

# COASTAL REAL ESTATE GUIDE

SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

COASTALREALESTATEGUIDE.COM

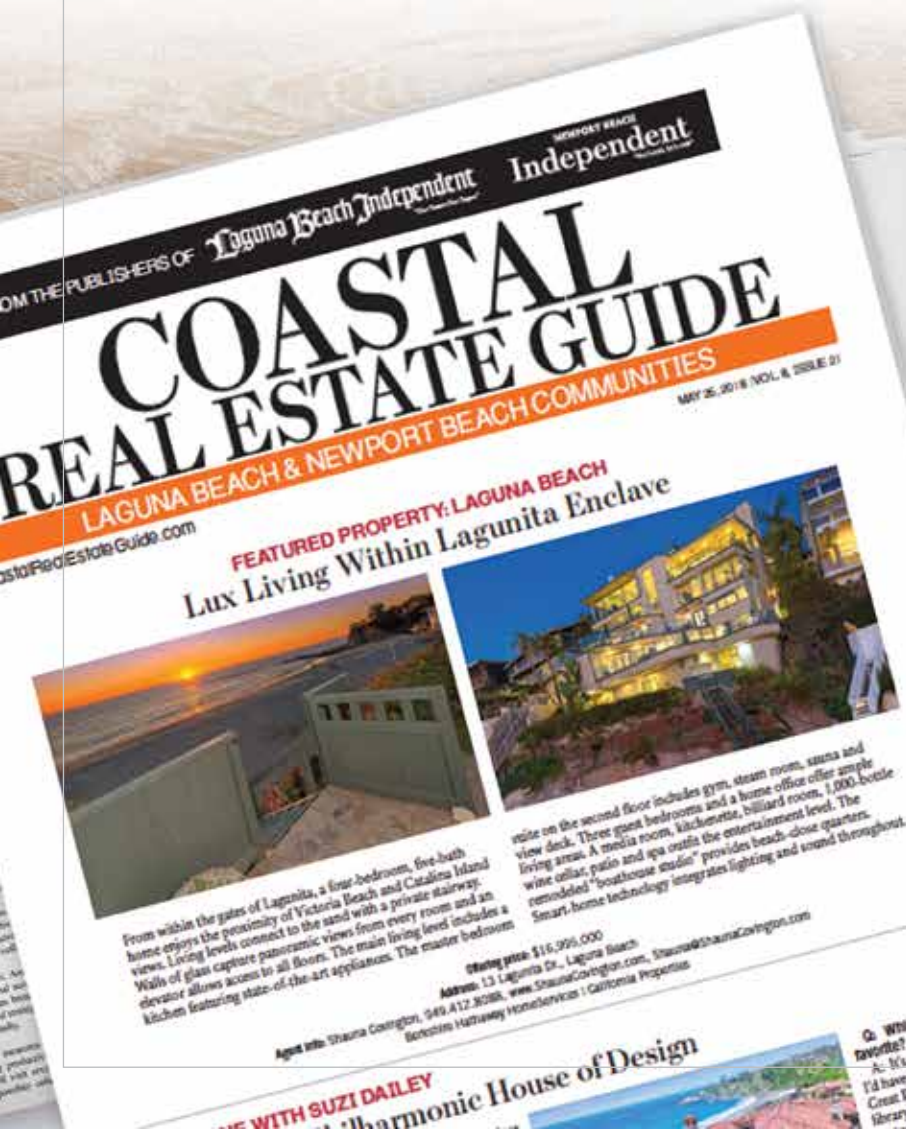
## 2022 Media Kit

Published every Friday, the Coastal Real Estate Guide (CREG) is the most effective and targeted way for agents to reach homeowners and buyers in Newport Beach, Corona del Mar and Laguna Beach. Published by and distributed with the Laguna Beach Independent and Newport Beach

Independent newspapers every Friday, along with the home and bulk delivery in the southern markets. The highest newsprint quality, largest size, and best production color available to showcase your listings. CREG reaches more home owners and buyers in these affluent coastal communities.



580 BROADWAY, STE. 301 | LAGUNA BEACH, CA 92651 | TEL 949.715.4100 | FAX 949.715.4106



## READER DEMOGRAPHICS & INTERESTS

The Coastal Real Estate Guide readers are homeowners in exclusively selected neighborhoods throughout Orange County's coastal communities. Stretching from Newport Beach to Laguna Beach, the distribution areas target home values that are \$1.2 million and above. Our readers are well educated and interested in home decor and interior design, outdoor living area landscapes, and real estate market trends.



Our readers charitable contributions index 241% higher than the national average  
They spend 211% more than the national average on household furnishings and operations

## ADVERTISING OPPORTUNITIES & BENEFITS

- Reaches more residents and business owners than any other real estate newspaper magazine or guide
- All display ads are in FULL COLOR – no other paper can offer this benefit!
- Tabloid format maximizes readership and advertiser visibility
- Advertisers are included in our digital edition, with links directly to websites

## CIRCULATION AND DISTRIBUTION\*

- 25,000+ COPIES PER WEEK
- 90,000+ AFFLUENT READERS
- PRIME COVERAGE OF HOMES IN NEWPORT BEACH, CORONA DEL MAR AND LAGUNA BEACH - KEY COMMUNITIES SUCH AS:
  - Three Arch Bay
  - Emerald Bay
  - Laguna Beach Village
  - Top of the World
  - Cameo Shores
  - Lagunita
  - Irvine Cove
  - Cliff Drive
  - Peninsula Point
- BULK DISTRIBUTION TO SELECT BUSINESSES AND HIGH VISIBILITY LOCATIONS, INCLUDING:
  - Restaurants
  - Doctor's offices
  - Real estate offices
  - Retail shopping areas

\* FOR DETAILED MAPS OF DISTRIBUTION AREAS, ASK YOUR SALES REPRESENTATIVE



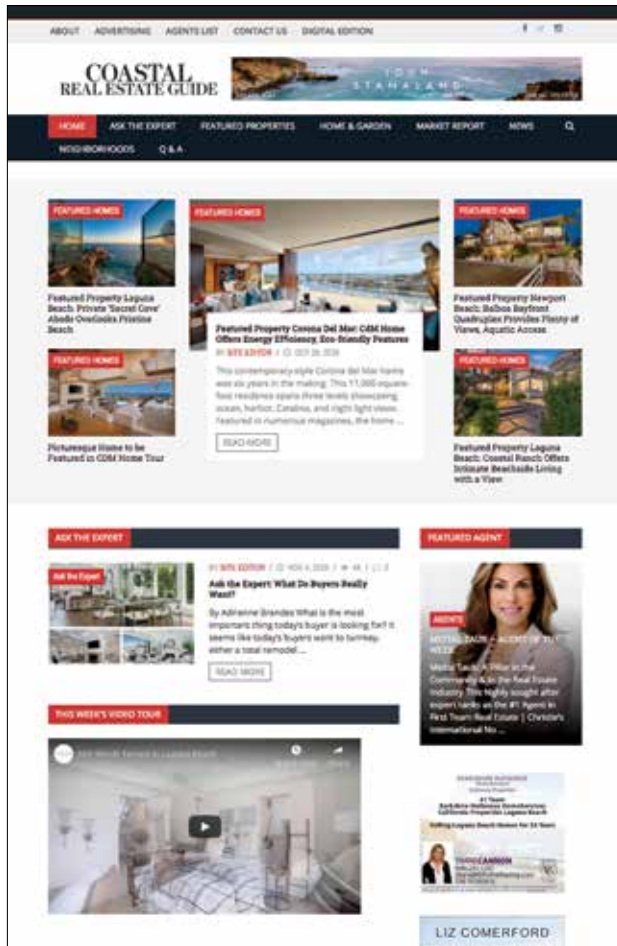


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## DIGITAL OPPORTUNITIES

ENHANCE YOUR PROGRAM AND REACH THROUGH OUR ONLINE AND SOCIAL CHANNELS



Website Banner Adverts



Featured Home Online



Featured Property Video



Dedicated Emails



Facebook and Instagram Social Mentions



**Firebrand**  
media LLC

## 2022 ADVERTISING RATES

<b>SIZE</b>	<b>OPEN</b>	<b>13X</b>	<b>26X</b>	<b>52X</b>
<b>PRINT</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>
Full Page	\$730	\$610	\$530	\$480
Spread	\$1,450	\$1,200	\$1,050	\$960
Back Cover	\$895	\$750	\$650	\$590
1/2 Page	\$495	\$410	\$360	\$325
1/4 Page	\$280	\$235	\$205	\$185
Premium Positions	+25% (Back Cover)			
Front Page Strip	\$610	\$505	\$440	\$400
Featured Home*	\$750			

<b>DIGITAL</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Leaderboard 728x90	\$400	\$350	\$300	\$250
Box banner 300x250	\$300	\$250	\$200	\$150
Featured Home	\$75			
Featured Video	\$50			
Email Inclusion	\$50			
Social Mention	\$50			

### NOTES

- All rates are net per insertion
- Guaranteed placement add 20%
- Pre-pay discounts available. Ask your sales representative.
- First-time advertisers must prepay for their first ad
- Basic typesetting and ad layout is included. Creative ad design will be billed \$75 per hour

### CONTRACT INFORMATION

- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be liable for damages as a result of an advertisement failing to be published.
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

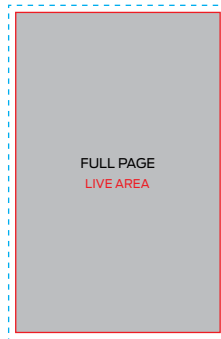
### DEADLINES

- Space must be reserved by noon Tuesday
- Camera-ready materials due noon Wednesday

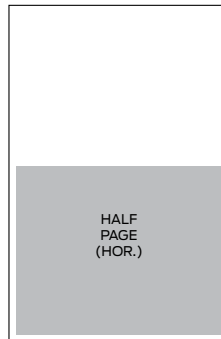
\*CONTACT YOUR REPRESENTATIVE FOR FEATURED HOME AVAILABILITY



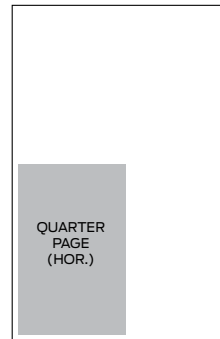
## ADVERTISING SPECIFICATIONS



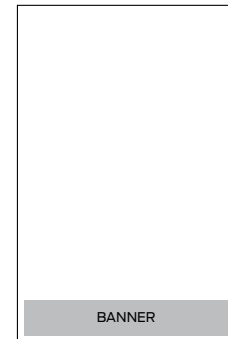
**FULL PAGE**  
LIVE AREA:  
9 (W) X 14 (H)



**1/2 PAGE**  
LIVE AREA:  
9 (W) X 6.75 (H)



**1/4 PAGE**  
LIVE AREA:  
4.5 (W) X 6.75 (H)



**FRONT BANNER AD**  
LIVE AREA:  
9 (W) X 2 (H)

- THE NEWSPAPER ADS DO NOT BLEED.
- 9 X 14 IS THE PRINTABLE AREA.

### AD MATERIALS

Advertisements must be at least 180 dpi. No bleeds are needed. Preferred format is a print-ready PDF. JPEG or TIFF files are acceptable.

Colors and images used need to be CMYK. Please note: Our presses print in CMYK. Any files that are RGB will be converted to CMYK. This may change the appearance of your color or image.

If using the color black, all black text and backgrounds should be 100% black, not 4-color or rich black.

If using reverse type, type over images or a 4-color background, font should be medium to heavy at 10 point or higher.

Your ad is running on newsprint and not glossy magazine paper. Although the printer will make every attempt to ensure your ad reproduces as designed, it is expected there may be some color variation due to the nature of newsprint media.

### FIREBRAND AD BUILD REQUIREMENTS

When submitting your ad materials for your ad build please make sure all images and logos are at least 180 dpi at the size they are to appear on the ad.

Please provide copy, images, logos and layout examples to be used when submitting ad materials for a build.

**PROOFING:** A proof will be provided. If changes are required, please send all changes at one time. A second, final proof will be provided for final review. Additional changes are billed at \$75/hour.

### AD SUBMISSION

If file size exceeds 10MB please email a request for the FTP information.

Please direct questions to Tina Leydecker:

**tina@firebrandmediainc.com**



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**FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:**

- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Laguna Beach Independent:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 70,000 affluent readers in Laguna and Newport
- » **Laguna Beach City Guide:** A comprehensive resource to shopping, dining and entertainment in Laguna Beach
- » **Latitude33:** The luxury shelter publication focusing on real estate, design and architecture along the 33rd parallel
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **On The Menu:** On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors.
- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- » **Salamander magazine:** The in-room publication for Salamander Hotels & Resorts
- » **The Agency Magazine:** The global publication for the luxury real estate brokerage and lifestyle company
- » **The Compass:** Targeting the country's highest producing travel agents through the VAX Vacation Access marketplace
- » **Bespoke Concierge Magazine:** A luxury travel publication distributed at the top hotel concierge in New York

## REGIONAL LIFESTYLE PUBLICATIONS



## LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative  
or Steve Zepezauer, CEO & Editorial Director  
([steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com)).  
Visit us online at [firebrandmediainc.com](http://firebrandmediainc.com)

