

An aerial photograph of the Newport Beach harbor at sunset. The water is a deep blue, reflecting the orange and yellow light of the setting sun. Numerous sailboats are anchored in the harbor, their masts creating a forest of thin lines against the sky. The city of Newport Beach is visible in the background, with its buildings and palm trees silhouetted against the horizon. The sky transitions from a pale blue at the top to a warm orange near the water.

# NB

NEWPORT BEACH MAGAZINE

## THE COASTAL RIVIERA LIFE 2021 MEDIA KIT

### 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.



# CIRCULATION & REACH

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

**{180,000+}**  
ANNUAL PRINT READERSHIP

## DELIVERED TO NEWPORT'S MOST AFFLUENT RESIDENTS

NEWPORT BEACH	PENINSULA POINT
NEWPORT COAST	PELICAN POINT
NEWPORT HEIGHTS	DOVER SHORES
BALBOA ISLAND	CRYSTAL COVE
CORONA DEL MAR	BIG CANYON
LIDO ISLE	PORT STREETS
LINDA ISLE	BELCOURT
BAYSHORES	ONE FORD ROAD

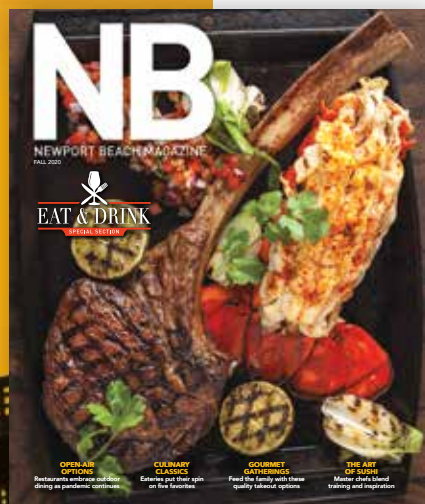
*\*Bonus distribution to select homes in Shady Canyon*

## 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



# 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 influencers

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

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

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

## 2021 EDITORIAL CALENDAR

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE	ADS DUE	ON SALE
SPRING	★ Eat + Drink Issue ★ Travel	★ Chef Profiles	Feb.19	Feb.24	March 5
SUMMER	★ Home & Decor Issue ★ Best of Beaches	★ Designer/Builder Profiles	May 21	May 26	June 4
FALL	★ Fashion & Jewelry ★ Travel	★ Top Boutiques	Aug. 13	Aug. 18	Aug. 27
WINTER	★ Health & Wellness ★ Travel: Snow Seekers Guide	★ Top Doctors	Oct. 29	Nov. 3	Nov. 12

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.



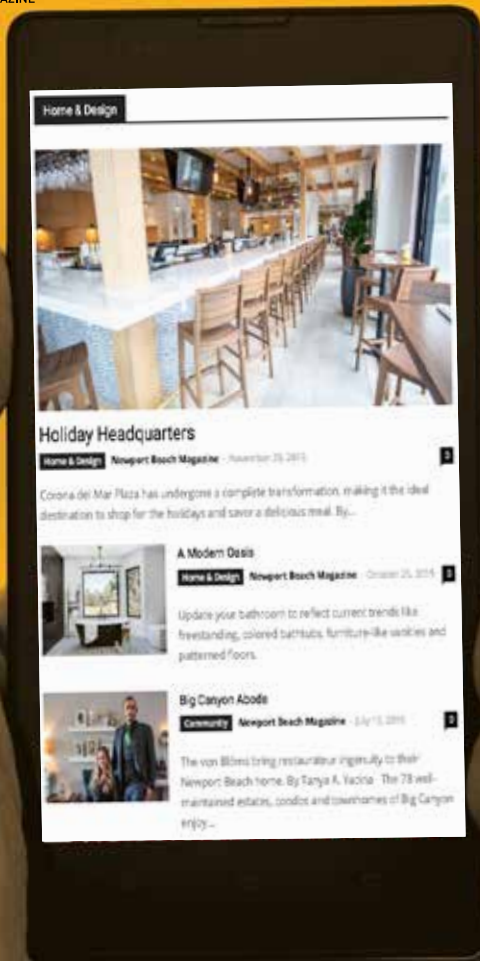
# NEWPORT BEACH MAGAZINE ONLINE

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: NewportBeachMagazine.com, NewportBeachIndy.com and NewportBeachEvents.com (just launched). Our news and lifestyle websites garner more affluent visitors than any other in the market.



- 50%** FEMALE
- 50%** MALE
- 58%** MOBILE USERS
- 34%** DESKTOP USERS
- 1.43** PAGES PER SESSION
- 1:01** AVERAGE TIME ON PAGE (MINUTES)
- 70%** COLLEGE OR GRAD SCHOOL
- HHI** \$150,000+
- 21 K** NB SOCIAL FANS & FOLLOWERS
- 2.5 K** OPT-IN EMAIL SUBSCRIBERS

# DIGITAL OPPORTUNITIES



**NEWPORTBEACHMAGAZINE.COM &  
NEWPORTBEACHINDY.COM**

- ★ Website
- ★ Digital Magazine
- ★ E-Newsletter
- ★ Social Media
- ★ Push Notifications

## PRINT + ONLINE + DIGITAL + EMAIL + SOCIAL + PUSH

The Firebrand Media ad network bridges all the major mediums, print, online, digital, email, and social media, to give you the best opportunity to reach your Targeted Audience.

We help you maintain a clear and consistent message targeted at the “right” folks and continue to educate and remind them of you, your business, and your value proposition.

**{2,600,000}**  
ANNUAL TOTAL DIGITAL AUDIENCE

Are you in need of a plan to help your business grow, reach a broader audience than your current reach? Let our team of marketing consultants build you a custom program, focusing on the right people, at a budget you can afford.

**949.715.4100**

advertising@firebrandmediainc.com



# 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.

# CONTACT

## SCOTT SANCHEZ

PUBLISHER/CHIEF REVENUE OFFICER  
949.715.4100, ext 206 (direct)  
949.542.0322 (cell)  
scott@firebrandmediainc.com

## GENERAL INQUIRIES

info@firebrandmediainc.com  
949.715.4100 (office)





# ADVERTISING SPECIFICATIONS

## AD DIMENSIONS

	TRIM	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 (grayscale 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

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

**Newport Beach 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.