

# BRENTWOOD

*Country Club*

M A G A Z I N E



2021 MEDIA KIT



So much more than a private golf experience, the Brentwood Country Club captures club life like never before. And Brentwood Country Club Magazine is the only way to reach this exclusive, affluent audience.

Offering stellar golf with an ocean view, the spectacular new 65,000 square-foot Craftsman-style Clubhouse is filled with resort-style amenities, full spa, workout facilities, and Olympic-size pool facilities. Members and guest are treated with world-class attentive services and modern beach flair at a spectacular location between Santa Monica and Los Angeles. And a family tradition that's generational.

### DEMOGRAPHICS

Average Household Income .....\$1 million+  
Average Age ..... 64 years old  
College Graduate ..... 85%+  
Male/Female ..... 83%/17%

### CONSUMER BEHAVIOR

Charity/Philanthropy .....+248% / avg  
Gifts.....+230% / avg  
Insurance/Retirement.....+229% / avg  
Household Furnishings .....+204% / avg  
Dining/Entertainment .....+197% / avg  
Membership within 5 miles .....78%

### READERSHIP & DISTRIBUTION

TOTAL Readership of 3,000+ AFFLUENT VIPs PER ISSUE

- Direct mail to every club member
- Placed at strategic locations throughout the club and available at club events

### BONUS DISTRIBUTION

- Additional copies through select partners, luxury retailers, restaurants, museums, art galleries, and select lobbies
- Direct mailed to exclusive mailing lists, meeting planners, VIPs
- Available to corporate partners

### HOME OWNERSHIP & MEDIAN PRICES

Our members pay six figures for initiation plus monthly dues, and own homes in the best neighborhoods, including:

- Brentwood Park: \$13.99M
- Brentwood: \$2.3M
- Mid-City: \$1.4M
- Pacific Palisades: \$3.4M
- Santa Monica: \$1.8M
- Westwood: \$1.46M

*Median Home Values as of 04/21*



590 S BURLINGAME AVE, LOS ANGELES, CA 90049



The Brentwood Country Club Magazine reflects the relaxed, yet elegant atmosphere of the club and inspires members, guests and partners to experience all the best that life has to offer. With an emphasis on golf, tennis, fine dining and wine, entertainment, culture, recreation, shopping, regional travel, and relevant information for affluent club life in Los Angeles, each issue includes:

### **GOLF**

Featuring an award-winning golf course recently re-designed by renowned golf architect Todd Eckenrode, the 129-acre par 72 golf course is both challenging and fun for golfers at all levels.

### **CULINARY**

At the forefront of the culinary scene, Brentwood Country Club features fine dining and culinary events that showcase the fresh flavors of Southern California. The magazine showcases dining trends and the expert culinary and wine team at the club.

### **RECREATION, WELLNESS, AQUATICS & TENNIS**

Renowned for its total club life immersion, Brentwood Country Club offers top notch tennis and pool facilities as well as state-of-the-art fitness programs and wellness activities.

### **FAMILY**

Explore the endless possibilities for memorable family experiences and events at Brentwood's premiere private country club and nearby destinations.

### **LOCAL ATTRACTIONS & ACTIVITIES**

Brentwood Country Club is located in one of the poshest neighborhoods in Los Angeles, home to various Hollywood celebs, world-class museums, and plenty of attractions.



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## PRODUCTION SCHEDULE

### SUMMER 2021

SPACE CLOSE: June 11  
MATERIALS DUE: June 18  
PUBLISHED: July 2

### FALL 2021

SPACE CLOSE: September 10  
MATERIALS DUE: September 17  
PUBLISHED: October 4

### WINTER 2021/2022

SPACE CLOSE: December 10  
MATERIALS DUE: December 17  
PUBLISHED: January 7

### SPRING 2022

SPACE CLOSE: March 10  
MATERIALS DUE: March 21  
PUBLISHED: April 4

## RATE CARD

### 2020 REGIONAL RATES

Size	1x	2x	4x
Full Page	\$3,500	\$3,000	\$2,400
Inside Front Cover Spread	\$8,200	\$7,000	\$5,800
Spread	\$6,400	\$5,400	\$4,500
Inside Back Cover	\$4,000	\$3,200	\$2,800
Back Cover	\$5,000	\$4,250	\$3,500
Half Page Horiz.	\$1,950	\$1,650	\$1,350

*\* All pre-TOC premium guaranteed positions, add 25%.*

### CONTACT US FOR RESERVATIONS

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Publication dates may change throughout the year due to unforeseen circumstances.  
Contact your representative for the latest deadlines and on sale dates.



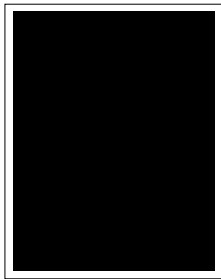
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## ADVERTISING SPECIFICATION

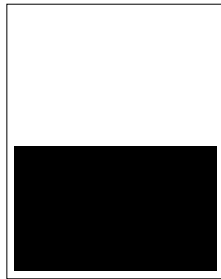
THIS PUBLICATION PRINTS COMPUTER-TO-PLATE

**PRINTING:** Web offset | **BINDING:** Perfect bound | **TRIM SIZE:** 9.5" width x 12" depth



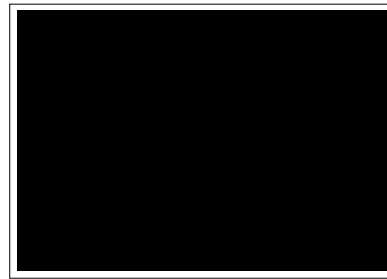
### FULL PAGE

**TRIM:**  
9.5" X 12"  
**BLEED:**  
9.75" x 12.25"  
**LIVE AREA:**  
9" x 11.5"



### 1/2 PAGE

**TRIM:**  
8" x 5.25"



### SPREAD

**TRIM:**  
19" x 12"  
**BLEED:**  
19.25" x 12.25"  
**LIVE AREA:**  
18.5" x 11.5"

**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:** Brentwood Country Club 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:  
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