



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	ANY COLLEGE 96%
MALE 42%	AVERAGE HOME VALUE \$1.85 MILLION
FEMALE 58%	AVERAGE HOUSEHOLD INCOME \$295,000
MARRIED 56%	

2017 PROGRAM SPONSOR LEVELS	
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ISSUE DATE

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

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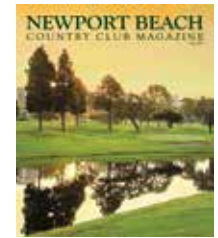
LAGUNA BEACH MAGAZINE



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