

NB

NEWPORT BEACH MAGAZINE

THE COASTAL RIVIERA LIFE
2022 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: 12,000
TOTAL READERSHIP PER ISSUE: 42,000

{170,000+}
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
- MALE55%
- FEMALE45%
- MARRIED60%
- ANY COLLEGE96%
- 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

2022 EDITORIAL CALENDAR

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE	ADS DUE	ON SALE
SPRING	★ Eat + Drink Issue ★ Travel: Scottsdale	★ Chef Profiles	Feb.18	Feb.23	March 4
SUMMER	★ Outdoor Living ★ Best of Beaches	★ Designer/Builder Profiles	May 20	May 25	June 3
FALL	★ Home & Design ★ Travel: Las Vegas	★ Top Boutiques	Aug. 19	Aug. 24	Sept. 2
WINTER	★ Health & Wellness ★ Travel: Snow Seekers Guide	★ Top Doctors	Dec. 2	Dec. 7	Dec. 16

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

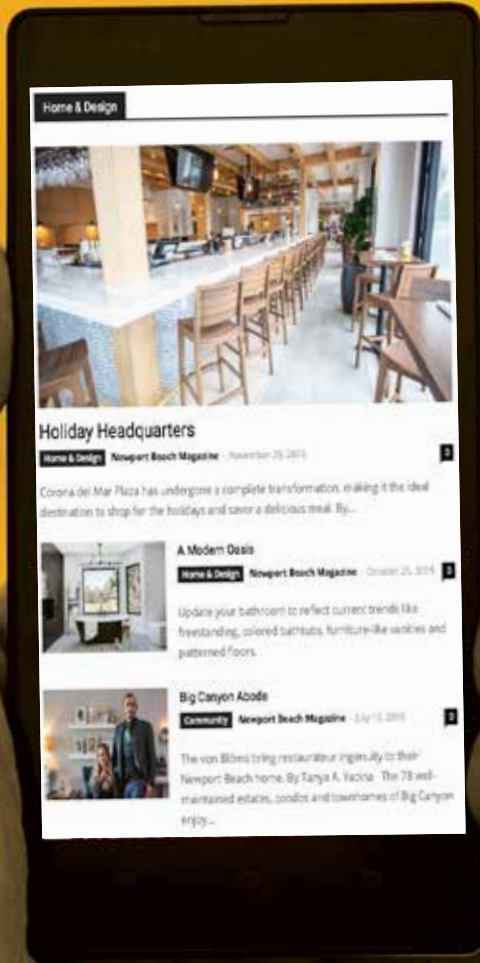
Our Newport Beach Online Portfolio both educates and inspires the most desirable audience of affluent luxury consumers with engaging and exclusive content. Our digital partners will appear on our entire Newport Beach digital portfolio: NewportBeachMagazine.com, NewportBeachIndy.com and NewportBeachEvents.com (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

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 the 4x rate
- Guaranteed position: Available for a 25% surcharge
- Ad design available billed at \$75/hour, two-hour minimum.
- Early pay discount available. Ask your sales representative for details.

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		

AD FILE FORMAT: Advertisements must be submitted in a 300 DPI, print-ready PDF. JPEG or TIFF files are acceptable. CMYK only.

BLEEDS: Please add .25" to all sides if ad is to bleed. Crop marks are required for ads with bleeds.

LIVE MATTER: All live matter (safe area) must be at least 1/4" from the TRIM of the magazine. 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.

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.

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.

AD SUBMISSION
EMAIL: tina@firebrandmediainc.com
PHONE: 949-715-4100

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.



580 BROADWAY, #301
LAGUNA BEACH, CA 92651
TEL: 949-715-4100
FAX: 949-715-4106

