

# Pacific Coast

ICONIC CALIFORNIA LIVING



## 2020 MEDIA KIT

FROM THE PUBLISHERS OF THE AWARD-WINNING  
**Montage & LAGUNA BEACH**  
MAGAZINES



**Firebrand**  
media

IN PARTNERSHIP WITH

**STANFIELD**  
REAL ESTATE GROUP

**Pacific**

**Sotheby's**  
INTERNATIONAL REALTY

## ICONIC CALIFORNIA LIVING

**Pacific Coast Magazine** celebrates the iconic coastal California lifestyle and its entrepreneurial and creative culture. Our readers have refined tastes and adventurous spirits. Sophisticated, yet laidback, they're immersed in this trendsetting California living everyday...so this magazine is not only for them, it's about them. Every issue expresses what it's like to live and work in one of the most spectacular places on the planet.

### CIRCULATION AND DISTRIBUTION

Published twice per year, **Pacific Coast Magazine** reaches the highest net earners in the most exclusive neighborhoods of coastal Southern California, stretching from Huntington Beach to San Clemente, as well as select communities in The Desert--with an average home value of \$2.85 million. Issues are distributed at more than 3,000 luxury real estate open houses per year, as well as to members of our exclusive mailing list, high traffic shopping and dining areas, high visibility professional offices, select mailboxes in key gated communities, plus private yacht clubs and country clubs.

**25,000 COPIES DISTRIBUTED  
MORE THAN 87,500 READERS PER ISSUE**

### ABOUT STANFIELD REAL ESTATE

**Pacific Coast Magazine** is made possible through a premier corporate sponsorship from Pacific Sotheby's International Realty and Stanfield Real Estate. Stanfield Real Estate specializes in all types of real estate throughout Southern California and has consistently been ranked as the #1 Team in Orange County and among the Top 10 in the nation by the *Wall Street Journal*. As one of the world's top producing real estate organizations, Stanfield Real Estate is committed to providing not only the best real estate services, but also the greatest expertise and professional, personalized service to each and every client.

STANFIELD | Pacific | Sotheby's  
REAL ESTATE GROUP INTERNATIONAL REALTY



### BY THE NUMBERS ...

Stanfield Real Estate is a perennial powerhouse, ranking consistently in the Top 10 of the Wall Street Journal rankings with nearly \$500 million in sold listings annually. The team averages...

1. .... Sold listing every other day of the year

\$2.85 million ... Average Home Sale price

3,000 ..... Luxury Open Houses per year



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## READER DEMOGRAPHICS & INTERESTS

**Pacific Coast Magazine** readers own the finest homes in the most exclusive coastal neighborhoods in Orange County and often second homes in select desert communities. Our readers are well educated and interested in travel, entertainment, dining and food, art, outdoor sports, home decor and interior design, outdoor living area landscapes, and real estate market trends.



Average home value .....	\$2.85 million	Married .....	56%
Annual Household Income .....	\$985,000	Female .....	55%
Average Household Net Worth .....	\$2.95 million	Male .....	45%
Any college .....	96%	Average Age.....	47

**Our readers charitable contributions index 241% higher than the national average**  
**They spend 211% more than the national average on household furnishings and operations**  
**Our readers spend 230% more than the national average on gifts and entertainment**

## TRENDSETTING PROFILES, FEATURES & DEPARTMENTS

### IN EACH ISSUE

EACH ISSUE INCLUDES INFORMATION AND ARTICLES THAT EXPRESS OUR ICONIC CALIFORNIA LIVING, INCLUDING:

- ◆ Profiles & Features
- ◆ Travel & Entertainment
- ◆ Food & Drink
- ◆ Arts & Culture
- ◆ Sporting Life
- ◆ Home Design & Decor
- ◆ Real Estate Spotlight
- ◆ Fashion & Style

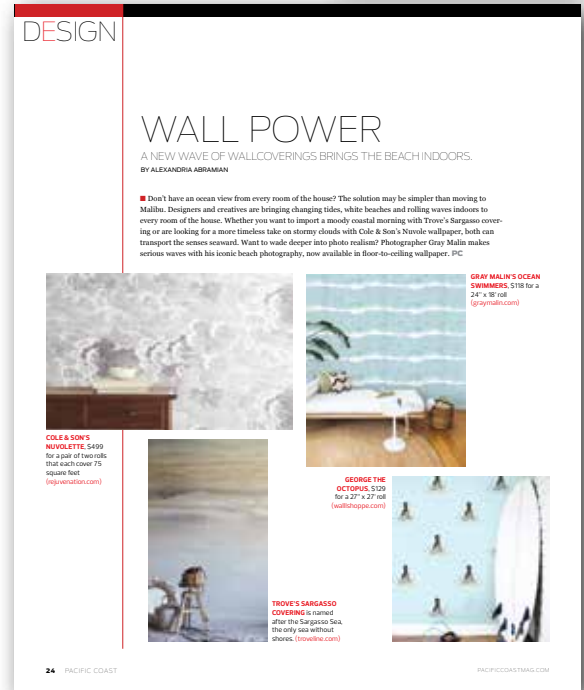
## PACIFIC COAST MAGAZINE PRESENTS ... HOME LIVING

Advertisers, this is your chance to be part of the editorial coverage in each issue of **Pacific Coast Magazine**. Submit your 50-75 word description and photo and your company might be selected for the next issue of **Pacific Coast Magazine's** special **HOME LIVING** section, where our readers go to find all the latest products and services for their homes.

- ◆ **Design & Decor**
- ◆ **Appliance & Kitchen**
- ◆ **Home & Garden**
- ◆ **Outdoor Living**
- ◆ **Collectibles**
- ◆ **Art & more**

**Be part of our editors' curated collection of the finest products and services to transform your home and living space:**

- ◆ Submit your 50-75 word description and photo to your Firebrand representative
- ◆ Wait to hear from our editors, who will notify you if your product made the issue and share our final edits. That's it!
- ◆ If accepted for the issue, your product or service will also receive a sponsored social post that is guaranteed to reach at least 5,000 social members
- ◆ NOTE: Advertisers on full schedule are guaranteed at least one unique **HOME LIVING** placement per issue



### AUDIENCE DEMOGRAPHICS

Average home value ..... \$2.85 million  
Annual Household Income ..... \$985,000  
Average Household Net Worth ..... \$2.95 million

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MAGAZINES



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## 2020 ADVERTISING

### NET RATES

SIZE	1X	2X
FULL PAGE 4/C	\$2,150	\$1,875
HALF PAGE 4/C	\$1,550	\$1,350
1/3 PAGE 4/C	\$1,200	\$1,050
OPENING SPREAD (2pgs)	\$5,500	\$4,750
COVER 4 (BACK)	\$2,875	\$2,500
COVER 3	\$2,300	\$2,000
BIND-IN PROMO CARD*	\$1,250	\$1,100

\* Must also buy at least one FULL PAGE AD for BIND-IN CARD AD.  
Add 25% for premium for all pre-TOC guaranteed positions.



## PUBLICATION & CLOSING DATES

Pacific Coast Magazine is published twice per year.

### SPRING 2020

<b>FEBRUARY 14</b>	Space reservation closing
<b>FEBRUARY 21</b>	Ad materials deadline
<b>FEBRUARY 28</b>	Available, in market

### SUMMER 2020

<b>AUGUST 14</b>	Space reservation closing
<b>AUGUST 21</b>	Ad materials deadline
<b>AUGUST 28</b>	Available, in market

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.



**For additional information, contact your**  
Firebrand/Pacific Coast Magazine representative or:  
Steve Zepezauer / Editorial Director  
[steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com) | ph. 323-314-4738

PACIFIC COAST MAGAZINE IS PUBLISHED BY FIREBRAND MEDIA LLC, AND  
MADE POSSIBLE THROUGH A PREMIERE CORPORATE SPONSORSHIP FROM  
PACIFIC SOTHEBY'S INTERNATIONAL REALTY AND STANFIELD REAL ESTATE



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## ADVERTISING SPECIFICATIONS

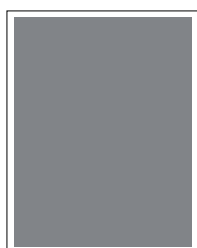
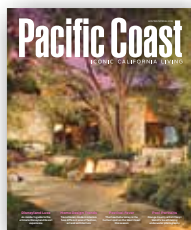
This publication prints computer-to-plate.

**Printing:** Web offset

**Binding:** Perfect bound

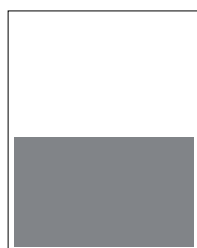
**Trim Size:** 9" width x 10.875" depth

**Line Screen / Density:** 150 line / 300% maximum density



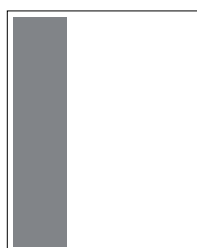
### FULL PAGE

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



### 1/2 PAGE

**TRIM:**  
8" X 4.875"



### 1/3 VERT.

**TRIM:**  
2.5" X 9.875"



### SPREAD

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

**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:** Pacific Coast Magazine is a Macintosh format Computer to Plate (CTP) environment, Adobe 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.

### 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:

**PACIFIC COAST MAGAZINE** c/o Firebrand Media, LLC

Attn: Tina Leydecker

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Phone: 949-715-4100

Fax: 949-715-4106

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## FIREBRAND PORTFOLIO



## FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRODUCTS, INCLUDING:

- **Montage Magazine:** The international in-room print publication and digital magazine for Montage Hotels & Resorts
- **Newport Beach Country Club Magazine:** Official magazine for members and guests of this private country club.
- **Sea Island Life Magazine:** In-room print magazine publishers for the iconic Sea Island Resort
- **Salamander Magazine:** The in-room publication for Southeast luxury destinations of The Salamander Hotels & Resorts
- **Moments Hotel Magazine:** In-room print publishers for the 5-Star Monarch Beach Resort & Spa
- **Bespoke Concierge Magazine:** Regional luxury travel publication in top hotel rooms and concierge desks in major US cities
- **Pacific Coast Magazine:** 100,000+ circulation regional publication celebrating the iconic California lifestyle and culture
- **Laguna Beach & Newport Beach Magazines:** Award-winning city publications for Laguna Beach, CA and Newport Beach, CA
- **On The Menu Laguna Beach:** The 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."
- **OCinSite.com:** A coastal Orange County lifestyle portal
- **Laguna Beach & Newport Beach Independents:** The weekly newspapers of choice for Laguna Beach & Newport Beach
- **Coastal Real Estate Guide:** Weekly guide reaching more than 180,000 affluent readers in select Orange County coastal neighborhoods



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