

COASTAL REAL ESTATE GUIDE

SERVING: LAGUNA BEACH & NEWPORT BEACH COMMUNITIES

COASTALREALESTATEGUIDE.COM



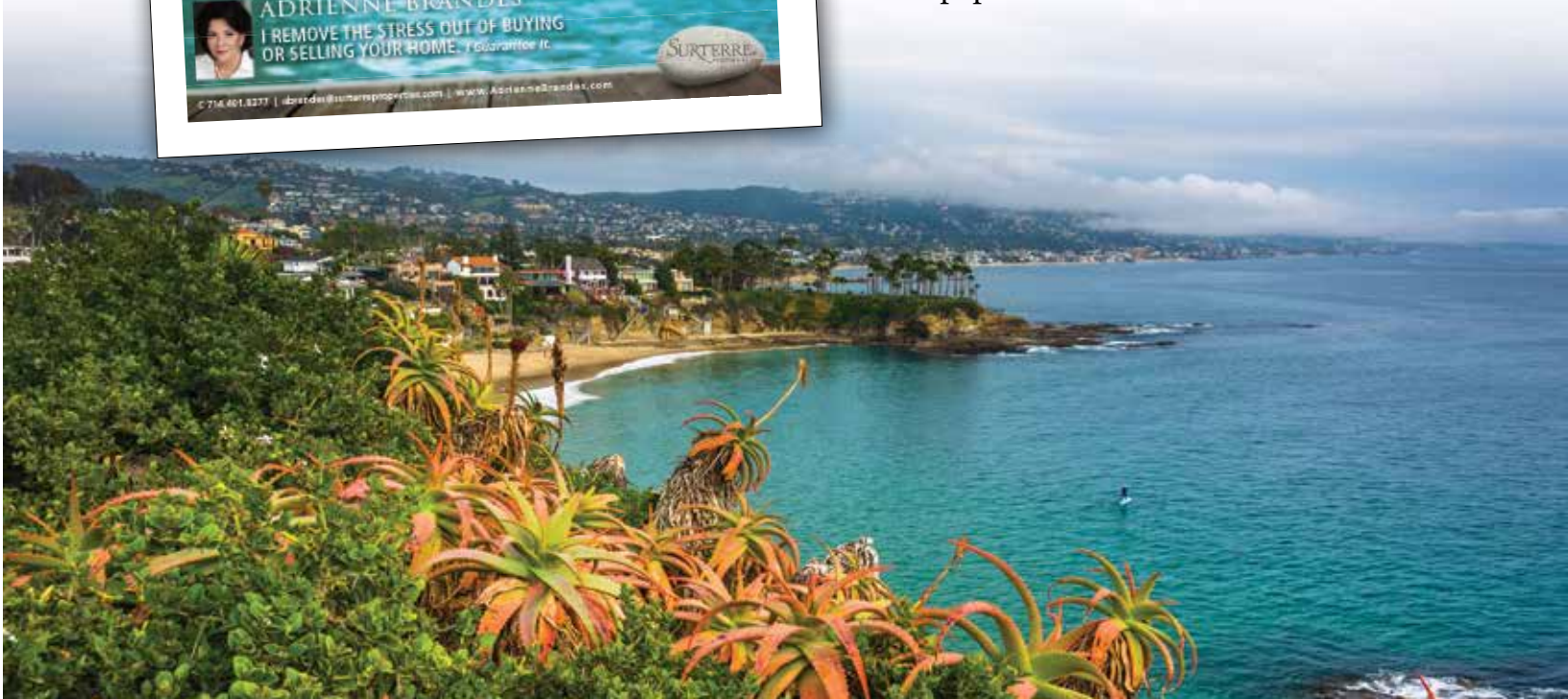
2016 Media Kit

Published every Friday, the Coastal Real Estate Guide (CREG) is the most effective and targeted way for agents to reach homeowners and buyers in Newport and Laguna — The two wealthiest communities in Orange County.

Published by and distributed with the Laguna Beach Independent and Newport Beach Independent newspapers, every Friday.

The highest newsprint quality, largest size, and best production color available to showcase your listings.

Reaches more home owners and buyers in Laguna and Newport than any other newspaper.



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UNSURPASSED COVERAGE OF LAGUNA BEACH AND NEWPORT BEACH IN BOTH PRINT AND ONLINE



High Quality 4/C Tab Format



CoastalRealEstateGuide.com



Weekly e-newsletters

ADVERTISING OPPORTUNITIES & BENEFITS

- Prime coverage of homes in Laguna Beach and Newport Beach
- Reaches more residents and business owners than any other real estate newspaper magazine or guide
- All display ads are in FULL COLOR – no other paper can offer this benefit!
- Tabloid format maximizes readership and advertiser visibility
- Advertisers are included in our digital edition, with links directly to websites

CIRCULATION AND DISTRIBUTION*

- 62,000 COPIES PER WEEK
36,000 LOCAL EDITION
- 180,000+ AFFLUENT READERS
- PRIME COVERAGE OF HOMES IN NEWPORT BEACH, CORONA DEL MAR AND LAGUNA BEACH, INCLUDING KEY COMMUNITIES SUCH AS:
 - Three Arch Bay
 - Emerald Bay
 - Laguna Beach Village
 - Top of the World
 - Lagunita
 - Irvine Cove
 - Cliff Drive
- BULK DISTRIBUTION TO SELECT BUSINESSES AND HIGH VISIBILITY LOCATIONS, INCLUDING:
 - Restaurants
 - Doctor's offices
 - Real estate offices
 - Retail shopping areas
- MAILING TO SELECT HOMES, GATED COMMUNITIES & VIP CLIENTS:
 - Advertisers running schedule can include mailing up to 200 homes from a provided list, at no additional cost.

* FOR DETAILED MAPS OF DISTRIBUTION AREAS, ASK YOUR SALES REPRESENTATIVE



385 SECOND STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

READER DEMOGRAPHICS & INTERESTS

The Coastal Real Estate Guide readers are homeowners in exclusively selected neighborhoods throughout Orange County's coastal communities. Stretching from Huntington Harbour to Dana Point, the distribution areas target home values that are \$1.2 million and above. Our readers are well educated and interested in home decor and interior design, outdoor living area landscapes, and real estate market trends.



<i>Average home value</i>	<i>\$1.65 million</i>	<i>Married</i>	<i>57%</i>
<i>Annual Household Income</i>	<i>225,000</i>	<i>Female.....</i>	<i>60%</i>
<i>Average Household Net Worth</i>	<i>\$1.47 million</i>	<i>Male</i>	<i>40%</i>
<i>Any college.....</i>	<i>96%</i>	<i>Average Age</i>	<i>45</i>

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

**“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

EXCLUSIVE CONTENT PARTICIPATION OPPORTUNITIES

THESE EDITORIAL OPPORTUNITIES ROTATE TO ADVERTISERS THROUGHOUT THE EDITORIAL CALENDAR.

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OCTOBER 23, 2015 | Vol. 1, Issue 1



FEATURED PROPERTY: NEWPORT BEACH
Elegant Beach Living

A new Cape Cod beach house on the sand shows the work of its builder, Graystone Custom Builders. It features 10-foot ceilings, custom millwork, French white oak floors, bi-fold doors for indoor/outdoor living, and a wraparound covered porch with an ocean view off the master bedroom. The gourmet kitchen also shows Graystone's trademark, with an oversized island, stone counters and top-of-the-line stainless appliances. Ocean, sand and bay views from a large rooftop deck equipped with an outdoor kitchen make the home perfect for entertaining.

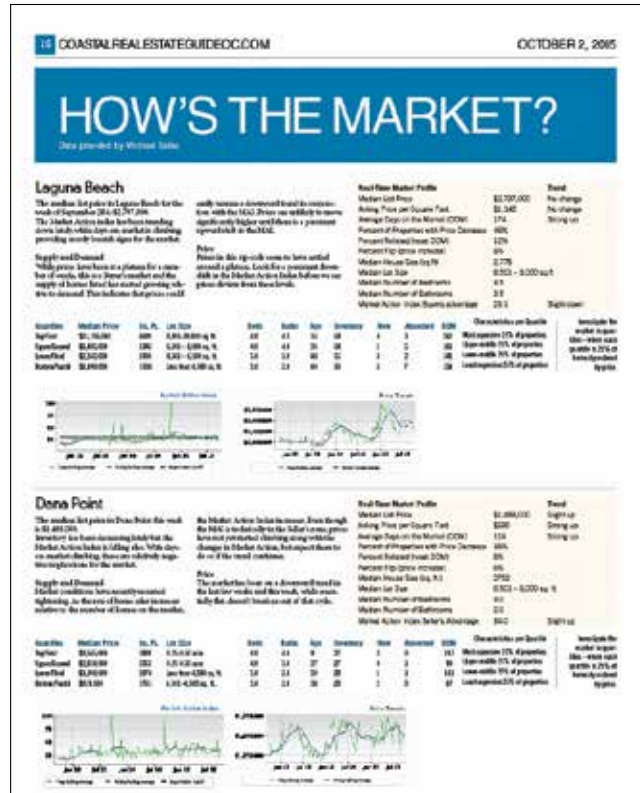
Offering price: \$6,495,000 Address: 1115 E. Balboa Blvd., Newport Beach
Agent info: Carol Lee, Engel & Voelkers Newport Beach
949-395-3994 / Carol.Lee@engv.com

Featured Property

WHERE SALES PACE IS FASTEST IN U.S.

- #1 San Francisco
- #2 San Jose
- #3 Oakland
- #4 San Diego
- #5 Orange County
- #6 Seattle
- #7 Sacramento
- #8 Los Angeles
- #9 Ventura
- #10 Salt Lake City

Source: Trulia



Market Reports

ONE ON ONE WITH FRANCIE FINN: Tap Tax Credits to Escape the Grid

By GINA DONSTLER
After 20 years in radio sales, Francie Finn put on her green cape, got certified as an energy auditor and is now doing her part to cut greenhouse gas emissions with solar power.

Q: Why is now the right time to install solar for your home?
A: The 30% federal tax credit for commercial and residential solar energy systems such as solar panels has an end date of Dec. 31, 2016. Right now it is unclear if the tax credit will be extended. It's a decision

that will be made in Congress. Also, the utilities have a big incentive, which will be expiring called net metering for their solar-generating customers. If a system is installed after net metering expires, credits generated by the customers will no longer be credited at full retail rate. It will be closer to the wholesale rate (the actual price of the credit is yet to be determined).

Q: Please explain?
A: When you install a solar electric system, your relationship with the

utility company changes. You are no longer a power purchaser; you become a power provider. In other words, they literally have no power over you. They can't turn off your lights. Net metering is similar to an ATM machine. You can pull energy off the grid and deposit it back. So you are constantly borrowing and giving to the grid. Instead of a bill, you receive statements on your usage that fluctuates, some months it will be negative (you produced more than you used), some positive (you used



Francie Finn and her dog Dewey

Continued on page 2

IN EACH ISSUE

EACH ISSUE INCLUDES INFORMATION AND ARTICLES DESIGNED TO HELP HOMEBUYERS & HOMESSELLERS, INCLUDING:

- Featured Property
- Market Report
- Real Estate News
- Open House Listings
- Finance & Mortgage Rates
- Gardening & Landscape
- Home Improvement Tips
- Remodeling & Construction
- Interiors & Design

2016 ADVERTISING RATES

SIZE	OPEN 4-Color	13X 4-Color	26X 4-Color	52X 4-Color
Full Page	\$840	\$680	\$605	\$505
1/2-PAGE	\$575	\$460	\$395	\$315
1/4-PAGE	\$295	\$235	\$210	\$170
COVER PREMIUM	+25% (Back Cover)			

FRONT PAGE STRIP

(4-color only) \$500

SECTION STRIP

(4-color only) \$235

OPEN HOUSE LISTING*	1x	13x	26x
	\$470	\$420	\$365

*OPEN HOUSE RATES ARE FOR BROKERAGE OPEN HOUSE LISTINGS ONLY

NOTES

- All rates are net per insertion
- Guaranteed placement add 10%
- Early pay discount of 2% if publisher is paid in advance of sale date
- First-time advertisers must prepay for their first ad
- Basic typesetting and ad layout is included. Creative ad design will be billed \$75 per hour

CONTRACT INFORMATION

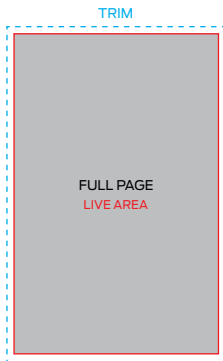
- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be liable for damages as a result of an advertisement failing to be published.
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

DEADLINES

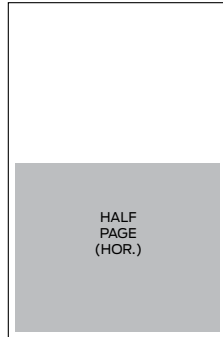
- Space must be reserved by noon Tuesday
- Camera-ready materials due noon Wednesday

ADVERTISING SPECIFICATIONS

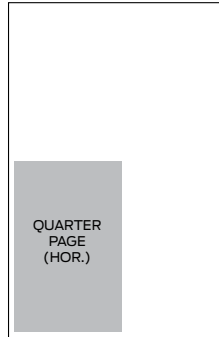
TRIM: 10 (W) X 15 (H)



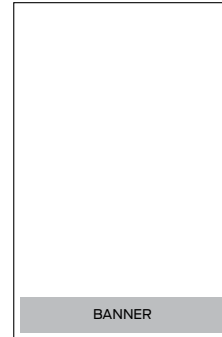
FULL PAGE
LIVE AREA:
9 (W) X 14 (H)



1/2 PAGE
LIVE AREA:
9 (W) X 6.75 (H)



1/4 PAGE
LIVE AREA:
4.5 (W) X 6.75 (H)



BANNER AD
LIVE AREA:
9 (W) X 2 (H)

PRE-PRESS GUIDELINES: Laguna Beach Independent is a Macintosh-format Computer-to-Plate (CTP) environment, and Adobe InDesign are the primary page layout programs. Print-ready PDF and InDesign documents are the preferred material formats. All files will pass through a preflight operation to confirm that 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 digital file formats: PDF, TIFF, or JPEG images. High-resolution files of at least 180 dpi are required. Please package or collect all support files including fonts. 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, JPEG, or TIFF at 180 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 cannot 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.

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

DELIVERY INFORMATION: Submitting your ads can be done in any one of three following ways:

1. Mail/Overnight Delivery
 2. Via Our FTP site
 3. Email (Not to exceed 5MB in size)
- by mail or overnight delivery, please send your ad (please include a suitable content proof) to Ad Coordinator LBindy 250 Broadway St., Laguna Beach, CA 92651 Please check with your

Ad Coordinator to receive prior approval before sending your ad via email. The Ad Coordinator will provide you the proper email address. Proofs are still required for electronically submitted ads (see Proof Policy above for requirements). A file (JPG) can also be supplied as a content proof, but must be clearly labeled as such. FTP (File Transfer Protocol) Firebrand Media LLC maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted.

PROOF POLICY: Content Proofs * A content proof is required for all ads. A content proof can be provided as either a hardcopy print or a low resolution JPEG file. A JPEG content proof file should be clearly labeled "Proof" to differentiate it from the high-resolution ad file. For instructions on creating a JPEG, click here. * All content proofs must be generated at 100% and include crop marks.

SHIPPING INFORMATION: Please ship materials and direct questions to the following:

Laguna Beach Independent c/o Firebrand Media, LLC
Attn: Tina Leydecker
385 Second Street, Laguna Beach, CA 92651
Phone: 949-715-4100 Fax: 949-715-4106
tina@firebrandmediainc.com

CONTACT INFORMATION:

PRODUCTION MANAGER

You may also email your artwork to Tina at:
tina@firebrandmediainc.com

ART QUESTIONS

Contact Art dept. with any artwork questions:
artdept@firebrandmediainc.com

LOG ON CREDENTIALS:

Please contact artdept@firebrandmediainc.com
for FTP upload info.



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IN ADDITION TO COASTAL REAL ESTATE GUIDE, FIREBRAND MEDIA PUBLISHES
A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- **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
- **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- **Loews Magazine:** The in-room publication for Loews Hotels & Resorts
- **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
- **Laguna Beach Independent:** The weekly newspaper of choice for Laguna Beach
- **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



385 SECOND STREET LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106