

WHERE LIFE & STYLE COLLIDE

# LATITUDE 33

ORANGE COUNTY'S LUXURY HOME MAGAZINE



## 2021 *MEDIA KIT*

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ORANGE COUNTY'S  
LUXURY HOME MAGAZINE

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FROM THE PUBLISHERS OF

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COASTAL  
REAL ESTATE GUIDE

LAGUNA BEACH  
Magazine

**NB**  
NEWPORT BEACH MAGAZINE

**Firebrand**<sup>™</sup>  
media LLC

# OVERVIEW

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## WHERE LIFE & STYLE COLLIDE

LATITUDE33 MAGAZINE OFFERS ADVERTISERS AN UNEQUALLED OPPORTUNITY TO REACH A QUALIFIED COMMUNITY OF ACTIVE BUYERS, SELLERS, AND HOMEOWNERS LOOKING TO ENHANCE THEIR LUXURY LIFESTYLE ALONG THE SOUTHERN CALIFORNIA COAST.

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### THE 33RD PARALLEL

Where the 33rd Parallel intersects Southern California is one of the world's best places to live. With iconic oceanfront communities, upscale shopping and entertainment, world-class dining and resorts, Latitude33 is ideally positioned to serve the most discriminating homeowners and homeseekers.

WHERE LIFE & STYLE COLLIDE  
**LATITUDE33**  
ORANGE COUNTY'S LUXURY HOME MAGAZINE

[latitude33magazine.com](http://latitude33magazine.com)

# BY THE NUMBERS

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LATITUDE33 READERS OWN THE FINEST HOMES IN THE MOST EXCLUSIVE COASTAL NEIGHBORHOODS IN ORANGE COUNTY. OUR READERS ARE WELL EDUCATED AND INTERESTED IN REAL ESTATE, HOME DECOR, INTERIOR DESIGN, OUTDOOR LIVING, TRAVEL, ENTERTAINMENT AND FINE CUISINE.



AVERAGE HOME VALUE

\$2.85 MILLION

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AVERAGE HOUSEHOLD INCOME

\$985,000

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AVERAGE NET WORTH

\$2.95 MILLION

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FEMALE

55%

MALE

45%



# CIRCULATION & DISTRIBUTION

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## OUR READERS

LATITUDE**33** IS DISTRIBUTED TO THE HIGHEST NET EARNERS IN THE MOST EXCLUSIVE COASTAL SOUTHERN CALIFORNIA NEIGHBORHOODS, STRETCHING FROM HUNTINGTON BEACH TO SAN CLEMENTE. WITH TARGETED MAILING AND DIRECT DELIVERY TO THE BEST HOMES IN THE OC, LATITUDE**33** IS THE BEST OPPORTUNITY FOR OUR PARTNERS TO REACH THEIR IDEAL CUSTOMERS.

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Issues are bulk distributed to luxury real estate offices, design centers, medical offices, wealth management service providers, country club members, yacht clubs, and other high visibility professional offices.

## DIRECT MAIL - 5,170+

Mailed directly to some of the most exclusive neighborhoods in Orange County including: Newport Coast, Pelican Hill, Crystal Cove, Ritz Cove, Monarch Bay, Cypress Shores, Huntington Harbor and more.

## HOME DELIVERY - 8,000+

Direct delivery to the best addresses in Laguna Beach & Newport Beach, including: Irvine Cove, Emerald Bay, Montage Residences, Three Arch Bay, Corona del Mar, Balboa Island & Lido Island, Spyglass and more.

## STRATEGIC LOCATIONS - 2,000+

Delivered to more than 200 strategic location in South Orange County.

## PARTNER DISTRIBUTION - 250+

Additional distribution through our top partners and advertisers.



READERSHIP

107,450

ANNUALLY



CIRCULATION

15,350

ISSUE

# *LATITUDE AMPLIFICATION*

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IN ADDITION TO PRINT DELIVERY, LATITUDE33 IS AVAILABLE ONLINE IN A MOBILE-RESPONSIVE FORM AND A READER-FRIENDLY DIGITAL EDITION.

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Located at Latitude33magazine.com, the online edition will serve as a luxury real estate, home and design portal for our fans and followers.

## OUR READERS BY DEVICE:



LATITUDE33 site visitors are **2.50X** more likely than the average internet user to visit websites in the Real Estate category.

LATITUDE33 site visitors are **1.62X** more likely than the average internet user to visit websites in the Home & Garden category.

LATITUDE33 site visitors are **2.64X** more likely than the average internet user to visit websites in the Travel category.

LATITUDE33 site visitors are **2.00X** more likely than the average internet user to visit websites in the Style & Fashion category.

# EDITORIAL & DESIGN

LATITUDE33 MAGAZINE REFLECTS AND SPEAKS TO THE UPSCALE AESTHETIC OF ITS READERS, PROVIDING AN INSIDER'S LOOK AT THE COASTAL REAL ESTATE MARKET AND LUXURY HOME DESIGN.



## KEY TOPICS INCLUDE

- >> REAL ESTATE <<
- >> ARCHITECTURE <<
- >> DESIGN <<
- >> KITCHEN <<
- >> BATH <<
- >> OUTDOOR <<
- >> PROFILES <<



# CONTENT MARKETING

ENHANCE YOUR ADVERTISING AND TELL YOUR STORY THROUGH EFFECTIVE CONTENT MARKETING/ADVERTORIAL OPPORTUNITIES IN LATITUDE33 MAGAZINE.

## OPPORTUNITIES INCLUDE

Professional Profiles, Q&A's, Home Features, Design Features and more



All advertisers will receive additional content marketing opportunities in the form of profiles and showcase features. For every ad page purchased, you will receive an equal amount of content marketing pages to elevate your brand and message expression, i.e., buy a two-page ad spread and receive a bonus two-page spotlight or showcase feature in the issue.

## PROFILES

Profiles tell the story of you and your business. Each Profile consists of a write-up and a photo. Profiles run in Latitude33 Magazine and on latitude33magazine.com for one year. Our award-winning editorial team will write the profile based on an interview with you (or information provided) and send a photographer to take your photo, both of which are subject to your approval.

## SHOWCASES

Showcases give you a chance to highlight your expertise and attract readers with examples of your work. You provide high-resolution photos and a description of your project. Showcases run in Latitude33 Magazine and on latitude33magazine.com for one year.



# RATES, DATES & SPECS

AD SIZE	1X	2X
C2 Spread	\$12,000.00	\$10,000.00
Pre TOC Spreads	\$8,000.00	\$6,800.00
Full Page	\$5,000.00	\$4,250.00
1/2-page	\$3,000.00	\$2,550.00
Cover 3	\$6,000.00	\$5,000.00
Cover 4	\$7,000.00	\$5,800.00

\* Ask your representative about other premium position opportunities.

## CLOSING DATES

### SPRING ISSUE

SPACE: 4/2  
MATERIALS: 4/7  
LIVE: 4/16

### FALL ISSUE

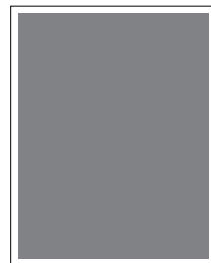
SPACE: 10/1  
MATERIALS: 10/6  
LIVE: 10/15

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.

ALL ADVERTISING PARTNERS RECEIVE  
BONUS EXPOSURE WITH A SOCIAL  
MEDIA CAMPAIGN



## AD SPECIFICATIONS



### 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"



### 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.

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.

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:

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