

LAGUNA BEACH  
MAGAZINE

# CityGuide

DINE | SHOP | PLAY | STAY

Go.See.Do.  
**600+**

WAYS TO  
EXPERIENCE  
THE TOWN

Media Kit  
2020

FROM THE PUBLISHER OF

Laguna Beach Independent  
"Our Town-Our Paper"

LAGUNA BEACH  
MAGAZINE



# Laguna Beach City Guide

*go. see. do.*

## WHAT'S INSIDE:

### WHERE TO EAT

(RESTAURANTS, BAKERIES,  
COFFEE SHOPS AND MORE)

### WHERE TO SHOP

(RETAIL STORES AND BOUTIQUES)

### WHERE TO PLAY

(LAGUNA'S PREMIER ART FESTIVALS  
AND GALLERIES; BIKE, SURF AND  
SUP RENTALS; WILDERNESS PARKS; SPAS;  
ENTERTAINMENT; AND MORE)

### WHERE TO STAY

(HOTELS AND RESORTS PERFECT FOR ANY  
GLOBETROTTER) COMPELLING EDITORIAL FEATURES  
ON LAGUNA BEACH'S LOCAL CULTURE





# Display Advertising

## Why advertise in the Laguna Beach City Guide?

### **REACH:**

The guide is distributed to engaged audiences in Laguna Beach's highly trafficked restaurants, retail stores, hotels and more.

### **TARGET:**

The thousands of affluent visitors who come to town every week as well as Laguna Beach locals

### **LONGEVITY:**

Because of our format and smaller size, our publication is kept at the ready for references and for longer periods of time.

### **CONTENT & DESIGN:**

The guide is not only aesthetically pleasing but also fun to read. The guide features informative content that gives readers the information they're looking for as well as interesting, quality editorial that has readers coming back time and again.

### **ADVANTAGE:**

The Laguna Beach Magazine City Guide is the ONLY complete directory available and include more than 600 places to Stay, Play, Shop and Dine.

This one-stop guide to summer is the most comprehensive resource to shopping, dining and entertainment in Laguna Beach.

The City Guide is the easiest and most affordable way for your business to reach the millions of visitors this summer that want to "live like a local."





# Display Advertising

## 2020 CITY GUIDE ADVERTISING RATES

Ad Description	1X
Full Page	\$610
Half Page	\$430
Quarter Page	\$250
Inside Cover Spread	\$2,570
Back Cover	\$1,640
Inside Back Cover	\$1,310
Inside Front Cover	\$1,575
Center Spread	\$2,625
Full Page Premium Positions	\$1,060-\$1,575
Spread (Pre-TOC)	\$2,100
Spread (Run of Book)	\$1,315

### CITY GUIDE PREMIUM POSITIONS INCLUDE:

- Opposite TOC 1 & TOC 2
- Welcome Letter
- 1st Section ad (Eat, Shop, Play, Stay)
- 1st (30%) of the book

### CITY GUIDE PUBLICATION & CLOSING DATES

SUMMER 2020

SPACE CLOSING: JUNE 5

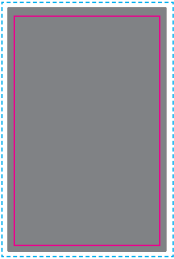
LIVE DATE: JUNE 19

The one marketing opportunity you can't afford to miss.

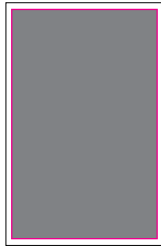


# City Guide Advertising Specifications

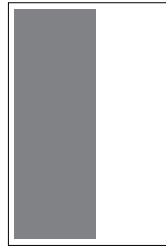
**PRINTING:** WEB OFFSET; **BINDING:** PERFECT BOUND;  
**MAGAZINE FINAL TRIM SIZE:** 5.375 INCHES WIDTH X 8.375 INCHES DEPTH



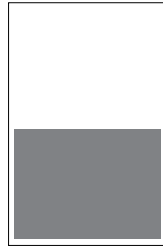
**FULL PAGE (BLEED)**  
 TRIM: 5.375 X 8.375  
 BLEED: 5.625 X 8.625  
 LIVE AREA: 4.875 X 7.875



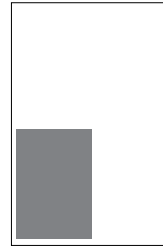
**FULL PAGE**  
 TRIM: 5.375 X 8.375  
 LIVE AREA: 4.875 X 7.875



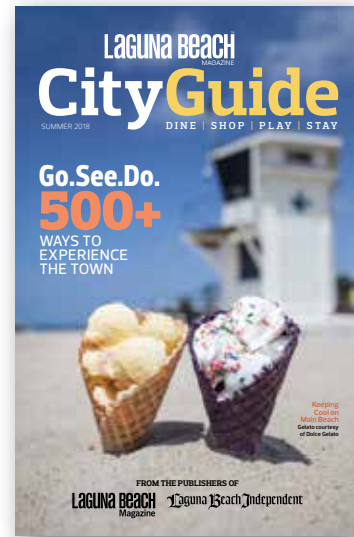
**1/2 VERT.**  
 TRIM: 2.375 X 7.875



**1/2 PAGE**  
 TRIM: 4.875 X 3.875



**1/4 PAGE**  
 TRIM: 2.375 X 3.875



**Printing Specifications:** Trim Size 5.375 x 8.375

Line Screen / Density 150 line / 300% maximum density. This publication prints computer-to-plate. No film.

**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:** Laguna Beach Magazine City Guide is prepared in a Macintosh format computer-to-plate (CTP) environment.

**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.

**Shipping:** Please ship materials and direct questions to the following:

**Laguna Beach Magazine City Guide**  
**c/o Firebrand Media, LLC**  
**Attn: Tina Leydecker**  
 580 Broadway Street #301  
 Laguna Beach, CA 92651  
 Phone: 949-715-4100  
 Fax: 949-715-4106  
 tina@firebrandmediainc.com

**FTP Site Information:** Call 949-715-4100 or email tina@firebrandmediainc.com for instructions.



To be a part of the Laguna Beach City Guide,  
contact your Firebrand Media sales executive today.

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