

# LAGUNA BEACH

## Magazine



## 2017 Media Kit



# LAGUNA BEACH

Magazine



Laguna Beach Magazine is the only magazine dedicated to the people, culture and lifestyle of Orange County's most eclectic and affluent community. With engaging and award-winning editorial and photography, Laguna Beach Magazine is the must-read magazine for residents and visitors alike.

Laguna Beach Magazine has more than twice the circulation and readership of any magazine in Laguna, making it the most effective and comprehensive way for advertisers to reach this valuable market.



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## UNSURPASSED COVERAGE OF LAGUNA BEACH



### CIRCULATION AND DISTRIBUTION

Highly targeted and effective distribution in Laguna Beach allows advertisers to reach a qualified and valuable audience of residents, visitors and local leaders.

**TOTAL COPIES PER ISSUE** 15,000  
**TOTAL READERSHIP PER ISSUE** 51,000

**HOME DELIVERY:** Copies are delivered to more than 10,000 Laguna Beach homes in the most affluent communities, including:

- Emerald Bay
- Irvine Cove
- Three Arch Bay
- And many more

**HOTEL DISTRIBUTION:** The magazine reaches visitors to Laguna Beach at more than 20 hotels, including:

- Montage Laguna Beach
- La Casa del Camino
- Marriott Vacation Villas
- Surf & Sand Resort
- Pacific Edge Hotel
- Hotel Laguna
- And many more

**TARGETED DISTRIBUTION:** Reaching key influencers, venues and events, including:

- Real estate offices
- Luxury auto dealers
- Art galleries
- Medical offices
- Community events
- Select retailers

**NEWSSTAND:** Laguna Beach Magazine is sold at select newsstands and bookstores.

**PAID SUBSCRIPTIONS:** Mailed directly to subscribers' homes, locally and nationally

**ONLINE DISTRIBUTION & VISIBILITY:** Offering visibility and access anytime and anywhere. Each issue of Laguna Beach Magazine is available on the local portals, OCinSite.com and lagunabeachmagazine.com, as well on our Laguna Beach Magazine app available for iPad and smartphones.

### READER DEMOGRAPHICS

The Laguna Beach Magazine reader tends to be:

*Confident | Experiential | Independent*

AVERAGE AGE .....45  
 MALE..... 40%  
 FEMALE ..... 60%

MARRIED ..... 54%  
 ANY COLLEGE ..... 96%  
 AVERAGE HOME VALUE .....\$1.5 MILLION  
 AVERAGE HOUSEHOLD INCOME..... \$220,000

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## 2017 EDITORIAL CALENDAR & CLOSING DATES

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE MATERIALS DUE	ON SALE DATE
January/February	<ul style="list-style-type: none"> <li>» Wellness Issue</li> <li>» Fashion: Jewelry</li> <li>» Travel: San Diego Couples Retreat</li> </ul>	<ul style="list-style-type: none"> <li>» Chef profiles</li> <li>» Wedding guide</li> </ul>	Jan. 13	Jan. 27
March	<ul style="list-style-type: none"> <li>» Eat &amp; Drink Issue</li> <li>» Travel: Hawaii</li> </ul>		Feb. 24	March 10
April/May	<ul style="list-style-type: none"> <li>» The Men's Issue</li> <li>» Fashion: Menswear</li> <li>» Travel: Mexico</li> </ul>		April 7	April 21
June	<ul style="list-style-type: none"> <li>» Arts Issue</li> <li>» Summer Festivities</li> <li>» Travel: Big Sur</li> </ul>	<ul style="list-style-type: none"> <li>» Gallery showcase</li> </ul>	May 26	June 9
July/August	<ul style="list-style-type: none"> <li>» Sun &amp; Surf Issue</li> <li>» Fashion: Swimwear</li> <li>» Travel: Seattle</li> </ul>	<ul style="list-style-type: none"> <li>» Beach rental guide</li> </ul>	July 7	July 21
September	<ul style="list-style-type: none"> <li>» The Fashion Issue</li> <li>» Fashion: Fall fashion shoot</li> <li>» Travel: Tahiti</li> </ul>	<ul style="list-style-type: none"> <li>» Boutique profiles</li> </ul>	Aug. 18	Sept. 1
October/November	<ul style="list-style-type: none"> <li>» Home &amp; Design Issue</li> <li>» Travel: New York</li> </ul>	<ul style="list-style-type: none"> <li>» Designer profiles</li> <li>» Interior design guide</li> </ul>	Sept. 29	Oct. 13
December	<ul style="list-style-type: none"> <li>» Laguna's Most Influential</li> <li>» Fashion: Jewelrys</li> <li>» Travel: Ski Destinations</li> </ul>	<ul style="list-style-type: none"> <li>» Holiday gift guide</li> <li>» Snow seekers guide</li> </ul>	Nov. 10	Nov. 24

### *In Every Issue*

**THE ARTS:** The best in performing and visual arts

**CALENDAR:** Key events and opportunities in the community

**FASHION, SHOPPING & RETAIL:**  
From luxury goods to local finds

**SOCIETY COVERAGE:**  
From charity events to the best parties

**PERSONALITIES & PROFILES:**  
Laguna Beach's leaders and influencers

**DESIGN & DECOR:** From interior decor to outdoor entertaining

**REAL ESTATE:** The top homes on the market

**RESTAURANTS & CUISINE:** From dining trends to new restaurants

**HEALTH, BEAUTY & WELLNESS:** From the great outdoors to fitness

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## 2017 ADVERTISING RATES

SIZE	1X	2X	4X	6X
FULL PAGE	\$2,090	\$1,780	\$1,520	\$1,200
2/3-PAGE	\$1,675	\$1,415	\$1,150	\$900
1/2-PAGE	\$1,360	\$1,150	\$950	\$740
1/3-PAGE	\$850	\$710	\$575	\$450
1/6-PAGE	\$520	\$450	\$370	\$290

Real Estate Section (Full Page) \$950

Artist and Galleries/  
Dining Guide (1/6 Page) \$420 \$360 \$300

Cover Positions	Per issue
Cover 2 Spread	\$5,225
Cover 3	\$2,500
Cover 4	\$3,000

### COMBO

(ADVERTISE IN BOTH LAGUNA BEACH AND NEWPORT BEACH MAGAZINES AND GET A 5% DISCOUNT)

All rates are NET

Nonprofit organizations: Entitled to a 50% discount from open rates

Guaranteed position: Available for a 10% surcharge

Ad design available: \$150 minimum; additional hours at \$150/hour

Early pay discount: 5% for prepayment of season at first ad



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## ADVERTISING SPECIFICATIONS

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

**TRIM SIZE** 9" width x 10.875" depth

**LINE SCREEN / DENSITY** 150 line / 300% maximum density



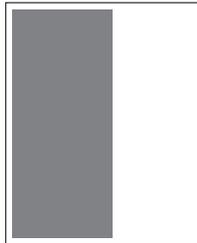
**SPREAD**

TRIM: 18" X 10.875"  
BLEED: 18.25" X 11.125"  
LIVE AREA: 17.5" X 10.375"



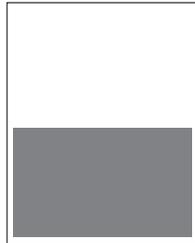
**FULL PAGE**

TRIM:  
9" X 10.875"  
BLEED:  
9.25" X 11.125"  
LIVE AREA:  
8.325" X 10.25"



**2/3 VERT.**

TRIM:  
5.25" X 9.87"



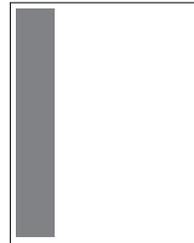
**1/2 PAGE**

TRIM:  
8" X 4.875"



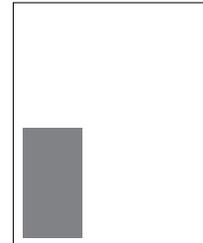
**1/3 SQUARE**

TRIM:  
5.25" X 4.875"



**1/3 VERT.**

TRIM:  
2.5" X 9.875"



**1/6 PAGE**

TRIM:  
2.375" X 4.875"

**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:** Laguna Beach Magazine is a Macintosh format Computer to Plate (CTP) environment, AdobeInDesign 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:**

tina@firebrandmediainc.com, 949-715-4100

**AD SUBMISSION:** Please send or email materials and direct questions to the following:

Laguna Beach Magazine c/o Firebrand Media, LLC  
Attn: Tina Leydecker  
580 Broadway St. #301, Laguna Beach, CA 92651  
Phone: 949-715-4100  
Fax: 949-715-4106  
tina@firebrandmediainc.com

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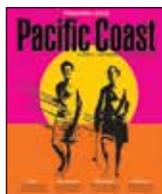
## IN ADDITION TO LAGUNA BEACH MAGAZINE, FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Bespoke Concierge Magazine:** A regional luxury travel publication distributed at the top hotel concierge desks in major cities
- » **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- » **Newport Beach Country Club Magazine:** Official NBCC magazine for members and guests.
- » **Omni Escapes magazine:** The in-room publication for Omni Hotels & Resorts
- » **Pacific Coast magazine:** California Iconic lifestyle magazine
- » **Salamander magazine:** The in-room publication for Salamander Hotels & Resorts
- » **Monarch Beach Resort Moments magazine:** The in-room publication for Monarch Beach Resort
- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 80,000 affluent readers in Laguna and Newport

### REGIONAL LIFESTYLE PUBLICATIONS



### LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative or Steve Zepezauer, CEO & Executive Publisher (steve@firebrandmediainc.com).

Visit us online at [firebrandmediainc.com](http://firebrandmediainc.com)