The 109th NEWPORT BEACH CHRISTMAS BOAT PARADE®

As Newport Beach's Christmas card to the world, the 109th Newport Beach Christmas Boat Parade is a holiday spectacular for all ages. Over a million viewers watch beautifully decorated yachts, boats, kayaks and canoes sailing along the harbor.

The 109th Newport Beach Christmas Boat Parade and Ring of Lights Program is a complete and informative guide to attractions, viewing maps, and services of interest to tourists and locals who will attend this event from Dec. 13th – 17th.

CIRCULATION AND SPECIFICATIONS

With a readership of more than 100,000, The Official Program Magazine will be available in homes, hotels, restaurants, and selected high visibility retail locations. The glossy newsstand-quality program magazine is 7" x 9" booklet size; which makes it handy enough to carry as a quick guide.

TOTAL COPIES PER ISSUE **35,000** TOTAL READERSHIP PER ISSUE **105,000**

NEWPORT BEACH DEMOGRAPHICS

AVERAGE AGE 46
MALE 42%
FEMALE 58%
MARRIED 56%

ANY COLLEGE 96%
AVERAGE HOME VALUE . . . . . .$1.85 MILLION
AVERAGE HOUSEHOLD INCOME $295,000

2017 PROGRAM SPONSOR LEVELS	
Size	**1x**
Full Page	$1,150
1/2-Page	$800
1/3-Page	$460
Inside Back Cover	$1,500
Inside Front Cover	$2,000
Back Cover	$2,500
Premium Positions	$2,000
Premium Position Spread	$4,000
COOP Advertorial (1/5th)	$400

AD SPECS

Full Page
Trim: 7" x 9"
Bleed: 7.25" x 9.25"
Live Area: 6" x 8"

Spread (2 pages)
Trim: 14" x 9"
Bleed: 14.25" x 9.25"
Live Area: 13" x 8"

Full spec sheet available from your representative.

ISSUE DATE

Winter 2017
Ad Materials Due: Nov 21
Available: Dec 6

ADDITIONAL ADVERTISING OPPORTUNITIES

NEWPORBEACHINDY.COM

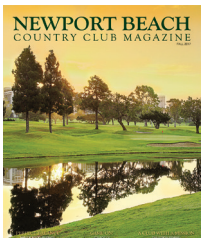
NEWPORT BEACH MAGAZINE

THE FRIDAY NEWPORT BEACH E-NEWSLETTER

LAGUNA BEACH MAGAZINE

LAGUNA BEACH INDEPENDENT NEWSPAPER

PACIFIC COAST MAGAZINE


NEWPORT BEACH COUNTRY CLUB MAGAZINE

FOR MORE INFORMATION CALL: (949) 715-4100
EMAIL: ADVERTISING@FIREBRANDMEDIAINC.COM