

An aerial photograph of a coastal scene. In the center, a large, dark, rocky island or reef is partially submerged, with waves crashing against its base. Surrounding the rock, a large group of dolphins is visible, swimming in the clear, turquoise water. In the upper right corner, two kayakers are visible: one in a yellow kayak and another in a white kayak. The overall scene is vibrant and captures a moment of natural beauty and human recreation.

THE ONLY MAGAZINE  
DEDICATED TO THE **PEOPLE,**  
**CULTURE** AND **LIFESTYLE** OF  
ORANGE COUNTY'S MOST  
ECLECTIC AND AFFLUENT  
COMMUNITY.

**2023**  
**MEDIA**  
**KIT**

**LAGUNA BEACH**<sup>TM</sup>  
MAGAZINE



# Laguna Beach Magazine

IS THE MUST-READ MAGAZINE FOR  
RESIDENTS AND VISITORS ALIKE.

Laguna Beach Magazine is the only magazine dedicated to the people, culture and lifestyle of Orange County's most eclectic and affluent community. With engaging and award-winning editorial and photography.

# 365,000

ANNUAL TOTAL PRINT AUDIENCE

Highly targeted and effective distribution in Laguna Beach allows advertisers to reach a qualified and valuable audience of residents, visitors and local leaders. Laguna Beach Magazine has more than twice the circulation and readership of any magazine reaching the Laguna audience, making it the most effective and comprehensive way for advertisers to reach this valuable market.



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## CIRCULATION AND DISTRIBUTION

TOTAL COPIES PER ISSUE: 13,000  
TOTAL READERSHIP PER ISSUE: 45,500

**HOME DELIVERY:** Copies are delivered to more than 10,250 Laguna Beach homes in the most affluent communities (92651), including:

- ★ Emerald Bay
- ★ Lagunita
- ★ South Laguna
- ★ Top of the World
- ★ Three Arch Bay
- ★ North Laguna
- ★ The Village
- ★ And many more

**HOTEL DISTRIBUTION:** The magazine reaches visitors to Laguna Beach at more than 20 hotels, including:

- ★ Montage Laguna Beach
- ★ La Casa del Camino
- ★ Marriott Vacation Villas
- ★ Surf & Sand Resort
- ★ Pacific Edge Hotel
- ★ Inn at Laguna Beach
- ★ And many more

**TARGETED DISTRIBUTION:** Reaching key influencers, venues and events, including:

- ★ Real estate offices
- ★ Luxury auto dealers
- ★ Art galleries
- ★ Medical offices
- ★ Community events
- ★ select retailers

**PAID SUBSCRIPTIONS:** Mailed directly to subscribers' homes, locally and nationally.

**ONLINE DISTRIBUTION & VISIBILITY:** Offering visibility and access anytime and anywhere. Each issue of Laguna Beach Magazine is available on the local websites, lagunabeachmagazine.com and lagunabeachindy.com. Lagunabeachmagazine.com is responsive and perfect for online and mobile viewers.



## READER DEMOGRAPHICS

THE LAGUNA BEACH MAGAZINE  
READER TENDS TO BE: CONFIDENT,  
EXPERIENTIAL AND INDEPENDENT

Average Age **45**

Male **40%**

Female **60%**

Married **54%**

Any College **96%**

Average Home Value **1.5 Million**

Average Household Income **\$220,000**

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## 2023 CLOSING DATES

## EDITORIAL CALENDAR

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE	ADS DUE	ON SALE
February	★ Health and Wellness Issue (Senior Living)	★ Chef Profiles ★ Wedding Guide	1/20	1/25	2/3
March/April	★ Eat & Drink Issue  ★ Travel	★ Best Happy Hours	3/3	3/8	3/17
May	★ Outdoor Living ★ Travel	★ Fitness Directory	4/14	4/19	4/28
June/July	★ Sun & Surf Issue ★ Summer Festivals ★ Travel	★ Gallery Showcase	6/2	6/7	6/16
August	★ Arts Special Section ★ Travel	★ Beach Rental Guide	7/21	7/26	8/4
September/October	★ Eat & Drink Issue ★ Travel	★ Patio Dining	9/1	9/6	9/15
November	★ Home & Design Issue ★ Travel	★ Interior Design Guide	10/13	10/18	10/27
December/January	★ Best of Laguna ★ Travel ★ Giving/Charity Section	★ Holiday Gift Guide	11/22	11/29	12/8

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.

## IN EVERY ISSUE

### THE ARTS

The best in performing and visual arts

### CALENDAR

Key events and opportunities in the community

### FASHION, SHOPPING & RETAIL

From luxury goods to local finds

### SOCIETY COVERAGE

From charity events to the best parties

### PERSONALITIES & PROFILES

Laguna Beach's leaders and influencers

### DESIGN & DECOR

From interior decor to outdoor entertaining

### REAL ESTATE

The top homes on the market

### RESTAURANTS & CUISINE

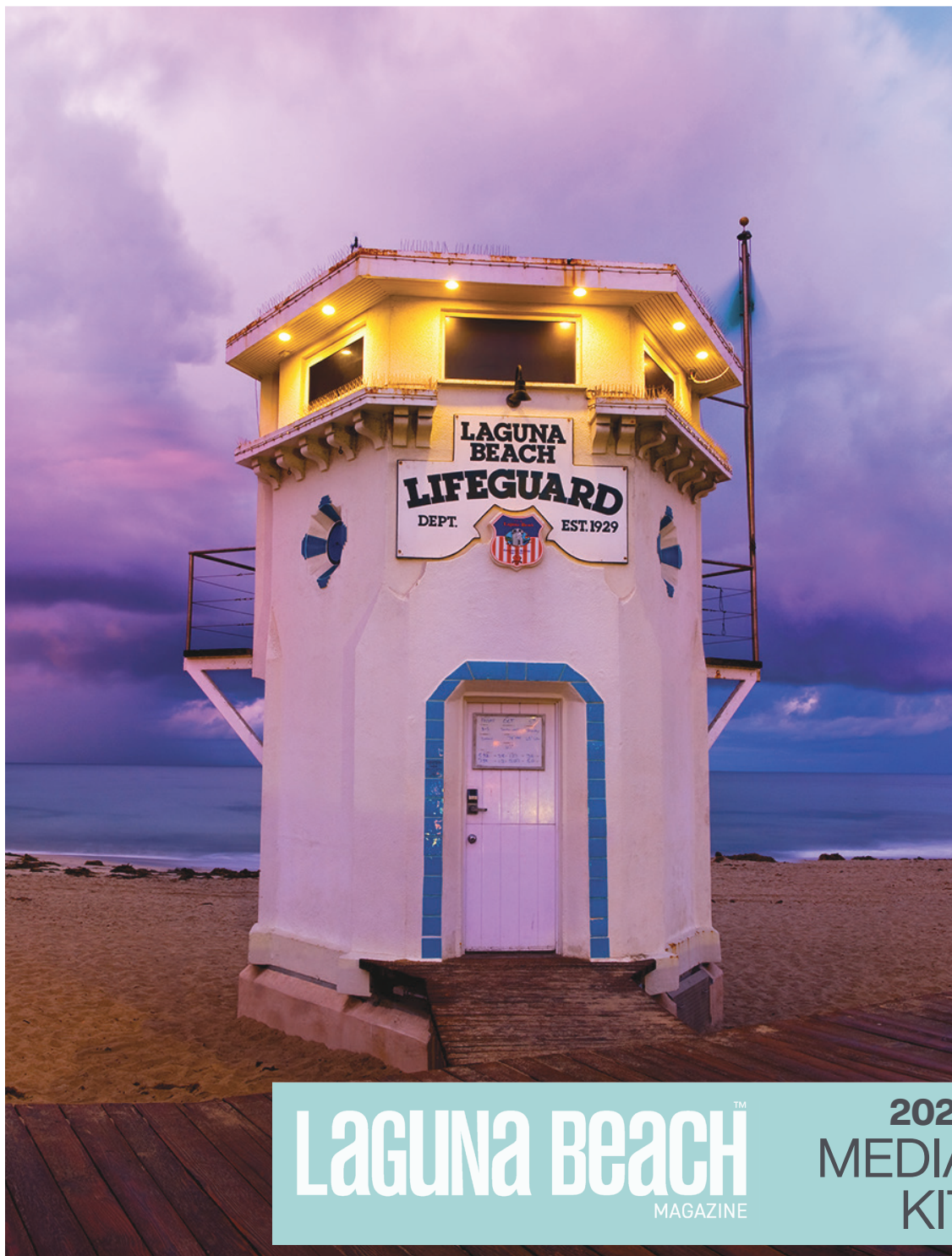
From dining trends to new restaurants

### HEALTH, BEAUTY & WELLNESS

From the great outdoors to fitness







## DIGITAL OPPORTUNITIES

LAGUNABEACHMAGAZINE.COM &  
LAGUNABEACHINDY.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.

**3,150,000**  
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](mailto:advertising@firebrandmediainc.com)



## CONTACT

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LAGUNA BEACH, CA 92651  
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## ADVERTISING RATES

SIZE	1X	2X	4X	8X
FULL PAGE	\$2,090	\$1,780	\$1,520	\$1,200
2/3-PAGE	\$1,675	\$1,415	\$1,150	\$900
1/2-PAGE	\$1,360	\$1,150	\$950	\$740
1/3-PAGE	\$850	\$710	\$575	\$450
1/6-PAGE	\$520	\$450	\$370	\$290

### REAL ESTATE SECTION

FULL PAGE	\$950
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### ART AND GALLERIES GUIDE

1/6 PAGE	\$420	\$360	\$300	\$235
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### DINING GUIDE

1/3 PAGE	\$680	\$570	\$460	\$360
1/6 PAGE	\$420	\$360	\$300	\$235

### COVER POSITIONS

COVER 2 SPREAD / 1ST SPREAD	\$5,225
COVER 3 / INSIDE BACK COVER	\$2,500
COVER 4 / BACK COVER	\$3,000

### PER ISSUE

### COMBO

Advertise in both Laguna Beach and Newport Beach magazines and get a **10% discount**.

### All rates are NET

- Nonprofit organizations: Entitled to the 8x 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.





ADVERTISING SPECIFICATIONS

AD DIMENSIONS WIDTH X HEIGHT

	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 HORIZ.	8 x 4.875		
1/3 PAGE SQUARE	5.25 x 4.875		
1/3 PAGE VERTICAL	2.5 x 9.875		
1/6 PAGE	2.5 X 4.875		

**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.

**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.

**AD SUBMISSION**

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