



# 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.

2021  
MEDIA KIT

# Laguna Beach Magazine is the must-read magazine for residents and visitors alike.

Laguna Beach Magazine is the only magazine dedicated to the people, culture and lifestyle of Orange County's most eclectic and affluent community. With engaging and award-winning editorial and photography.



**399,000**  
ANNUAL TOTAL PRINT AUDIENCE

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.

## 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



# Unsurpassed coverage of Laguna Beach

## CIRCULATION AND DISTRIBUTION

**TOTAL COPIES PER ISSUE:** 14,250  
**TOTAL READERSHIP PER ISSUE:** 49,875

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

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

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

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

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

- ★ Real estate offices
- ★ Luxury auto dealers
- ★ Art galleries
- ★ Medical offices
- ★ Community events
- ★ 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 websites, [lagunabeachmagazine.com](http://lagunabeachmagazine.com) and [lagunabeachindy.com](http://lagunabeachindy.com). [Lagunabeachmagazine.com](http://Lagunabeachmagazine.com) is responsive and perfect for online and mobile viewers.

# 2021 Editorial Calendar & Closing Dates

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE	ADS DUE	ON SALE
<b>February</b>	<ul style="list-style-type: none"> <li>★ Health and Wellness Issue (Senior Living)</li> <li>★ Fashion: Jewelry</li> </ul>	<ul style="list-style-type: none"> <li>★ Chef Profiles</li> <li>★ Wedding Guide</li> </ul>	1/22	1/27	2/5
<b>March/April</b>	<ul style="list-style-type: none"> <li>★ Eat &amp; Drink Issue</li> <li>★ Travel: Las Vegas</li> </ul>	<ul style="list-style-type: none"> <li>★ Best Happy Hours</li> </ul>	3/12	3/17	3/26
<b>May</b>	<ul style="list-style-type: none"> <li>★ Outdoor Living</li> <li>★ Fashion: Menswear</li> <li>★ Travel: Napa</li> </ul>	<ul style="list-style-type: none"> <li>★ Fitness Directory</li> </ul>	4/23	4/28	5/7
<b>June/July</b>	<ul style="list-style-type: none"> <li>★ Arts Special Section</li> <li>★ Summer Festivals</li> <li>★ Travel: San Diego</li> </ul>	<ul style="list-style-type: none"> <li>★ Gallery Showcase</li> </ul>	6/4	6/9	6/18
<b>August</b>	<ul style="list-style-type: none"> <li>★ Sun &amp; Surf Issue</li> <li>★ Fashion: Swimwear</li> <li>★ Travel: Scottsdale</li> </ul>	<ul style="list-style-type: none"> <li>★ Beach Rental Guide</li> </ul>	7/16	7/21	7/30
<b>September/October</b>	<ul style="list-style-type: none"> <li>★ Eat &amp; Drink Issue</li> <li>★ Travel: Los Cabos</li> </ul>	<ul style="list-style-type: none"> <li>★ Patio Dining</li> </ul>	8/27	9/1	9/10
<b>November</b>	<ul style="list-style-type: none"> <li>★ Home &amp; Design Issue</li> <li>★ Travel: Hawaii</li> </ul>	<ul style="list-style-type: none"> <li>★ Interior Design Guide</li> </ul>	10/15	10/20	10/29
<b>December/January</b>	<ul style="list-style-type: none"> <li>★ Laguna's Most Influential</li> <li>★ Travel: Snowseekers</li> </ul>	<ul style="list-style-type: none"> <li>★ Snow Seekers Guide</li> </ul>	11/26	12/1	12/10



## 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

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.

# 2021 Advertising Rates



SIZE	1X	2X	4X	8X
<b>FULL PAGE</b>	\$2,090	\$1,780	\$1,520	\$1,200
<b>2/3-PAGE</b>	\$1,675	\$1,415	\$1,150	\$900
<b>1/2-PAGE</b>	\$1,360	\$1,150	\$950	\$740
<b>1/3-PAGE</b>	\$850	\$710	\$575	\$450
<b>1/6-PAGE</b>	\$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  
Cover 3 / Inside Back Cover  
Cover 4 / Back Cover

### PER ISSUE

\$5,225  
\$2,500  
\$3,000

### 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.



# Advertising Specifications

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING:** Web offset

**BINDING:** Perfect bound

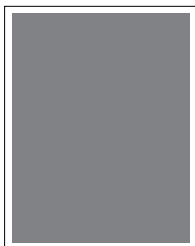
**TRIM SIZE:** 9" width x 10.875" depth

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

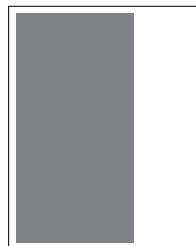


SPREAD

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



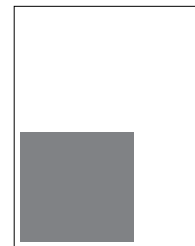
**FULL PAGE**  
TRIM:  
9" X 10.875"  
BLEED:  
9.25" X 11.125"  
LIVE AREA:  
8.325" X 10.25"



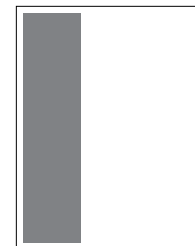
**2/3 VERT.**  
TRIM:  
5.25" X 9.875"



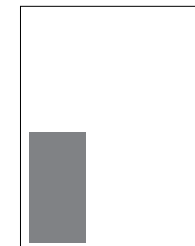
**1/2 PAGE**  
TRIM:  
8" X 4.875"



**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.

**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  
EMAIL: tina@firebrandmediainc.com  
FAX: 949-715-4106

# Digital Opportunities

**LAGUNABEACHMAGAZINE.COM &  
LAGUNABEACHINDY.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.

**{ 3,150,000 }**  
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, focussing on the right people, at a budget you can afford.

949.715.4100  
advertising@firebrandmediainc.com



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MAGAZINE

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**Firebrand**<sup>TM</sup>  
media