





ON THE Menu LAGUNA BEACH



ABOUT

On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors alike. Featuring menus from all the key restaurants in town, this resource guide will be the one-stop source for diners to decide "where to eat tonight."

CELEBRATING THE LAGUNA CULINARY SCENE

On The Menu Laguna Beach is printed bi-annually and is circulated throughout Laguna Beach as well as delivered to every single-family home in town. By partnering with *On The Menu*, you will ensure that your message will reach the consumer that is actively seeking culinary information in Laguna. *On the Menu* is also part of the Firebrand network, which actively promotes the local culinary scene through *Laguna Beach Magazine*, *Laguna Beach Independent*, and numerous digital assets.

CIRCULATION

15,250 Copies Per Print Edition
50,000+ Readers Per Print Edition

Highly targeted and effective distribution in Laguna Beach allows advertisers to reach a qualified and valuable audience of residents, visitors and local influencers.

DISTRIBUTION

- ★ Home Delivery (every single-family home in Laguna)
- ★ Hotels
- ★ Restaurants, Retailers & Real Estate Offices
- ★ Other Strategic Locations

DIGITAL DOWNLOADS

Digital Edition of the magazine will be available for download at

- ★ LagunaBeachMagazine.com
- ★ LagunaBeachIndependent.com
- ★ OnTheMenuOnline.com

Additional digital exposure and opportunities through websites, e-newsletters, social push through our 35,000+ social subscribers.

WHAT YOU GET

FULL-PAGE MENU

- ★ LOGO
- ★ IMAGE
- ★ DESCRIPTION OF RESTAURANT/FOOD
- ★ MENU ITEMS
- ★ ADDRESS/CONTACT INFORMATION
- ★ SOCIAL ICON CONTACTS
- ★ RESERVATIONS/ORDER ONLINE/DELIVERY

ONLY
\$99*
PER
MONTH

*Get 2 ads - one in each issue for only \$99
(\$198 Deposit, \$99 per month - for 10 months)

HIGHLIGHTS

- ★ Full-Page Menus
- ★ Happy Hour Directory
- ★ Night Life Directory
- ★ City Dining Map

REUNION KITCHEN + DRINK

MODERN COMFORT IN LAGUNA
Modern Comfort informs everything we do at Reunion. It's innovative interpretations on the food you love. It's the skill and precision our bartenders bring to crafting you the perfect cocktail. It's the exhibition style kitchen that allows you to see and hear the passion our chefs bring to creating every dish. It's a design aesthetic that doesn't distract but complements and a belief that the dining experience should never be uptight but always relaxing, allowing you to enjoy the company of family and friends.

REUNION KITCHEN + DRINK
1234 Broadway Street
Laguna Beach, CA
949-123-4567

HOURS
Mon Closed
Tue - Thurs 11:30am - 9:30pm
Fri: 11:30am - 10:30pm
Sat: 9am - 10:30pm
Sun: 9am - 9:30pm

DELIVERY THROUGH
DOORDASH

RESERVATIONS THROUGH
OPENTABLE

SNACK PLATES

ASIAN CRISPY RIBS 13.95
baby back ribs | sweet & spicy chili sauce | thai peanut slaw

REUNION SPICY WINGS 13.95
bleu cheese slaw | bleu cheese dressing
double order 16.95

PARMESAN BRUSCHETTA 9.95
roma tomato | garlic | basil | onion | balsamic

BACON WRAPPED JALAPENOS 9.25
asada's recipe | cream cheese | raspberry jam | caution advised

GRILLED ARTICHOKE (SEASONAL) MP
tomato relish | parmesan | lemon butter | garlic aioli

AHI POKE STACK 14.95
sriracha cream | avocado | mango relish | soy ginger sauce

CRISPY FRIED CALAMARI 13.95
house made tartar | ranch slaw

SHORT RIB SLIDERS 13.95
crispy onions | horseradish cream

REUNION FAVORITES

Add house or caesar salad or cup of soup with entrée 5.25

SLOW BRAISED SHORT RIBS 24.95
rich demi glace | horseradish cream | mashed potatoes roasted vegetables | firestick onions

PAN ROASTED SALMON 24.95
whole grain mustard cream | brown rice | capers | roasted vegetables | fresh lemon

SHORT RIB STROGANOFF 25.95
buttered egg noodles | dijon cream | cremini mushrooms | garlic toast

BARBECUED RIB STACK 25.95
tender baby back ribs | smoky barbecue sauce | warm potato salad | thai peanut slaw

BARBECUED GLAZED MEAT 18.95
applewood smoked bacon wrapped | roasted vegetables | mashed potatoes & gravy | garlic toast

PRIME FLATIRON STEAK 34.95
8 oz. sliced london broil style | rich demi glace | bleu cheese mashed | baby asparagus

HONEY BLONDE FISH & CHIPS 21.95
hand-dipped fried crisp | salt & pepper shoe strings | thai peanut slaw | house made tartar sauce

FRESH PRODUCE + SOUPS

FRESH HOMEMADE SOUPS

cup 5.25 | bowl 7.25
french onion or boston clam chowder

POKE BOWL 17.95
yakisoba noodles or brown rice | cucumber | mango relish | avocado kale | carrots | red peppers | crispy wontons | sesame dressing

HEIRLOOM & BURRATA 13.95
vine ripened heirlooms | soft burrata | fresh basil | balsamic reduction | olive oil | cracked pepper | add chicken 4.95

BARBECUED CHICKEN COBB half 12.95 | full 16.95
barbecued chicken | avocado | bacon | tomato | egg | bleu cheese crumbles | crispy onions | chipotle ranch

SLICED STEAK & POTATO SALAD 19.95
mustard bacon dressing | warm potato salad | baby greens | red onion | roasted peppers | avocado

BABY BLEU WEDGE 10.95
crisp mini iceberg | bleu crumbles | tomato | bacon | red onion | bleu cheese dressing | great protein style | add chicken 4.95 | add cheeseburger patty 5.95

BURGERS + SANDWICHES

choose salt & pepper shoe strings, crunchy slaw or warm potato salad

CRUNCHY CHICKEN SANDWICH 13.95
grilled or fried | rustic baguette | applewood smoked bacon | cheddar cheese | lettuce | tomato | avocado | garlic mayo | broken potato chips

BLACKENED HALIBUT SANDWICH 20.95
center cut fillet | crunchy cabbage slaw | tomato | watercress | crispy onion | house made tartar | brioche

CLASSIC CHEESEBURGER 13.95
1/2 pound ground chuck | double thick cheese | sliced tomato | crisp lettuce | dill pickle | house sauce | custom made bun | add avocado 2.95 | add bacon 2.95 | add fried egg 2.95

HOUSE MADE VEGGIE BURGER 14.95
secret recipe | avocado | swiss cheese | baby spinach | sliced tomato | alfalfa sprouts | garlic mayo | cracked whole wheat bun

GRILLED MEATLOAF SANDWICH 14.95
parmesan grilled sourdough | applewood smoked bacon | american cheese | shredded lettuce | sliced tomato | garlic mayo | great with grilled onions

★ Digital Updates Available Quarterly



2018 ADVERTISING RATES

All Rates Posted are Based on a Two-time Commitment

For one-time rates please inquire with your sales representative

Print Ad Description	Per Issue
Full-Page Menu Highlight (PrePay) <i>Note: Two-time commitment:</i>	\$550
Full-Page Menu Highlight (Monthly) <i>Note: Monthly payment option: \$99 for 12 months (requires two-month deposit (\$198) followed by 10 monthly payments)</i>	\$594
Half-Page Menu Highlight <i>Note: Two-time commitment:</i>	\$350

Premium Ad Positions	1X	2X
Inside Front Cover	\$1,200	\$1,000
Inside Cover Spread	\$2,340	\$1,950
Back Cover	\$1,500	\$1,250
Inside Back Cover	\$1,200	\$1,000
Center Spread	\$2,100	\$1,750
Opp TOC, Opp Masthead, Pre TOC	\$865	\$745
Cover Image*	\$2,500	N/A
Map Sponsor	\$300	\$250
Map Icon	\$60	\$50

*Cover image subject to creative review

DEADLINES

FALL/WINTER 2018/19

SEPTEMBER 28: Space reservation closing

OCTOBER 3: Asset materials deadline

OCTOBER 19: Available, in market

SPRING/SUMMER 2019

MARCH 29: Space reservation closing

APRIL 3: Asset materials deadline

APRIL 19: Available, in market



PHOTOGRAPHY

Photography services available for \$99
(includes 5 images and all usage rights)



580 Broadway Street, Ste. 301 | Laguna Beach, CA 92651 | 949-715-4100 | firebrandmediainc.com

