

COASTAL REAL ESTATE GUIDE

SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

COASTALREALESTATEGUIDE.COM



2018 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 Beach, Corona del Mar and Laguna Beach.

Published by and distributed with the Laguna Beach Independent and Newport Beach Independent newspapers every Friday, along with home and bulk delivery in the southern markets.

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

Reaches more home owners and buyers in these affluent coastal communities.



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READER DEMOGRAPHICS & INTERESTS

The Coastal Real Estate Guide readers are homeowners in exclusively selected neighborhoods throughout Orange County's coastal communities. Stretching from Newport Beach to Laguna Beach, 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.



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

ADVERTISING OPPORTUNITIES & BENEFITS

- 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*

- 31,000 COPIES PER WEEK
- 77,500+ AFFLUENT READERS
- PRIME COVERAGE OF HOMES IN NEWPORT BEACH, CORONA DEL MAR AND LAGUNA BEACH - KEY COMMUNITIES SUCH AS:
 - Three Arch Bay
 - Emerald Bay
 - Laguna Beach Village
 - Top of the World
 - Cameo Shores
 - Lagunita
 - Irvine Cove
 - Cliff Drive
 - Peninsula Point
 - Lido Island
- BULK DISTRIBUTION TO SELECT BUSINESSES AND HIGH VISIBILITY LOCATIONS, INCLUDING:
 - Restaurants
 - Doctor's offices
 - Real estate offices
 - Retail shopping areas

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



PRINT MARKETING OPPORTUNITIES

FROM THE PUBLISHERS OF *Laguna Beach Independent* "Our Town, Our Paper" *Newport Beach Independent* "The Link, The Hook"

COASTAL REAL ESTATE GUIDE

LAGUNA BEACH & NEWPORT BEACH COMMUNITIES

CoastalRealEstateGuide.com NOVEMBER 10, 2017 | VOL. 7 ISSUE 46

FEATURED PROPERTY: NEWPORT BEACH
Settle in Surrounded by the Sea



Located on Peninsula Point, this one of a kind property sits on a rare oversized corner lot. Its two levels of almost 3,800 sq. ft. which feature high ceilings and tasteful finishes in its six bedrooms and five bathrooms. The main level offers large sliders that open to the pool and private backyard. The formal living room, family room and kitchen also open to the enclosed yard. The master suite includes a fireplace, a view of passing boats and city lights as well as a spa bath, walk in closet and a private deck. The main level features two guest bedrooms, two bathrooms and a laundry room. Other highlights include a three car garage, parking for six vehicles, and surround sound throughout the home.
2020EastBalboaBlvd.com

Offering price: \$4,496,000
Address: 2020 East Balboa Boulevard, Newport Beach
Agent info: Kim Bibb, 714-396-0185, Kbibb@VilaRealEstate.com, Kim-Bibb.com

Featured Property
\$750

ONE ON ONE WITH OZZIE TAPIA
Designs that Weave in Energy Conservation from the Outset

By GINA DOSTLER

Q: Why do you love designing buildings?
A: There are many layers to designing buildings and one where I am allowed to shape people's lives is important to me. By creating spaces that both serve and engage the community, people lives are enhanced and better for it. And I like doing that.

Q: What are the technologies used in commercial property design to reduce energy waste?
A: Buildings nowadays can be net zero, where more energy is generated than consumed. The energy saving technology people look to the most is solar and a fairly common retrofit in new designs. Another way to conserve energy is through natural ventilation. Here in Southern

California with our nice weather, more and more designs create open style buildings. Operable windows that open to the outdoors allow fresh air into the workplace, reducing the use of air conditioning. Even walls can fall away with manual or motorized retractable walls to open up maybe into a garden or any type of outdoor space.



Continued on page 10 Ozzie Tapia

Front Page Banner Ad
\$610



GLOBAL LUXURY.

WHERE EXCELLENCE LIVES



Bearing the hallmark of one of real estate's most iconic names, Coldwell Banker Global Luxury™ offers you the power of a global network of more than 88,000 Coldwell Banker® affiliated agents located in 49 countries and territories around the world.

COLDWELLBANKERLUXURY.COM COLDWELL BANKER RESIDENTIAL BROKERAGE

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Real estate agents affiliated with Coldwell Banker Residential Brokerage are independent contractor agents and are not employees of the Company. ©2017 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Owned by a subsidiary of REIT LLC. Coldwell Banker, the Coldwell Banker logo, Coldwell Banker Global Luxury and the Coldwell Banker Global Luxury logo are service marks registered or pending registrations owned by Coldwell Banker Real Estate LLC. In CA CA BRE #00116727.

HUNTINGTON BEACH, CALIFORNIA \$4,950,000
Represented by: **Alane Anderson** 714.222.2800
CA BRE# 01676836

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DIGITAL OPPORTUNITIES

ENHANCE YOUR PROGRAM AND REACH THROUGH OUR ONLINE AND SOCIAL CHANNELS

Website Banner Adverts

Featured Home Online

Featured Property Video

Dedicated Emails

Facebook and Instagram Social Mentions



2018 ADVERTISING RATES

SIZE	OPEN	13X	26X	52X
PRINT	4-Color	4-Color	4-Color	4-Color
Full Page	\$730	\$610	\$530	\$480
Spread	\$1,450	\$1,200	\$1,050	\$950
Back Cover	\$895	\$750	\$650	\$590
1/2 Page	\$495	\$410	\$360	\$325
1/4 Page	\$280	\$235	\$205	\$185
Premium Positions	+25% (Back Cover)			
Front Page Strip	\$610	\$505	\$440	\$400
Featured Home*	\$750			
Open House Listing**	\$470	\$420	\$365	

DIGITAL	1X	3X	6X	12X
Leaderboard 728x90	\$500	\$450	\$400	\$350
Box banner 300x250	\$500	\$250	\$200	\$150
Featured Home	\$75			
Featured Video	\$50			
Email Inclusion	\$50			
Social Mention	\$50			

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

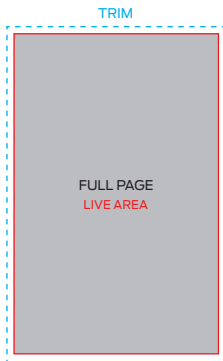
*CONTACT YOUR REPRESENTATIVE FOR FEATURED HOME AVAILABILITY

**OPEN HOUSE RATES ARE FOR BROKERAGE OPEN HOUSE LISTINGS ONLY

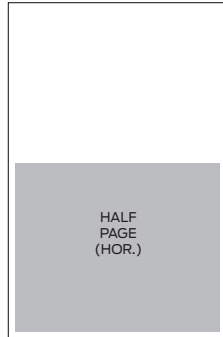


ADVERTISING SPECIFICATIONS

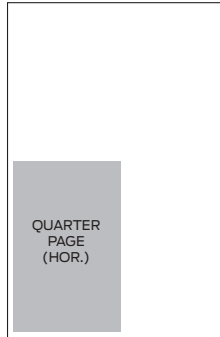
TRIM: 10 (W) X 15 (H)



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 385 second Street, 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:**

- **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

REGIONAL LIFESTYLE PUBLICATIONS



LUXURY HOTEL PUBLICATIONS

