

MISSION: BEACH!

THE IN-ROOM MAGAZINES FOR
CATAMARAN RESORT HOTEL AND SPA | BAHIA RESORT HOTEL



2022 MEDIA KIT

DON'T MISS THE CHANCE TO REACH 147,000+ EVANS HOTELS GUESTS IN PRINT
AND 1.5 MILLION ONLINE VISITORS STAYING IN SAN DIEGO.





DEAR FRIENDS AND NEIGHBORS,

Evans Hotels, proud owner and operator of Catamaran Resort Hotel and Spa, and Bahia Resort Hotel, has developed a custom magazine for our valued guests.

The publication is distributed for 24 months and is available in our combined 623 rooms, which nearly 365,000 travelers call a temporary home every year. In addition to highlighting the hotels and their amenities, the magazine provides a positive insight to the community, including information on events, attractions, restaurants, and other businesses.

We are excited for the second edition of the Evans Hotels magazine, which will continue to inspire our guests to become your guests while helping to retain the clientele who already enjoy our companies. As you probably know the Evans family are third-generation San Diegans, and they support the thriving success of surrounding businesses in addition to their own.

We feel that your organization is a great compliment to Evans Hotels and we would like to partner with you in this magazine. A sales representative from Firebrand Media, our publishing partner, will be contacting you in the upcoming days and weeks to discuss this advertising opportunity.

Thank you for your time and consideration, and we look forward to working with you to build a cohesive community that welcomes visitors with open arms.

All the best,
Ilsa Butler
Chief Marketing Officer
Evans Hotels

**OVER 80% OF
ALL VISITORS TO
SAN DIEGO STAY
OVERNIGHT.
SAN DIEGO
TOURISM
AUTHORITY.**



**CIRCULATION
EVANS HOTELS
MAGAZINE WILL
REACH MORE THAN
1.5 MILLION GUESTS
IN PRINT AND ONLINE
THROUGHOUT
12 MONTHS
OF DIRECT
DISTRIBUTION.**

DISTRIBUTION & READERSHIP

IN-ROOM & ON PROPERTY

The Evans Hotels magazine is placed in every suite and guest room at the Evans Hotel properties (Catamaran and Bahia Resorts), along with property service amenities such as the spa, fitness and meeting rooms.

CONCIERGE & ONLINE

The Evans Hotels magazine is available at the concierge desk at each property, additionally The Evans Hotels magazine is available online at each of our property websites. Catamaranresort.com and Bahiahotel.com

DIRECT MAIL & PARTNER DISTRIBUTION

Copies are mailed to selected Evans Hotel VIP guests, and through selected Evans Hotel partners.

EVENT DISTRIBUTION

Copies are distributed at selected events at each Hotel property throughout the year.

OUR GUEST

Visitors to San Diego primarily reside in the following areas: Southern California, Northern California, Arizona, Pacific States and Mountain States. The International traveler represents 10% of the visitor population to San Diego (over 16.4 million total visitors to San Diego annually*).

VISITOR ATTRACTIONS

Top Ten Attractions in San Diego for visitors: Area Beaches, Sea World, Old Town, Coronado Island, San Diego Zoo, the Gas Lamp District, San Diego Harbor, Balboa Park, Seaport Village and La Jolla Cove/Village.

PRINT

The print magazine will reach more than *365,000 guests*.

ONLINE

The digital version of Evans Hotels Magazine will be available on the hotels's websites and through online newsletters, which garner more than *1.2 million views annually*.

DEMOGRAPHICS

	CATAMARAN RESORT HOTEL & SPA	BAHIA RESORT HOTEL	TOTAL
Guestrooms:	312	311	623
Average age of guests:	35-50	25-45	25-60
Average stay:	2.9 nights	2.3 nights	2.6 nights
Weekend room rate:	\$304	\$285	\$294
Annual website visits:	800,000	478,000	1,278,000





AD RATES*

Full page	\$1,700
1/2 page	\$950
1/3 page	\$600
Cover 2 (Inside Front)	\$2,500
Cover 2 Spread	\$4,500
Cover 3 (Inside Back)	\$2,000
Back Cover	\$2,500

* All rates are net.

AD SIZES

Full page:	Trim: 9" x 10.875", Bleed: 9.25" x 11.125"
1/2 page:	8" x 4.875"
1/3 page:	5.25" x 4.875"

Spread: 16" x 10", Bleed: 16.5 x 10.375

Please leave .25" Live area from trim on full page and spread ads.

FREQUENCY:

Annual

LAUNCH DATE:

FEBRUARY 2022

DEADLINES

AD SALES CLOSE:

JANUARY 21, 2022

AD ARTWORK DUE:

JANUARY 28, 2022

ARTWORK SUBMISSION

PUBLICATION SPECS: Trim size: 9" x 10.875" Binding: perfect Color: full color

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: Evans Hotel 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:

tina@firebrandmediainc.com, 949-715-4100

AD SUBMISSION:

Please send or email materials and direct questions to the following:

Evans Hotel Magazine c/o Firebrand Media, LLC

Attn: Tina Leydecker

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FOR MORE INFORMATION AND TO RESERVE YOUR AD SPACE CONTACT:

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