
 College Graduate 85%+
 Male/Female 53% / 47%

CONSUMER BEHAVIOR

Charity/Philanthropy +248%/avg
 Gifts +230+/avg
 Insurance/Retirement +229%/avg
 Household Furnishings +204%/avg
 Dining/Entertainment +197%/avg
 Membership within 5 miles . . . 78%

READERSHIP & DISTRIBUTION

TOTAL READERSHIP OF 5,000+ AFFLUENT VIPS PER ISSUE
 Delivered to every golf club member and social member and placed at strategic locations throughout the club.

BONUS DISTRIBUTION

- Additional copies through select partners, luxury retailers, restaurants, museums, art galleries, and select lobbies
- Direct mailed to exclusive mailing lists, meeting planners, VIPs
- Available to corporate partners and VIPs at the annual PGA Champions Tour Toshiba Classic, attended by 85,000+ golf fans

HOME OWNERSHIP & MEDIAN PRICES

Our members pay six figures for initiation plus monthly dues, and own homes in the best neighborhoods, including:

Lido Isle \$2.6 million	Balboa Peninsula \$2.9 million	Lido Isle \$2.6 million
Balboa Peninsula \$2.9 million . .	Balboa Island \$3.1 million	Irvine Terrace \$2.7 million
Harbor Cove \$1.9 million	Big Canyon \$2.5 million	One Ford Road \$2.4 million
Corona Del Mar Village \$2.8 million . .	CDM Bluffs & Cameo Shores \$4.8 million	Newport Coast \$4.5 million



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Each issue of Newport Beach Country Club Magazine inspires members, guests and locals with an emphasis on authentic and unique experiences, golf, outdoor activities, fine dining and wine, entertainment, culture, world-class spa, shopping, regional travel, and relevant information for affluent club life in Orange County, including:

GOLF

Featuring world-class golf resort experiences and an unmatched blend of stunning natural beauty and the variety of challenges presented at Newport Beach Country Club.

CULINARY

At the forefront of the culinary scene, Newport Beach Country Club features fine dining and culinary events that showcase the fresh flavors of Southern California. Newport Beach Country Club Magazine features dining trends and the expert culinary and wine team at the club.

SPA & WELLNESS

Renowned for its total club life immersion, Newport Beach Country Club offers full gym facilities, fitness classes, and innovative spa programs and wellness activities. The spa and wellness experience is inspired by the club's ocean-view location and rooted in practices that help members achieve wellness in their daily life.

FAMILY

Explore the endless possibilities for memorable family experiences and events at Orange County's premiere private country club and nearby destinations.

LOCAL ATTRACTIONS & ACTIVITIES

Newport Beach Country Club, Orange County's most luxurious club life playground, is in the heart of the Southern California lifestyle. With some of the best beaches, shopping, attractions, festivals and events around.



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PRODUCTION SCHEDULE

FALL 2017

SPACE CLOSE: September 18
MATERIALS DUE: September 25
PUBLISHED: October 6

WINTER 2017/2018

SPACE CLOSE: December 15
MATERIALS DUE: December 20
PUBLISHED: January 8

SPRING 2018

SPACE CLOSE: March 19
MATERIALS DUE: March 26
PUBLISHED: April 6

SUMMER 2018

SPACE CLOSE: June 18
MATERIALS DUE: June 25
PUBLISHED: July 13

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RATE CARD

2017 REGIONAL RATES **SAVE UP TO 25%**

Size	1x	2x	4x
Full Page	\$3,560	\$2,920	\$2,130
Inside Front Cover Spread	\$8,200	\$6,280	\$5,200
Spread	\$6,370	\$4,850	\$4,265
Inside Back Cover	\$4,120	\$3,300	\$2,440
Back Cover	\$4,540	\$3,850	\$3,165
Half Page Horiz.	\$1,960	\$1,600	\$1,160

* All pre-TOC premium guaranteed positions, add 25%.

2017 NATIONAL RATES

Size	1x	2x	4x
Full Page	\$4,750	\$3,895	\$2,850
Inside Front Cover Spread	\$10,250	\$7,850	\$6,500



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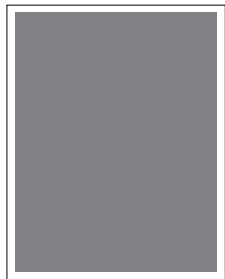
ADVERTISING SPECIFICATION

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE

PRINTING Web offset

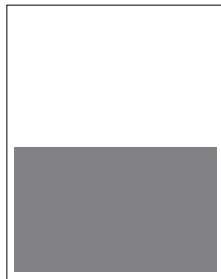
BINDING Perfect bound

TRIM SIZE 9.5" width x 12" depth



FULL PAGE

TRIM:
9.5" X 12"
BLEED:
9.75" x 12.25"
LIVE AREA:
9" x 11.5"



1/2 PAGE

TRIM:
8" x 5.25"



SPREAD

TRIM:
19" x 12"
BLEED:
19.25" x 12.25"
LIVE AREA:
18.5" x 11.5"

Ad Dimensions: All live matter must be at least 0.25" (1/4) from the trim and a minimum of 0.125" (1/8) bleed added to all sides.

NOTE: All live matter must be at least 1/4" from the TRIM of the magazine. The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides. It is not the trim size.

Make sure that copy does not run into the gutter on two-page spread ads.

Prepress Guidelines: Newport Beach Country Club Magazine is a Macintosh format Computer to Plate (CTP) environment, Adobe InDesign is the primary page layout program used. PDF/X1-a and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

Digital file requirements: We accept the following native file formats: Adobe InDesign (preferred) *Adobe Photoshop and *Adobe Illustrator. You must package or collect all support files including fonts. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK.

Images: All images must be submitted (grayscale or CMYK) as native Photoshop PSD, EPS or TIF at 300 dpi. (Images supplied at lower resolution will result in an inferior print quality that will not be

the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We can't be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

PDFs: PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

Proofs: For color-sensitive materials, a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

FTP Site Information email or call:
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FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRODUCTS, INCLUDING:

- **Montage Magazine:** The international in-room print publication and digital magazine for Montage Hotels & Resorts
- **Omni Escapes Magazine:** The in-room print publication and digital blogging for 60+ Omni Hotels & Resorts nationwide
- **Newport Beach Country Club Magazine:** Official NBCC magazine for members and guests.
- **Sea Island Life Magazine:** In-room print magazine publishers for the iconic Sea Island Resort
- **Salamander Magazine:** The in-room publication for Southeast luxury destinations of The Salamander Hotels & Resorts
- **Evans Hotel Magazine:** In-room print publishers for the San Diego based Evans Hotel Group
- **Monarch Beach Resort Moments Magazine:** In-room print publishers for Monarch Beach Resort
- **Bespoke Concierge Magazine:** Regional luxury travel publication in top hotel rooms and concierge desks in major US cities
- **Pacific Coast Magazine:** 100,000+ circulation regional publication celebrating the iconic California lifestyle and culture
- **Laguna Beach & Newport Magazines:** Award-winning city publications for Laguna Beach, CA and Newport Beach, CA
- **OCinSite.com:** A coastal Orange County lifestyle portal
- **Laguna Beach & Newport Beach Independents:** The weekly newspapers of choice for Laguna Beach & Newport Beach
- **Coastal Real Estate Guide:** Weekly guide reaching more than 180,000 affluent readers in select Orange County coastal neighborhoods

For more information, contact your Firebrand Media representative or Steve Zepezauer, CEO & Editorial Director (steve@firebrandmediainc.com) Visit us online at firebrandmediainc.com

