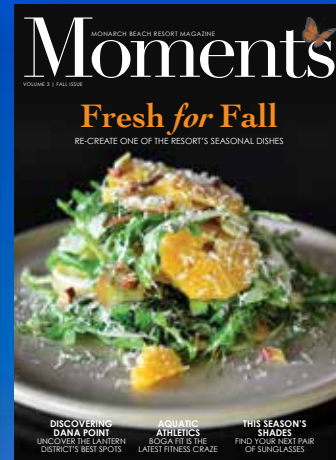




MONARCH BEACH RESORT

A luxury lifestyle publication serving the most discriminating travelers.



2018 MEDIA KIT

Monarch Beach Resort is a winner of AAA Five Diamond and Premier Resort Gold Medal winner awards.

MONARCHBEACHRESORT.COM



580 BROADWAY, STE. 301 LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106



EDITORIAL

“An Unmatched Orange County Resort”

The **Monarch Beach Resort Moments Magazine** is the premium lifestyle publication dedicated to the visitors and local aficionados of this world-class address.

Moments Magazine caters to its readers with compelling articles on the people, surroundings, and products relevant to this savvy, affluent audience and this amazing location.



Each issue of Moments Magazine inspires travelers and locals with an emphasis on authentic and unique experiences, fine dining and wine, entertainment, culture, world-class spa, shopping, outdoor experiences, regional travel, and relevant information for both the leisure and business traveler, including:

CULINARY

At the forefront of the culinary scene, Monarch Beach Resort features several celebrated restaurants that showcase the fresh flavors of Southern California. Monarch Beach Resort Magazine showcases dining trends and the expert culinary and wine team at the resort.

SPA & WELLNESS

Renowned for its “Life in Balance” philosophy, innovative programs and wellness activities, Miraval Life in Balance Spa offers an expansive spa experience inspired by the resort’s oceanfront location and rooted in practices that help guests achieve balance in their daily life.

GOLF

Featuring world-class golf resort experiences and an unmatched blend of stunning natural beauty and the variety of challenges presented at Monarch Beach Golf Links

FAMILY

Explore the endless possibilities for memorable family beach vacations at Southern California’s Monarch Beach Resort and nearby destinations.

LOCAL ATTRACTIONS & ACTIVITIES

Monarch Beach Resort, Orange County’s most luxurious coastal playground, is in the heart of the Southern California lifestyle. With some of the best beaches, shopping, attractions, festivals and events around.

HIGHLIGHTS

With outstanding service and a picturesque Orange County setting, our coastal resort has earned some of the most prestigious distinctions in hospitality.

AWARDS

- Golf Magazine Gold Medal Status for Golf Resorts
- Forbes Travel Guide Five-Star Award, Monarch Beach Resort
- Forbes Travel Guide Five-Star Award, Spa Gaucin
- Forbes Four-Star Award, Stonehill Tavern
- AAA Five-Diamond Award, Monarch Beach Resort
- Golf Advisor Best Resort Meal, Monarch Beach Club
- Travel + Leisure World’s Best Awards: Best Family Resorts, Monarch Beach
- Condé Nast Traveler Readers’ Choice Awards Top 20 Resorts in Southern California, Monarch Beach





Welcome to Monarch Beach Resort, a captivating seaside getaway that celebrates the best of Southern California's coastal lifestyle. Our award-winning Orange County retreat features beautifully-appointed guest rooms and suites with refreshing coastal palettes, private balconies from which to take in the ocean breeze, plush bedding for restful nights, and spacious living areas to find reprieve at the day's end.

54 percent of all affluent Americans read magazines and newspapers for travel content

Source: NYTimes.com, A Knowing Voice for the Affluent Traveler, April 2014



DEMOGRAPHICS

Average Household Income. \$400,000+
Average Age 45 years old
College Graduate 80%+
Male/Female 55%/45%
Second Homeowner 52%

READERSHIP & DISTRIBUTION

READERSHIP

23,000 readers per issue

Delivering Affluence: Monarch Beach Resort Magazine is placed in every room, suite and residence at the Monarch Beach Resort as well as strategic locations throughout the property.

BONUS DISTRIBUTION

- Additional copies through select partners, luxury retailers, restaurants, museums, art galleries, and luxury shopping centers.
- Monarch Beach Resort Club members, direct mailed to exclusive mailing lists, and available at special events.

A DIGITAL EDITION OF MOMENTS MAGAZINE IS AVAILABLE ONLINE.



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PRODUCTION SCHEDULE

SPRING 2018

SPACE/MATERIALS CLOSE: January 17, 2018
PUBLISHED: February 2, 2018

SUMMER 2018

SPACE/MATERIALS CLOSE: May 2, 2018
PUBLISHED: May 18, 2018

FALL 2018

SPACE/MATERIALS CLOSE: August 8, 2018
PUBLISHED: August 24, 2018

WINTER 2018

SPACE/MATERIALS CLOSE: October 17, 2018
PUBLISHED: November 2, 2018

RATE CARD

2018 NET RATE PER MARKET

Size	1x	2x	4x
Full Page	\$3,000	\$2,700	\$2,250
Inside Front Cover Spread	\$7,500	\$6,750	\$5,600
Spread	\$5,500	\$4,900	\$4,100
Inside Back Cover	\$3,600	\$3,200	\$2,700
Back Cover	\$4,500	\$4,000	\$3,400
Half Page Horiz.	\$1,950	\$1,750	\$1,450

ADVERTISING SPECIFICATION

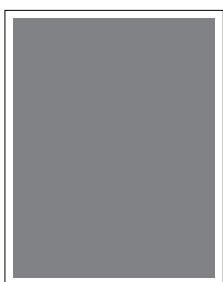
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

PRINTING Web offset

BINDING Perfect bound

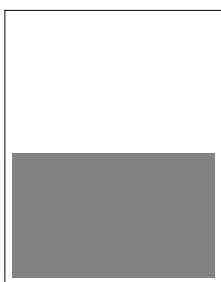
TRIM SIZE 6.5" width x 9" depth

LINE SCREEN / DENSITY 150 line / 300% maximum density



FULL PAGE

Trim:
6.5" X 9"
BLEED:
6.75" x 9.25"
Live AREA:
6" x 8.5"



1/2 PAGE

Trim:
6" x 4"



SPREAD

Trim:
13" x 9"
BLEED:
13.25" x 9.25"
Live area:
12.5" x 8.5"

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: Bespoke Concierge Magazine is a Macintosh format Computer to Plate (CTP) environment, Adobe InDesign 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:
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FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRODUCTS, 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

For more information, contact your Firebrand Media representative or Steve Zepezauer, CEO & Editorial Director (steve@firebrandmediainc.com) Visit us online at firebrandmediainc.com



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