

# LAGUNA BEACH

OCTOBER/NOVEMBER 2019 • LAGUNABEACHMAGAZINE.COM

Magazine

## HOME & DESIGN



- THE 30TH ANNIVERSARY OF EFFORTS TO SAVE LAGUNA'S OPEN SPACES
- FRIENDSHIP SHELTER OFFERS A HELPING HAND
- WARM COFFEE DRINKS FOR FALL

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SEPTEMBER 2019 • LAGUNABEACHMAGAZINE.COM

Magazine

## Fashion

SPECIAL SECTION

**FASHION FLASHBACK**  
TRENDS FROM THE 1970S AND 1980S ARE POPPING UP IN FALL STYLES

**COASTAL CHIC**  
AMENAH CREATES CLASSIC PIECES WITH SIZE INCLUSIVITY

**WEARABLE ART**  
JEWELRY OPTIONS FOR EVERY STYLE

**CURATED COLLECTIONS**  
BESPOKE BOUTIQUES OF HAND-PICKED APPAREL



- TRAVEL**  
HAWAII'S BIG ISLAND
- WORLDLY GOODS**  
LOCAL SHOPS THAT SELL ITEMS FROM AROUND THE GLOBE
- SPECIAL DELIVERY**  
POPULARITY SOARS FOR SUBSCRIPTION SERVICES

## SUSTAINABLE STYLE

ECO-FRIENDLY BUILDING MATERIALS AND HOME DECOR

**FINDING BALANCE**  
HELPING POSITIVE ENERGY FLOW WITH FENG SHUI

**OUTDOOR OASIS**  
CREATING A BACKYARD ESCAPE

DOWN TO THE DETAILS

MEN'S ACCESSORIES FROM BELTS TO BRACELETS AND SHOES

DOWN TO THE DETAILS

THREE LOCALS TO RIDE THEIR MOTORCYCLES

## 2020 MEDIA KIT

# LAGUNA BEACH<sup>TM</sup>

MAGAZINE

The only magazine dedicated to the people, culture and lifestyle of Orange County's most eclectic and affluent community.

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APRIL/MAY 2019 • LAGUNABEACHMAGAZINE.COM

Magazine

## THE ULTIMATE RACE

TRIATHLETES FACE A TRUE TEST OF ENDURANCE



DOWN TO THE DETAILS

MEN'S ACCESSORIES FROM BELTS TO BRACELETS AND SHOES

DOWN TO THE DETAILS

THREE LOCALS TO RIDE THEIR MOTORCYCLES

- 10 QUESTIONS WITH MARK CUBAN
- BITE INTO THESE JUICY BURGERS
- AN IDEAL GETAWAY IN CARLSBAD

# LAGUNA BEACH

MAGAZINE

## SUN & SURF

**SWIMMING IN STYLE**  
GO BOLD AND BEACHY WITH UNIQUE CUTS, METALLIC ACCENTS AND ANIMAL PRINTS

**BEACH BITES**  
POST-SWIM SNACKS TO REFRESH AND RECHARGE

**SUN-KISSED GLOW**  
EXPERT BEAUTY TIPS FOR SUMMER SKIN AND HAIR

**FUN IN THE SUN**  
AN ITINERARY FILLED WITH LIVE SHOWS, HIDDEN COVES, ISLAND SIPS AND MORE

A view of Victoria Beach, as photographed by Sean Hunter Brown (seanhunterbrown.com)

**LAGUNA FROM THE SKY**  
AERIAL PHOTOS CAPTURE THE TOWN'S STUNNING BEAUTY

**TOP-SECRET TEMPTATIONS**  
LOCAL CHEFS DISH ON POPULAR OFF-MENU ITEMS



# LAGUNA BEACH

Magazine

## UNSURPASSED COVERAGE OF LAGUNA BEACH



## CIRCULATION AND DISTRIBUTION

Highly targeted and effective distribution in Laguna Beach allows advertisers to reach a qualified and valuable audience of residents, visitors and local leaders. Laguna Beach Magazine has more than twice the circulation and readership of any magazine in Laguna, making it the most effective and comprehensive way for advertisers to reach this valuable market.

**TOTAL COPIES PER ISSUE:** 15,250

**TOTAL READERSHIP PER ISSUE:** 53,375

**HOME DELIVERY:** Copies are delivered to more than 10,250 Laguna Beach homes in the most affluent communities (92651), including:

- ★ Emerald Bay
- ★ Three Arch Bay
- ★ Irvine Cove
- ★ And many more

**HOTEL DISTRIBUTION:** The magazine reaches visitors to Laguna Beach at more than 20 hotels, including:

- ★ Montage Laguna Beach
- ★ Surf & Sand Resort
- ★ La Casa del Camino
- ★ Pacific Edge Hotel
- ★ Marriott Vacation Villas
- ★ Inn at Laguna Beach
- ★ And many more

**TARGETED DISTRIBUTION:** Reaching key influencers, venues and events, including:

- ★ Real estate offices
- ★ Medical offices
- ★ Luxury auto dealers
- ★ Community events
- ★ Art galleries
- ★ select retailers

**NEWSSTAND:** Laguna Beach Magazine is sold at select newsstands.

**PAID SUBSCRIPTIONS:** Mailed directly to subscribers' homes, locally and nationally.

**ONLINE DISTRIBUTION & VISIBILITY:** Offering visibility and access anytime and anywhere. Each issue of Laguna Beach Magazine is available on the local portals, OCinSite.com and lagunabeachmagazine.com, as well on our Laguna Beach Magazine app available for iPad and smartphones.



## READER DEMOGRAPHICS

The Laguna Beach Magazine reader tends to be:

Confident | Experiential | Independent

▶ AVERAGE AGE.....	45
▶ MALE.....	40%
▶ FEMALE .....	60%
▶ MARRIED .....	54%
▶ ANY COLLEGE.....	96%
▶ AVERAGE HOME VALUE.....	\$1.5 MILLION
▶ AVERAGE HOUSEHOLD INCOME.....	\$220,000

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## 2020 EDITORIAL CALENDAR & CLOSING DATES

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE	ADS DUE	ON SALE
February	★ Health and Wellness Issue ★ Fashion: Jewelry ★ Travel	★ Chef Profiles ★ Wedding Guide	Jan. 24	Jan. 29	Feb. 7
March/April	★ Eat & Drink Issue ★ Travel: Las Vegas	★ Best Happy Hours	March 13	March 18	March 27
May	★ The Men's Issue ★ Fashion: Menswear ★ Travel	★ Fitness Directory	April 24	April 29	May 8
June/July	★ Arts Special Section ★ Summer Festivals ★ Travel: San Diego	★ Gallery Showcase	June 5	June 10	June 19
August	★ Sun & Surf Issue ★ Fashion: Swimwear ★ Travel	★ Beach Rental Guide	July 17	July 22	July 31
September/October	★ The Fashion Issue ★ Fashion: Fall Fashion ★ Travel	★ Boutique Profiles	Sept. 4	Sept. 9	Sept. 18
November	★ Home & Design Issue ★ Travel	★ Interior Design Guide	Oct. 16	Oct. 21	Oct. 30
December/January	★ Laguna's Most Influential ★ Travel	★ Snow Seekers Guide	Nov. 25	Dec. 2	Dec. 11

Publication dates may change throughout the year due to unforeseen circumstances. Your representative will keep you posted of the latest deadlines and on sale dates.

### IN EVERY ISSUE

**THE ARTS:** The best in performing and visual arts

**CALENDAR:** Key events and opportunities in the community

**FASHION, SHOPPING & RETAIL:** From luxury goods to local finds

**SOCIETY COVERAGE:** From charity events to the best parties

**PERSONALITIES & PROFILES:** Laguna Beach's leaders and influencers

**DESIGN & DECOR:** From interior decor to outdoor entertaining

**REAL ESTATE:** The top homes on the market

**RESTAURANTS & CUISINE:** From dining trends to new restaurants

**HEALTH, BEAUTY & WELLNESS:** From the great outdoors to fitness



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## 2020 ADVERTISING RATES

SIZE	1X	2X	4X	8X
FULL PAGE	\$2,090	\$1,780	\$1,520	\$1,200
2/3-PAGE	\$1,675	\$1,415	\$1,150	\$900
1/2-PAGE	\$1,360	\$1,150	\$950	\$740
1/3-PAGE	\$850	\$710	\$575	\$450
1/6-PAGE	\$520	\$450	\$370	\$290

Real Estate Section (Full Page) \$950

Artist and Galleries/Dining Guide (1/6 Page)

1X \$420 2X \$360 4X \$300 8X \$235

Dining Guide (1/3 Page)

1X \$680 2X \$570 4X \$460 8X \$360

### COVER POSITIONS

Cover 2 Spread / 1st spread \$5,225

Cover 3 / Inside Back Cover \$2,500

Cover 4 / Back Cover \$3,000

### PER ISSUE

### COMBO

Advertise in both Laguna Beach and Newport Beach magazines and get a 10% discount.

All rates are NET

- Nonprofit organizations: Entitled to a 50% discount from open rates
- Guaranteed position: Available for a 25% surcharge
- Ad design available billed at \$75/hour, two-hour minimum.
- Early pay discount: 5% discount for pre-paid print advertising.



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## ADVERTISING SPECIFICATIONS

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

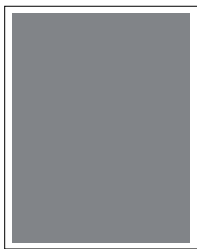
**TRIM SIZE** 9" width x 10.875" depth

**LINE SCREEN / DENSITY** 150 line / 300% maximum density



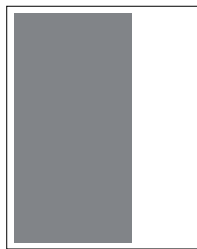
**SPREAD**

**TRIM:** 18" X 10.875"  
**BLEED:** 18.25" X 11.125"  
**LIVE AREA:** 17.5" X 10.375"



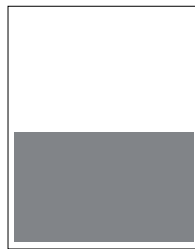
**FULL PAGE**

**TRIM:**  
9" X 10.875"  
**BLEED:**  
9.25" X 11.125"  
**LIVE AREA:**  
8.325" X 10.25"



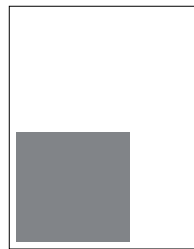
**2/3 VERT.**

**TRIM:**  
5.25" X 9.875"



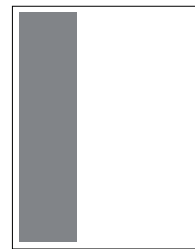
**1/2 PAGE**

**TRIM:**  
8" X 4.875"



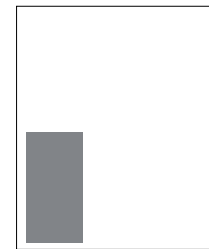
**1/3 SQUARE**

**TRIM:**  
5.25" X 4.875"



**1/3 VERT.**

**TRIM:**  
2.5" X 9.875"



**1/6 PAGE**

**TRIM:**  
2.5" X 4.875"

**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 is a Macintosh format Computer to Plate (CTP) environment, AdobeInDesign 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.

**FTP SITE INFORMATION EMAIL OR CALL:**

tina@firebrandmediainc.com, 949-715-4100

**AD SUBMISSION:** Please send or email materials and direct questions to the following:

**LAGUNA BEACH MAGAZINE C/O FIREBRAND MEDIA, LLC**

**ATTN:** Tina Leydecker

580 Broadway St. #301, Laguna Beach, CA 92651

**PHONE:** 949-715-4100

**FAX:** 949-715-4106

tina@firebrandmediainc.com



## IN ADDITION TO LAGUNA BEACH MAGAZINE, 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
- ★ **ON THE MENU LAGUNA BEACH:** On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors alike.
- ★ **LAGUNA BEACH CITY GUIDE:** A comprehensive resource to shopping, dining and entertainment in Laguna Beach.
- ★ **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
- ★ **LAGUNA BEACH INDEPENDENT:** The weekly newspaper of choice for Laguna Beach
- ★ **COASTAL REAL ESTATE GUIDE:** Reaches more than 80,000 affluent readers in Laguna and Newport

### REGIONAL LIFESTYLE PUBLICATIONS



### LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative  
or Steve Zepezauer, CEO & Executive Publisher  
([steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com)).

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