

Pacific Coast

ICONIC CALIFORNIA LIVING



2018 MEDIA KIT

FROM THE PUBLISHERS OF THE AWARD-WINNING
Montage & Laguna Beach
MAGAZINES



IN PARTNERSHIP WITH

STANFIELD

STANFIELDREALESTATE.COM



Sotheby's
INTERNATIONAL REALTY

ICONIC CALIFORNIA LIVING

Pacific Coast Magazine celebrates the iconic coastal California lifestyle and its entrepreneurial and creative culture. Our readers have refined tastes and adventurous spirits. Sophisticated, yet laidback, they're immersed in this trendsetting California living everyday...so this magazine is not only for them, it's about them. Every issue expresses what it's like to live and work in one of the most spectacular places on the planet.

CIRCULATION AND DISTRIBUTION

Published twice per year, **Pacific Coast Magazine** reaches the highest net earners in the most exclusive neighborhoods of coastal Southern California, stretching from Long Beach to San Clemente, as well as select communities in The Desert--with an average home value of \$2.85 million. Issues are distributed at more than 3,000 luxury real estate open houses per year, as well as to members of our exclusive mailing list, high traffic shopping and dining areas, high visibility professional offices, select mailboxes in key gated communities, plus private yacht clubs and country clubs.

**25,000 COPIES DISTRIBUTED
MORE THAN 87,500 READERS PER ISSUE**

ABOUT STANFIELD REAL ESTATE

Pacific Coast Magazine is made possible through a premier corporate sponsorship from HÔM Sotheby's International Realty and Stanfield Real Estate. Stanfield Real Estate

specializes in all types of real estate throughout Southern California and has consistently been ranked as the #1 Team in Orange County and among the Top 10 in the nation by the *Wall Street Journal*. As one of the world's top producing real estate organizations, Stanfield Real Estate is committed to providing not only the best real estate services, but also the greatest expertise and professional, personalized service to each and every client.

ABOUT HÔM SOTHEBY'S INTERNATIONAL REALTY

HÔM Sotheby's International Realty is the exclusive coastal and desert Southern California representative of Sotheby's International Realty, managing their business in the finer coastal markets of Southern California. The global platform of Sotheby's International Realty, combined with HÔM Group's local expertise and understanding of the region, affords clients with the best of local and international representation and exposure.



BY THE NUMBERS ...

Stanfield Real Estate is a perennial powerhouse, ranking consistently in the Top 10 of the Wall Street Journal rankings with nearly \$500 million in sold listings annually. The team averages...

1. Sold listing every other day of the year

\$2.85 million ... Average Home Sale price

3,000 Luxury Open Houses per year



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READER DEMOGRAPHICS & INTERESTS

Pacific Coast Magazine readers own the finest homes in the most exclusive coastal neighborhoods in Orange County and south LA County, and often second homes in select desert communities. Our readers are well educated and interested in travel, entertainment, dining and food, art, outdoor sports, home decor and interior design, outdoor living area landscapes, and real estate market trends.



Average home value	\$2.85 million	Married	56%
Annual Household Income	\$985,000	Female	55%
Average Household Net Worth	\$2.95 million	Male	45%
Any college	96%	Average Age.....	47

Our readers charitable contributions index 241% higher than the national average
They spend 211% more than the national average on household furnishings and operations
Our readers spend 230% more than the national average on gifts and entertainment

***“Affluent investors
are heavy
print readers”***

- IPSOS AFFLUENT SURVEY USA, 2015

***“Print readers are
top spenders on home
remodeling and
decorating”***

- IPSOS AFFLUENT SURVEY USA, 2015

***“A man who stops
advertising to save
money, is like a man
who stops a clock
to save time.”***

- HENRY FORD

DIGITAL MARKETING & SOCIAL MEDIA OPPORTUNITIES

Readers of **Pacific Coast Magazine** print edition are avid digital, social, and mobile users who engage with our content and advertisers on PacificCoast & Stanfield Real Estate sites, through our monthly newsletter, and daily across our social media channels.



PacificCoastMagazine.com

COMBINED, THE DIGITAL AUDIENCE OF PACIFIC COAST MAGAZINE AND STANFIELD REAL ESTATE INCLUDES...

- 210,000+ Fan Page Likes on Facebook
- 15,000+ opt-in emails
- 14,000+ Followers on Instagram
- 7,500+ Twitter Followers

PACIFIC COAST MAGAZINE IS PUBLISHED TWICE PER YEAR.

SPRING 2018

JANUARY 26
Space reservation closing

FEBRUARY 2
Ad materials deadline

FEBRUARY 9
Available, in market

SUMMER 2018

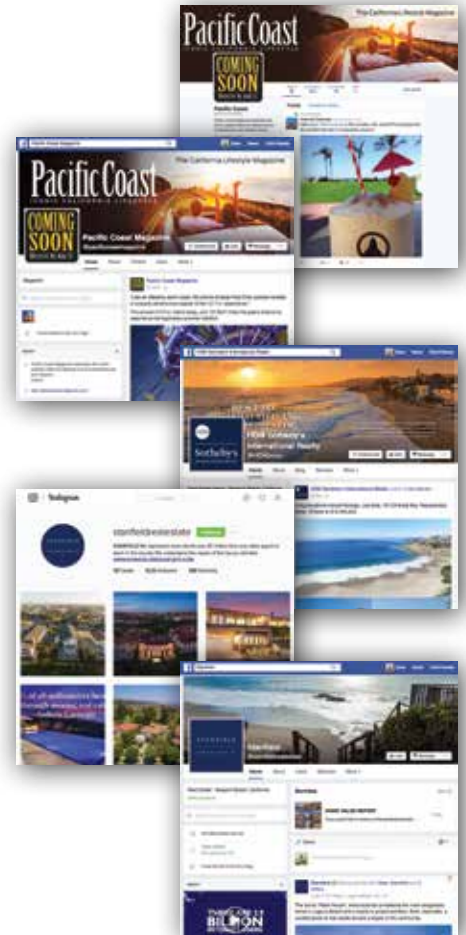
JULY 27
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AUGUST 3
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AUGUST 10
Available, in market



Monthly Email Newsletter



Social Media

DIGITAL ADVERTISING OPPORTUNITIES START AT \$250/MONTH FOR PARTNERS ON SCHEDULES

(ASK YOUR REP FOR MORE DETAILS)

80% of US social network users prefer to connect to brands through Facebook

—Source: State of Inbound Marketing

Instagram is the fastest growing social network in the U.S., 15.1% this year versus 3.1% for social as a whole.

—Source: eMarketer

91% of consumers check their email daily

—Source: ExactTarget

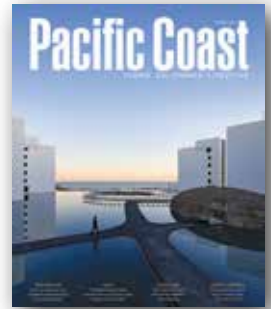


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PACIFIC COAST MAGAZINE PRESENTS ... HOME LIVING

Advertisers, this is your chance to be part of the editorial coverage in each issue of **Pacific Coast Magazine**. Submit your 50-75 word description and photo and your company might be selected for the next issue of **Pacific Coast Magazine's** special **HOME LIVING** section, where our readers go to find all the latest products and services for their homes.

- ◆ **Design & Decor**
- ◆ **Appliance & Kitchen**
- ◆ **Home & Garden**
- ◆ **Outdoor Living**
- ◆ **Collectibles**
- ◆ **Art & more**

Be part of our editors' curated collection of the finest products and services to transform your home and living space:

- ◆ Submit your 50-75 word description and photo to your Firebrand representative
- ◆ Wait to hear from our editors, who will notify you if your product made the issue and share our final edits. That's it!
- ◆ If accepted for the issue, your product or service will also receive a sponsored social post that is guaranteed to reach at least 5,000 social members
- ◆ NOTE: Advertisers on full schedule are guaranteed at least one unique **HOME LIVING** placement per issue



Pacific Coast
PRESENTS
HOME LIVING

OUR CURATED COLLECTION OF THE FINEST PRODUCTS & SERVICES TO TRANSFORM YOUR HOME LIVING SPACE



Pacificque Maison
Pacificque Maison Collection Home Style Studio provides diversified expertise in commercial and residential interior design. Their specialty is guiding and assisting you to help bring your vision to physical fruition, executing environments that provide years of enjoyment and satisfaction. Visit the boutique and studio for inspirational advice and unique accessories and furnishings for your home. pacificquemaison.com



Meridith Baer Home
Meridith Baer Home is the premiere home staging company in the nation. Featuring beautiful materials, elegant furniture, and the keen eye of an expert designer, they create alluring spaces that make houses feel luxurious and desirable. With offices in Los Angeles, San Francisco, New York, Hampton, and Miami, Meridith Baer offers staging, luxury furniture leasing, and private interior design. Your space has a story, Meridith Baer Home brings that story to life. meridithbaer.com



The Sliding Door Company
The Sliding Door Company's interior glass room dividers with sliding panels make it easy to divide up a space in the most effective way. Stack the panels to one side to make it easy to move larger furniture when needed and slide the panels closed for privacy any time. Room dividers can also lock with a key if needed. Contact them for a free consultation today. slidingdoorco.com



Montage Design Group
Build and renovation solutions encompass preliminary consultation all the way to project execution and completion. Services include, but are not limited to, additions, expansions, kitchens, and bathrooms as well as ground-up major home builds. Their philosophy—to have fewer jobs and do them exceptionally—is the primary reason homeowners, builders, architects, designers love to collaborate with them. montagedesigngroup.com

AUDIENCE DEMOGRAPHICS

Average home value \$2.85 million
Annual Household Income \$985,000
Average Household Net Worth \$2.95 million

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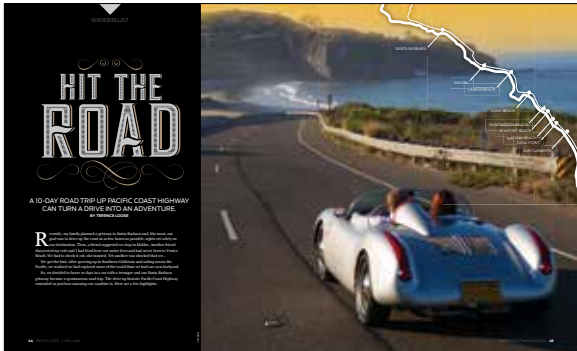
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Pacific Coast

ICONIC CALIFORNIA LIVING

TRENDSETTING PROFILES, FEATURES & DEPARTMENTS



IN EACH ISSUE

EACH ISSUE INCLUDES INFORMATION AND ARTICLES THAT EXPRESS OUR ICONIC CALIFORNIA LIVING, INCLUDING:

- ◆ Profiles & Features
- ◆ Travel & Entertainment
- ◆ Food & Drink
- ◆ Arts & Culture
- ◆ Sporting Life
- ◆ Home Design & Decor
- ◆ Real Estate Spotlight
- ◆ Fashion & Style



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2018 ADVERTISING

NET RATES

SIZE	1X	2X
FULL PAGE 4/C	\$2,150	\$1,875
HALF PAGE 4/C	\$1,550	\$1,350
1/3 PAGE 4/C	\$1,200	\$1,050
OPENING SPREAD (2pgs)	\$5,500	\$4,750
COVER 4 (BACK)	\$2,875	\$2,500
COVER 3	\$2,300	\$2,000
BIND-IN PROMO CARD*	\$1,250	\$1,100

* Must also buy at least one FULL PAGE AD for BIND-IN CARD AD.
Add 25% for premium for all pre-TOC guaranteed positions.



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For additional information, contact your
Firebrand/Pacific Coast Magazine representative or:
Donald Nosek/Group Publisher
donald@firebrandmediainc.com | ph. 310.995.3112

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HOM | SOTHEBY'S INTERNATIONAL REALTY AND STANFIELD REAL ESTATE



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ICONIC CALIFORNIA LIVING

ADVERTISING SPECIFICATIONS

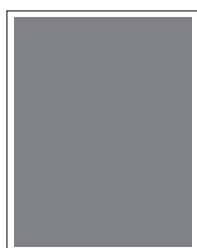
This publication prints computer-to-plate.

Printing: Web offset

Bindin: Perfect bound

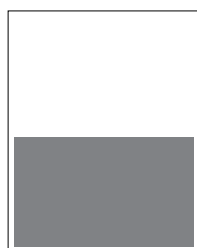
Trim Size: 9.25" width x 11" depth

Line Screen / Density: 150 line / 300% maximum density



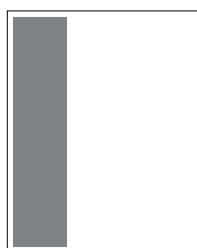
FULL PAGE

TRIM:
9.25" X 11"
BLEED:
9.5" X 11.25"
LIVE AREA:
8.75" X 10.5"



1/2 PAGE

TRIM:
8.25" X 5.25"



1/3 VERT

TRIM:
2.6825" X 10"



SPREAD

TRIM: 18.5" X 11"
BLEED: 18.75" X 11.25"
LIVE AREA: 18" X 10.5"

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: Pacific Coast 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:

PACIFIC COAST MAGAZINE c/o Firebrand Media, LLC

Attn: Tina Leydecker

580 Broadway #301, Laguna Beach, CA 92651

Phone: 949-715-4100

Fax: 949-715-4106

tina@firebrandmediainc.com



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ICONIC CALIFORNIA LIVING

FIREBRAND PORTFOLIO



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 magazine for members and guests of this private country club.
- **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
- **Moments Hotel Magazine:** In-room print publishers for the 5-Star Monarch Beach Resort & Spa
- **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 Beach 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



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