

# NB

NEWPORT BEACH MAGAZINE

THE COASTAL RIVIERA LIFE  
2020 MEDIA KIT



# NB

NEWPORT BEACH MAGAZINE



## LUXURY LIVING

Newport Beach Magazine is the voice of the luxury Newport Beach Riviera. Its affluent audience shares an appreciation for quality, exclusivity, prestige, culinary arts, philanthropy, and living an active lifestyle. The brand the people lean on for ideas, experiences, and celebrating life every day.



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## BE HERE NOW

CELEBRATING THE BEST AND MOST EXCITING CONTENT IN:

HOME & DESIGN  
FOOD & WINE  
SOCIETY & PHILANTHROPY  
STYLE & BEAUTY  
LUXURY AUTOMOTIVE  
TRAVEL



# OUR AUDIENCE

## READER DEMOGRAPHICS

The Newport Beach Magazine reader tends to be:  
Confident | Experiential | Independent

AVERAGE AGE . . . . .	48
MALE . . . . .	55%
FEMALE . . . . .	45%
MARRIED . . . . .	60%
ANY COLLEGE . . . . .	96%
AVERAGE HOME VALUE . . . . .	\$2.4 MILLION
AVERAGE HOUSEHOLD INCOME . . . . .	\$275,000

## ACTIVITIES

FINE DINING	ART & DESIGN
TRAVELING	FOOD & WINE
SHOPPING	STYLE & FASHION
SPEED & SPORT	PHILANTHROPY & SOCIETY





NEWPORT BEACH MAGAZINE



NEWPORTBEACHMAGAZINE.COM



INFLUENCER EVENTS

# PLATFORMS & CIRCULATION

Highly targeted and effective distribution in Newport Beach, allowing advertisers to reach a qualified and valuable audience of residents, visitors and local leaders. With engaging and informative editorial, along with stunning photography, Newport Beach Magazine is the premier publication for the residents and visitors of this jewel in the California Riviera.

Newport Beach Magazine will reach more affluent residents in the market than any other publication in print and online. With targeted distribution direct to homes, bulk delivery and through mail to residents in the following communities.

**TOTAL COPIES PER ISSUE:** 13,000

**TOTAL READERSHIP PER ISSUE:** 45,000



SOCIAL MEDIA



SPONSORSHIPS



EMAIL MARKETING

## DELIVERED TO NEWPORT'S MOST AFFLUENT RESIDENTS

NEWPORT BEACH  
NEWPORT COAST  
NEWPORT HEIGHTS  
BALBOA ISLAND  
CORONA DEL MAR  
LIDO ISLE  
LINDA ISLE  
BAYSHORES

PENINSULA POINT  
PELICAN POINT  
DOVER SHORES  
CRYSTAL COVE  
BIG CANYON  
PORT STREETS  
BELCOURT  
ONE FORD ROAD

*\*Bonus distribution to select homes in Shady Canyon*

## EDITORIAL CALENDAR

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE	ADS DUE	ON SALE
SPRING	★ Home & Decor Issue ★ Travel	★ Interior Design Guide	Feb.21	Feb.26	March 6
SUMMER	★ Best of the Beaches ★ Travel	★ Cosmetic Surgeon Profiles	June 26	July 8	July 17
FALL	★ Eat + Drink Issue ★ Travel	★ Chef Profiles	Sept. 4	Sept. 9	Sept. 18
WINTER	★ Fashion & Jewelry ★ Travel	★ Best Boutiques	Nov. 6	Nov. 11	Nov. 20

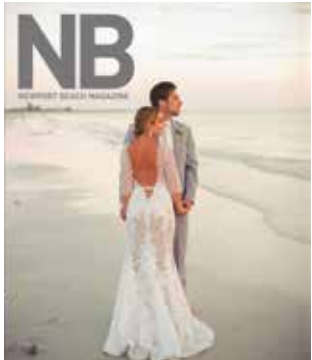
Publication dates may change throughout the year due to unforeseen circumstances. Your representative will keep you posted of the latest deadlines and on sale dates.





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## IN EVERY ISSUE

### IN EVERY ISSUE

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

**FOOD & WINE:** From dining trends to new restaurants

**SOCIETY & CULTURE:** From charity events to the best parties

**PHILANTHROPY:** Giving and community building

**STYLE & BEAUTY:** Fashion forward

**FINANCIAL:** Business profiles and investment highlights

**LUXURY AUTOMOTIVE:** Speed, luxury and beauty

**COMMUNITY INFLUENCER PROFILES:** Newport Beach's leaders and influencer

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

**TRAVEL:** Explore the globe with our travel influencers

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





NEWPORT BEACH MAGAZINE

# ADVERTISING RATES

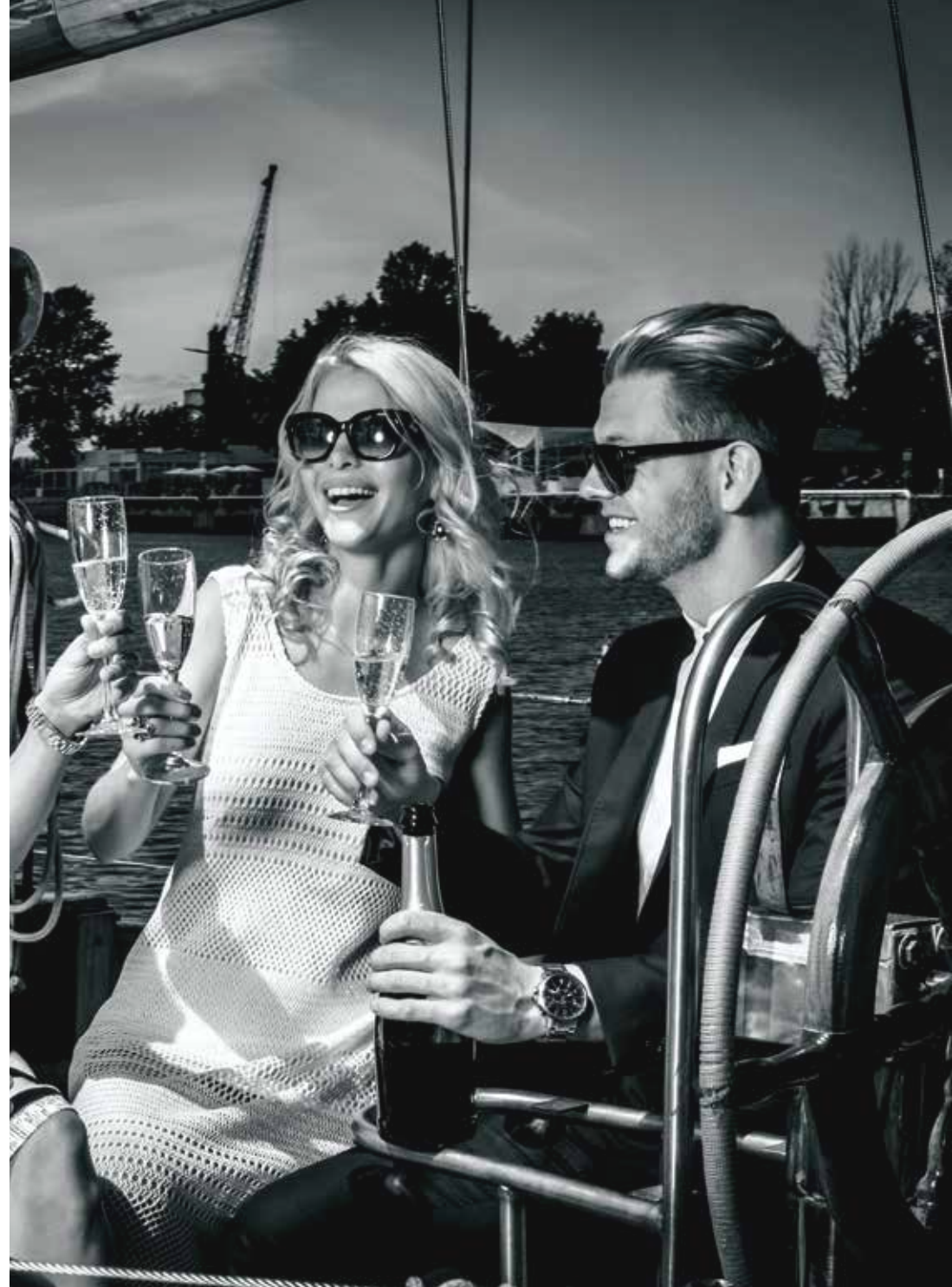
SIZE	1X	2X	4X
FULL PAGE	\$2,495	\$1,910	\$1,550
2/3 PAGE	\$1,985	\$1,525	\$1,250
1/2 PAGE	\$1,530	\$1,175	\$920
1/3 PAGE	\$1,025	\$735	\$575

REAL ESTATE SECTION (Full Page)	\$1,050	\$1,000	\$950
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COVER POSITIONS	PER ISSUE
COVER 2 SPREAD	\$5,360
COVER 3	\$2,950
COVER 4	\$3,400

Advertise in both Newport Beach & Laguna 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

### AD DIMENSIONS

	TRIM (w x h)	BLEED	LIVE AREA
FULL PAGE	9 x 10.875	9.25 x 11.125	8.325 x 10.25
SPREAD	18 x 10.875	18.25 x 11.125	17.5 x 10.375
2/3 PAGE	5.25 x 9.875		
HALF PAGE	8 x 4.875		
1/3 PAGE SQUARE	5.25 x 4.875		
1/3 PAGE VERTICAL	2.5 x 9.875		

**NOTE:** All live matter must be at least 1/4" from the TRIM and a minimum of 1/8" bleed added to all sides. Make sure that copy does not run into the gutter on two-page spread ads. If you are supplying gatefold materials, please call your sales representative for the correct ad dimensions.

**Prepress Guidelines:** Firebrand is a Macintosh format Computer to Plate (CTP) environment, and Adobe InDesign is the primary page layout programs 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:

- \* PDF/X1-a (preferred)
- \* Adobe InDesign
- \* Adobe Photoshop
- \* Adobe Illustrator

You must package or collect all support files including fonts. True type and .dfonts are not acceptable and will be substituted with the closest equivalent. 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 (gray-scale or CMYK) as native Photoshop psd, EPS or TIFF 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 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.

**PDFs:** PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Image 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

**For Creative Services email or call:**  
sonia@firebrandmediainc.com, 949-715-4100

**Ad submission:** Please send or email materials and direct questions to the following:

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

**Printing:** Web offset

**Binding:** Perfect bound

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

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

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.



# NEWPORT BEACH ONLINE

Our Newport Beach Online Portfolio both educates and inspires the most desirable audience of affluent luxury consumers with engaging and exclusive content.

Our digital partners will appear on our entire Newport Beach digital portfolio: NewportBeachMagaizne.com. NewportBeachIndy.com and NewportBeachEvents.com (just launched).

Our news and lifestyle websites garner more affluents visitors than any other in the market.

**50%** FEMALE

**58%** MOBILE USERS

**1.43** PAGES PER SESSION

**50%** MALE

**34%** DESKTOP USERS

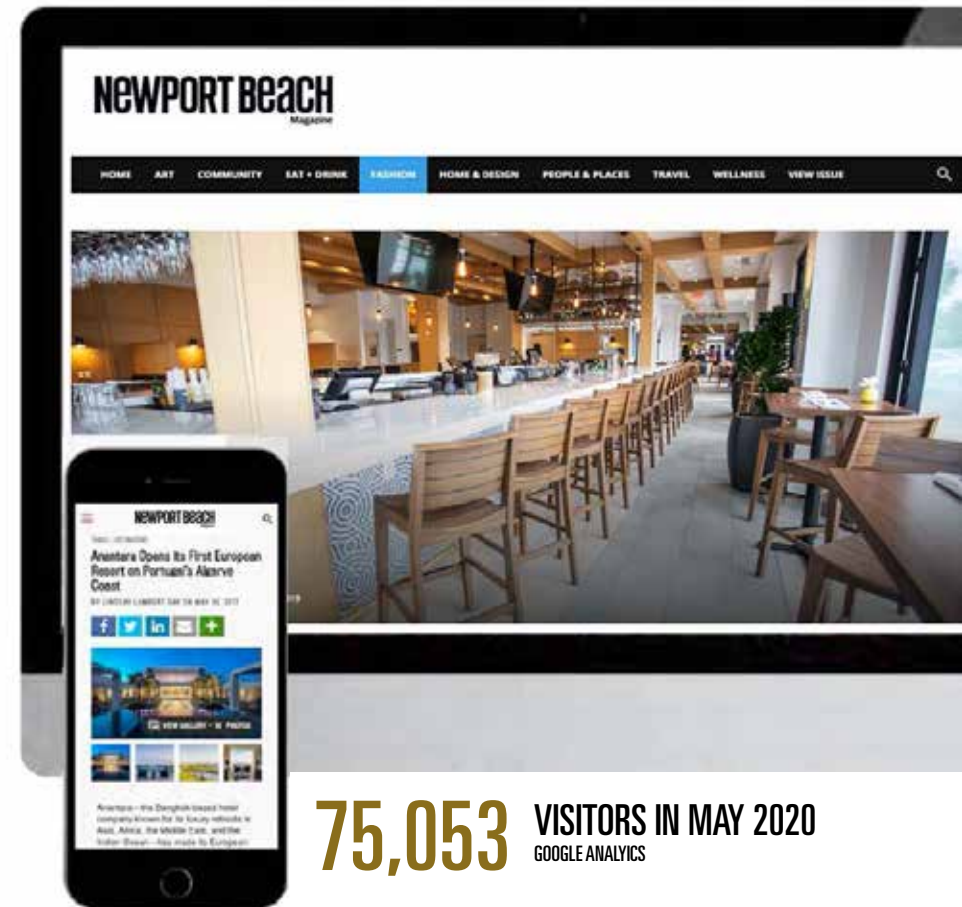
**1:01** AVERAGE TIME ON PAGE (MINUTES)

**70%** COLLEGE OR GRAD SCHOOL

**HHI** \$150,000+

**21K** NB SOCIAL FANS & FOLLOWERS

**2.5 K** OPT-IN E,MAIL SUBSCRIBERS



**75,053** VISITORS IN MAY 2020  
GOOGLE ANALYTICS

Visitors to this site are **3.15x** more likely than the average internet user to visit websites in the **TRAVEL CATEGORY**

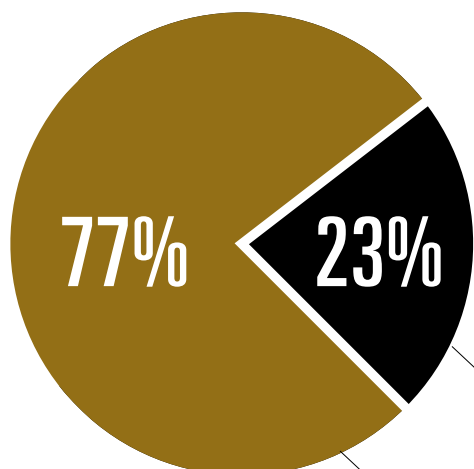
Visitors to this site are **2.50x** more likely than the average internet user to visit websites in the **BUSINESS CATEGORY**

Visitors to this site are **2.28x** more likely than the average internet user to visit websites in the **FINANCE CATEGORY**

Visitors to this site are **2.24x** more likely than the average internet user to visit websites in the **REAL ESTATE CATEGORY**

Visitors to this site are **1.89x** more likely than the average internet user to visit websites in the **NEWS CATEGORY**

## OUR AUDIENCE



Visitors to this site are **1.54x** more likely than the average internet user to visit websites in the **STYLE & FASHION CATEGORY**

Visitors to this site are **1.43x** more likely than the average internet user to visit websites in the **FOOD & DRINK CATEGORY**

Visitors to this site are **1.38x** more likely than the average internet user to visit websites in the **HEALTH & FITNESS CATEGORY**

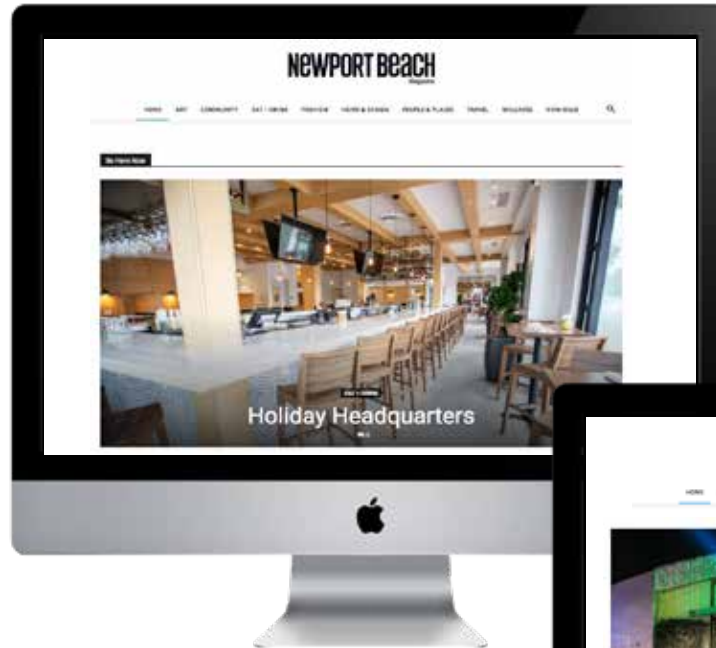
Visitors to this site are **1.36x** more likely than the average internet user to visit websites in the **SHOPPING CATEGORY**

Visitors to this site are **1.36x** more likely than the average internet user to visit websites in the **AUTOMOTIVE CATEGORY**

18-24 & 65+

ARE BETWEEN THE AGES OF 25 AND 64





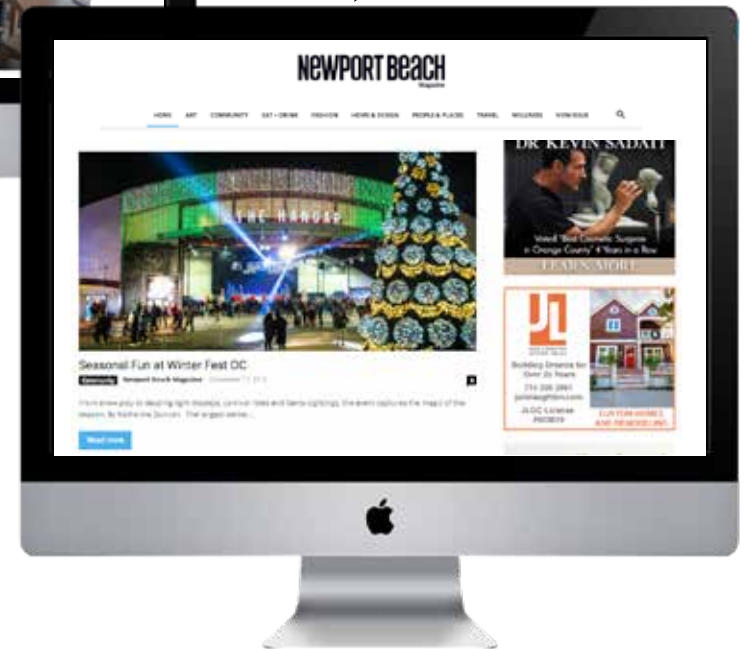
**SPONSORED  
EDITORIAL**

**CATEGORY  
SPONSORED**

## DIGITAL RATES

### WEBSITE

	AD UNIT RATE/MO.	SIZE
HOMEPAGE LEADERBOARD AD	\$1,000 PER MONTH	728 X 90
SIDEBAR BOX BANNER AD #1	\$600 PER MONTH	300 X 250
SIDEBAR BOX BANNER AD #2	\$400 PER MONTH	300 X 250
SIDEBAR BOX BANNER AD #3 & ROS	\$200 PER MONTH	300 X 250
CATEGORY/SECTION BANNER AD	\$600 PER MONTH	728 X 90
FEATURED EVENT LISTING	\$75 PER MONTH	
LARGE FORMAT SPONSORED EDITORIAL	\$800 PER MONTH	
STANDARD SPONSORED EDITORIAL	\$375 PER MONTH	
FEATURED EVENTS ON HOMEPAGE	\$99	
SPONSORED VIDEO ON HOME PAGE	\$375 PER MONTH	
POLL SPONSORSHIP (PRINT & DIGITAL)	\$1,400 PER MONTH	300X100



### EMAIL OPPORTUNITIES

	RATE
DEDICATED E-BLAST	\$450/EA.
REAL ESTATE FEATURE HOME <b>(WEEKLY)</b>	\$75/WK
EMAIL BANNER AD 468X60	\$50/WK.
SPONSORED EDITORIAL	\$75/EA.

**LEADERBOARD: 728 X 90**

**NEWSLETTER CATEGORY  
SPONSOR AD: 468 X 60**

**BOX AD:  
300 X 250**

## **DEDICATED EMAIL**

Image width not to exceed 580px,  
There is no height limitation, but we suggest this image does not exceed 1,500px

# SPECIFICATIONS

- Web specifications are measured in pixels (px), image quality should be at least 72 DPI and, if used for digital and print, 300 DPI is recommended.
- All dimensions are noted WxH, i.e. 300x250px means 300px in width and 250px in height
- Animated ad banners are 15-second maximum OR 3 times looping maximum (5-seconds per loop).
- Creative with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.
- File sizes for banner ads should not exceed 100k, accepted file extensions: .JPEG .GIF .PNG
- Submit destination URL (i.e. <https://mywebsite.com>) for all of your submitted online marketing materials
- Linking URL - Linking URLs must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>).
- Any sound must be user-initiated and is defined as a click-based interaction rather than a mouse over or rollover.
- The dedicated email should be submitted as a single image file with the subject line, and destination URL. HTML coded emails are accepted and preferred for emails with multiple links.
- Social media promotions and sponsored editorial should include all relevant images, text, URL links, social links and hashtags, if applicable.
- All digital assets submissions should go to Megan Shelhamer, [megan@firebrandmediainc.com](mailto:megan@firebrandmediainc.com): 949-715-4100 x220

## **SPONSORSHIP EDITORIAL**

Title text (if any) maximum of 60 characters  
with spaces  
Body Text: maximum 250 characters with spaces  
Image/logo (1): maximum size 600x250  
Call To Action (CTA) i.e. "Click Here,"  
"See More" or "Buy Now"  
Destination URL for Call To Action 1,500px



NEWPORT BEACH MAGAZINE

# CONTACT

## **SCOTT SANCHEZ**

PUBLISHER/CHIEF REVENUE OFFICER

949.715.4100, ext 206 (direct)

949.542.0322 (cell)

[scott@firebrandmediainc.com](mailto:scott@firebrandmediainc.com)

## **GENERAL INQUIRIES**

[info@firebrandmediainc.com](mailto:info@firebrandmediainc.com)

949.715.4100 (office)

