



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
- ★ LagunaBeachIndv.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



★ Happy Hour Directory

★ Full-Page Menus

HIGHLIGHTS

★ Night Life Directory

★ Mobile-Friendly Website

*Get 2 ads – one in each issue for only \$99 (12 Payments of \$99 per month)

13.35



SNACK PLATES

NON SPICTWINGS 71.95 BACONWRAPPED JALAPENOS 9.35 GRILLED ARTICHOKE (SEASONAL) AHI POKE STACK 14.95 CRESPY FRIED CALAMARI 13.95

REUNION FAVORITES

SHORT RIB SLIDERS

SLOW BRAISED SHORT RIBS

SHORT RIB STROGANOFI

DARRECUED GLAZED MEATL

HONEY BLONDE RISH & CAPS hand-dipped fried crisp! solt & p

FRESH PRODUCE + SOUPS FRESH HOMEMADE SOUPS

BARGECUED CHICKEN CORD

SLICED STEAK & POTATO SALAD

BURGERS + SANDWICHES

HOUSE MADE VEGGE BURGER

GRILLED MEATLOAF SANEWICH



2020 ADVERTISING RATES

Premium Ad Positions	1X	2X
Full Page	\$715	\$594
Half Page	\$420	\$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

^{*}Cover image subject to creative review

PHOTOGRAPHY

Do you need great food shots for your website and your social media channels? Our photographers can come help bring your food to life online.

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

DEADLINES

SPRING/SUMMER 2020

MARCH 9: Space reservation closing MARCH 13: Asset materials deadline MARCH 27: Available, in market

FALL/WINTER 2020

AUGUST 31: Space reservation closing **SEPTEMBER 4:** Asset materials deadline **SEPTEMBER 18:** Available, in market







HAPPY HOUR & NIGHTLIFE DIRECTORY

Happy Hour Directory Listing \$149 \$99 (with Purchase of Menu Ad)

Nightlife Directory Listing \$149 \$99 (with Purchase of Menu Ad)

(all listings are 1/4-page size)

Recipes & Chef Profiles

Recipe Feature \$99 (with Purchase of Menu Ad)
Chef Profile \$99 (with Purchase of Menu Ad)







Digital Ad Description 1X **2X** Banner Ad ROS \$200 \$225 e-Newsletter Sponsored Edit \$275 \$250 **Dedicated Email** \$450 \$400 Social Post (4/month) \$300 Online Directory Listing (Annual) \$199 No Charge for Advertisers







MENU EXAMPLE

FULL-PAGE



MENU EXAMPLE

HALF-PAGE



CHEF PROFILE

ASSETS REQUIRED:

- PHOTO OF CHEF (300 dpi)
- RESTAURANT LOGO (300 dpi)
- NAME OF CHEF
- FULL TITLE OF CHEF
- CHEF DESCRIPTION: (Up to 200 words)
- CHEF SIGNATURE DISH IMAGE (Horizontal – 300 dpi)
- CHEF SIGNATURE DISH NAME
- CHEF SIGNATURE DISH DESCRIPTION: (Up to 40 words with spaces)

RECIPE

ASSETS REQUIRED:

- PHOTO OF DISH (Horizontal – 300 dpi)
- RESTAURANT LOGO (300 dpi)
- NAME OF DISH
- INGREDIENTS LIST & DIRECTIONS*

NIGHTLIFE & HAPPY HOUR

ASSETS REQUIRED:

- **PHOTO** (300 dpi)
 - RESTAURANT/BAR LOGO (300 dpi)
- BUSINESS NAME
 - ADDRESS, PHONE, WEBSITE
- (Up to 110 words max)

advertising@firebrandmediainc.com 949-715-4100 ask for sales

SALES QUESTIONS CONTACT:

AD MATERIAL QUESTIONS CONTACT:

TINA LEYDECKER: tina@firebrandmediainc.com 949-715-4100 #217

^{*} Suggested word count up to 200 words