

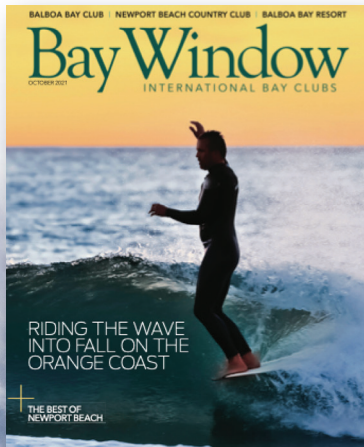
# Bay Window

INTERNATIONAL BAY CLUBS INC.

Bay Window Magazine is the oldest continuously published monthly magazine in Orange County, California (since 1948).

## 2022 MEDIA KIT

*The official publication of the Balboa Bay Club,  
Balboa Bay Resort and Newport Beach Country Club*





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## BALBOA BAY CLUB

With a history spanning over 70 years, the Balboa Bay Club is revered as a Newport Beach landmark and social haven for area residents, families, and friends. Located along the historic Balboa Bay, the Club is situated on fifteen pristine waterfront acres, houses a private marina, private beach, and features luxurious amenities, alongside a full social events calendar. Since its opening, “BBC” has attracted luminaries from all walks of life seeking an informal, family-centric, atmosphere with unmatched exclusivity and unparalleled service.

## BALBOA BAY RESORT

BALBOA BAY RESORT is Newport Beach’s only Forbes Four-Star, AAA Four-Diamond, waterfront resort. The resort’s 159 guest rooms and suites offer casually elegant accommodations alongside a wealth of amenities, including: pool cabanas; two waterfront restaurants, Waterline Newport Beach and A&O Kitchen+Bar; 24-hour room service and fitness studio; water sport and boat rentals; Drybar salon a full-service spa; waterfront wedding ceremony lawn and 29,000 square feet of meeting space.

## NEWPORT BEACH COUNTRY CLUB

For more than 60 years, Newport Beach Country Club (NBCC) has captured the spirit of one of Southern California’s most sought-after destinations through exceptional golf, a warm atmosphere and a spectacular location that boasts panoramic views of emerald fairways and sapphire seas. Perched above the famed Pacific Coast Highway and spanning nearly 56,000 square feet, the new Clubhouse makes an iconic architectural statement on coastal California’s Craftsman design. Originally created by world-renowned designer William “Billy” Bell, NBCC is a popular stop on the PGA Champions Tour for more than 20 years, and is home of the annual Hoag Classic.



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Each issue of Bay Window Magazine informs, inspires and entertains members, guests and locals with an emphasis on the best of Newport Beach lifestyle. The magazine features the people, events and unique experiences of the affluent club and resort life including:

- CULINARY
- YACHTING
- GOLF
- INTERIOR DESIGN
- SPA & WELLNESS
- ENTERTAINMENT
- FAMILY
- LOCAL ATTRACTIONS & ACTIVITIES

## MONTHLY AD RESERVATIONS

**Reservations:** 5th of every month

**Materials Due:** 10th of every month

## READERSHIP & DISTRIBUTION

Total readership of 25,000+ affluent VIPs per issue

Bay Window is direct mailed to Balboa Bay Club Residents, Balboa Bay Club Members, and Newport Beach Country Club Members, the publication reaches a very affluent audience through the following distribution points:

- Located in every room at Balboa Bay Resort
- Mailed to 1,800 paid subscribers
- Direct mailed to luxury residences in Lido Isle, Linda Isle, Bayshores, Peninsula Point, Pelican Point, and others on a rotating basis
- Distributed to Yacht owners in Balboa Bay Club Marina
- Additional distribution to select businesses in and around Newport Beach
- Placement at strategic locations in and around Balboa Bay Resort and the Newport Beach Country Club





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For more information on rates and dates please contact the Bay Window magazine at 949.715.4100 or email us at [info@firebrandmediainc.com](mailto:info@firebrandmediainc.com)

## ADVERTISING SIZES & SPECS

**Trim Size is:** 8.5 x 11

*Bleeds please add .125 on all sides. Live area is .25 from trim.*

**1/2 Page Horizontal:** 7.5 x 4.625

**1/4 Page Square:** 4.625 x 4.625

**1/6 Page:** 2.556 x 4.625

**Column AD:** 2.556 x 9.7

Full Page 4-color

1/2 Page 4-color

1/4 Page 4-color

Column AD 4-color

Business Card ad (*must purchase a 12 month contract*)

### SPECIAL REAL ESTATE AD RATE

Full Page (4-color)

## PREMIERE POSITION ADS:

Inside front cover- 2-page foldout

Inside back page 2-page foldout

Back Cover

2-Page advertorial stories

Advertisers running contracts three times or more in a calendar year will receive a 20% discount on certain ad rates to be negotiated on a per contract basis. Please contact the publisher Bruce Cook at 949.630.4515 to discuss options available.

Direct advertising contracts, insertion instruction, payments in full, advertising correspondence art materials (marked for month of issue) to: [baywindowmag@la.twcbc.com](mailto:baywindowmag@la.twcbc.com). Please make sure your company name is on the file.

### FOR ADVERTISING CONTACT:

**Steve Zepezauer:** 323.314.4738, [steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com)

**Scott Sanchez:** 949.542.0322, [scott@firebrandmediainc.com](mailto:scott@firebrandmediainc.com)

## SUPPLIED ADS

**Prepress guidelines:** Bay Window Magazine is a Macintosh format Computer to plate (CTP) environment. PDF/X1-a and Macintosh formatted 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. Ad design available: \$75 minimum; additional hours at \$60/hr. Stock image charges may apply.

**Digital file requirements:** We accept the following file formats: HI RES PDF (preferred) format with crop marks. InDesign CS3 layout with all support files, fonts (printer & screen), and all high resolution images. Convert all pms spot colors used in any application to CMYK. A hard proof must be submitted when submitting files in application format. Please compress all files into one single document.

**Images:** All images must be submitted (grayscale or CMYK) as native photoshop jpeg or tif at 300 dpi. (images supplied at lower resolution will not be used.) 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:** If a color proof is not supplied, Bay Window magazine can not be responsible for color issues.

