

# COASTAL REAL ESTATE GUIDE

SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

COASTALREALESTATEGUIDE.COM

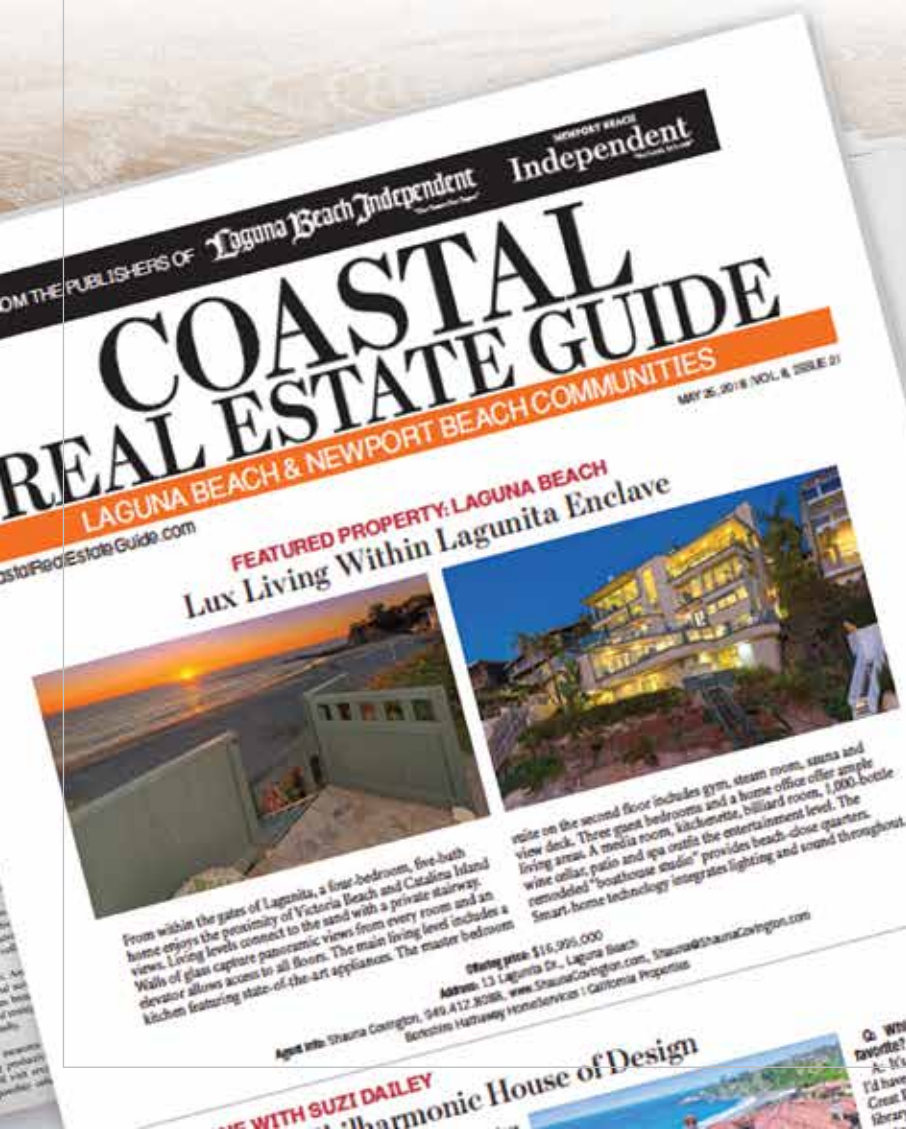
## 2020 Media Kit

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 the home and bulk delivery in the southern markets. The highest newsprint quality, largest size, and best production color available to showcase your listings. CREG reaches more home owners and buyers in these affluent coastal communities.



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



## 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\*

- 31,500 COPIES PER WEEK
- 110,000+ 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

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SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

## PRINT MARKETING OPPORTUNITIES

FROM THE PUBLISHERS OF

LAGUNA BEACH INDEPENDENT

NEWPORT BEACH  
INDEPENDENT

# COASTAL REAL ESTATE GUIDE

LAGUNA BEACH & NEWPORT BEACH COMMUNITIES

CoastalRealEstateGuide.com

NOVEMBER 1, 2019 | VOL. 9, ISSUE 42

**FEATURED PROPERTY: LAGUNA BEACH**  
**Spanish Mediterranean Estate Offers Coastline Views**

This Spanish Mediterranean estate melds historic detail and bespoke updates to create a beachfront oasis.

Restored and maintained, this oceanfront home boasts abundant architectural details that recall a bygone era of craftsmanship. Added amenities include a dedicated office, gym, media room and unique beach garage right on the sand perfect for paddle boards, scuba gear and more. High walls and hedges create a large interior courtyard where lush landscaping surrounds a stone terrace with outdoor fireplace. The property is suited for entertaining and relaxing with expansive views of the ocean and southern coastline.



Offering Price: \$15,000,000  
Address: 989 Cliff Drive, Laguna Beach  
Agent info: Hanz Radlein, Compass, 949-245-4470  
hanz@radlein.com

**SPONSORED CONTENT**  
**AGENT OF THE WEEK**

**Q&A With Jon Flagg,**  
**Co-Founder of Villa Real Estate**  
**Meet the go-to expert for Lido Isle**

Jon Flagg, Villa Real Estate co-founder, has been a driving force in coastal Orange County's luxury residential real estate sector for more than 16 years. He is recognized as the foremost expert in the Lido Isle submarket of Newport Beach – an exclusive enclave where he leads the market in sales volume, and where he continues to achieve record-setting sales. Flagg and his family also call this idyllic waterfront community home.

In addition to his noteworthy sales achievements on Lido Isle, Flagg adeptly represents sellers and buyers throughout Newport Beach – including Newport Heights, Dover Shores, Balboa Island and the Balboa Peninsula. Other areas of his influence include Costa Mesa and Laguna Beach.

Across his markets of expertise, Flagg, aside from being very personable, is known for leveraging his strategic negotiation skills, and impressive depth and breadth of market knowledge to his clients' benefit. This has earned him a sterling reputation for collaborating with his impressive network of buyers, sellers, and colleagues to seamlessly close straightforward to complex transactions.

**Q: What is your favorite part of working in the real estate industry?**  
**A:** I have the opportunity to sell very nice homes in one of the greatest places on earth and work with a ton of wonderful clients and agents along the way.

**Q: What qualities or certifications set you apart from other agents?**  
**A:** There are so many great agents out there, but I believe that my clients like working with me because they trust me and the fact that I handle the transaction from start to finish and have developed a loyal clientele that consistently refers me business.

**Q: What do you think is the key to your success?**  
**A:** Picking up my phone, returning calls and emails and simply staying on top of things. Being honest, even when it may not be what clients wish to hear.

**Q: What is the best piece of advice you were ever given?**  
**A:** No matter what happens in life, keep a good heart. No matter what.

**Q: What is your proudest accomplishment?**  
**A:** Business-wise, my first sale within my farm on Lido Isle.

**TOTAL CAREER SALES:**  
**\$500,000,000 +**  
**2019 SALES: \$65,000,000**



Jon Flagg can be reached at 949.533.7878 or jflagg@villarealestate.com.

**BERKSHIRE  
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PROUD TO BE PART OF HOMESERVICES OF AMERICA

## NO. 1 BROKERAGE NATIONWIDE

Find your perfect home at [bhhsocalifornia.com](http://bhhsocalifornia.com)

Featured Property  
\$750

Front Page Banner Ad  
\$610

**Firebrand**  
media LLC

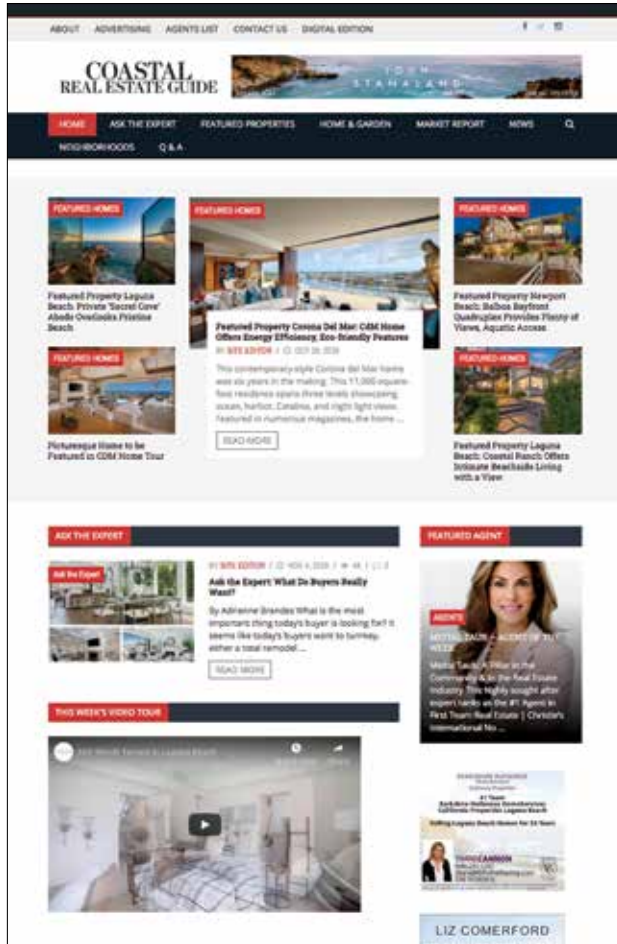


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## DIGITAL OPPORTUNITIES

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



**Firebrand**  
media LLC

## 2020 ADVERTISING RATES

<b>SIZE</b>	<b>OPEN</b>	<b>13X</b>	<b>26X</b>	<b>52X</b>
<b>PRINT</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>
Full Page	\$730	\$610	\$530	\$480
Spread	\$1,450	\$1,200	\$1,050	\$960
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			

<b>DIGITAL</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Leaderboard 728x90	\$400	\$350	\$300	\$250
Box banner 300x250	\$300	\$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 20%
- 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

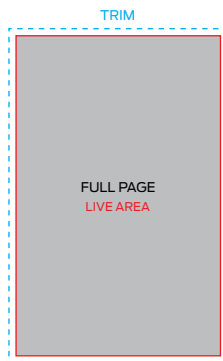
- Space must be reserved by noon Tuesday
- Camera-ready materials due noon Wednesday

\*CONTACT YOUR REPRESENTATIVE FOR FEATURED HOME AVAILABILITY

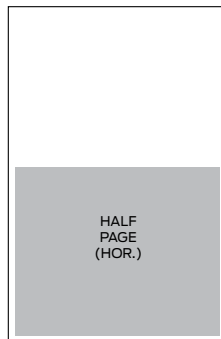


## ADVERTISING SPECIFICATIONS

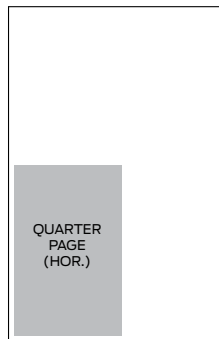
TRIM: 10 (W) X 15 (H)



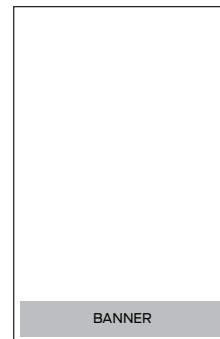
**FULL PAGE**  
LIVE AREA:  
9 (W) X 14 (H)



**1/2 PAGE**  
LIVE AREA:  
9 (W) X 6.75 (H)



**1/4 PAGE**  
LIVE AREA:  
4.5 (W) X 6.75 (H)



**FRONT BANNER AD**  
LIVE AREA:  
9 (W) X 2 (H)

**PRE-PRESS GUIDELINES:** Coastal Real Estate Guide 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  
580 Broadway, Laguna Beach, CA 92651  
Phone: 949-715-4100 Fax: 949-715-4106  
tina@firebrandmediainc.com

Request FTP info or email your artwork to:

tina@firebrandmediainc.com

### ART QUESTIONS

Contact Art dept. with any artwork questions:  
artdept@firebrandmediainc.com

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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 luxury travel publication distributed at the top hotel concierge in New York.
- » **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.
- » **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 70,000 affluent readers in Laguna and Newport
- » **On The Menu:** On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors.
- » **Laguna Beach City Guide:** A comprehensive resource to shopping, dining and entertainment in Laguna Beach.

## REGIONAL LIFESTYLE PUBLICATIONS



## LUXURY HOTEL PUBLICATIONS

