

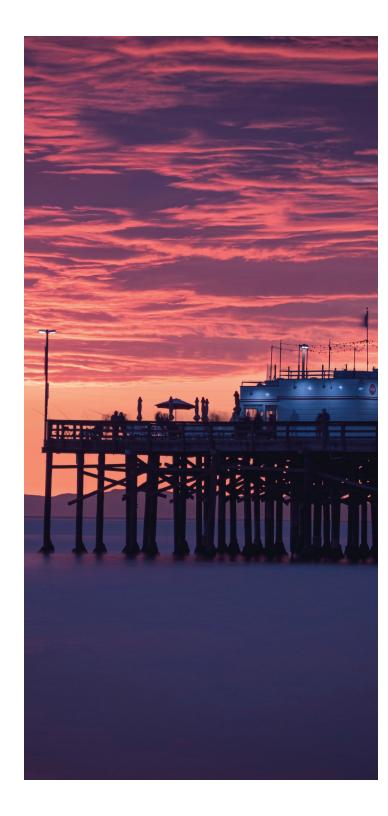
Luxury Living

THE COASTAL RIVIERA LIFE

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. This is the brand people who live and visit Newport Beach lean on for ideas, experiences, and celebrating life every day.



2023 MEDIA KIT



CIRCULARTION & 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 reaches 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: 13,000 TOTAL READERSHIP PER ISSUE: 45,000

170,000+
ANNUAL PRINT READERSHIP

Our Audience

READER DEMOGRAPHICS

The Newport Beach Magazine reader tends to be: Confident | Experiential | Independent

| AVERAGE AGE | 48 |
|----------------------------|-----------|
| MALE | 55% |
| FEMALE | 45% |
| MARRIED | 60% |
| ANY COLLEGE | 96% |
| AVERAGE HOME VALUE MILLION | \$2.4 |
| AVERAGE HOUSEHOLD INCOME | \$275,000 |

DELIVERED TO NEWPORT'S MOST AFFLUENT RESIDENTS

NEWPORT BEACH NEWPORT COAST **NEWPORT HEIGHTS** BALBOA ISLAND CORONA DEL MAR LIDO ISLE LINDA ISLE BAYSHORES PENINSULA POINT PELICAN POINT **DOVER SHORES** CRYSTAL COVE **BIG CANYON** PORT STREETS BELCOURT ONE FORD ROAD

*Bonus distribution to select homes in Shady Canyon



EDITORIAL CALENDAR

| ISSUE | EDIT AND FEATURES | ADVERTISING SECTIONS | SPACE CLOSE | ADS DUE | ON SALE |
|--------|--|-----------------------------|-------------|---------|---------|
| SPRING | ★ Eat + Drink Issue ★ Travel | ★ Chef Profiles | Feb.17 | Feb.22 | March 3 |
| SUMMER | ★ Outdoor Living★ Best of Beaches | ★ Designer/Builder Profiles | May 19 | May 24 | June 2 |
| FALL | ★ Home & Design ★ Travel | ★ Top Boutiques | Aug. 18 | Aug. 23 | Sept. 1 |
| WINTER | ★ Health & Wellness ★ Travel | ★ Holiday Gift Guide | Dec. 1 | Dec. 6 | Dec. 15 |

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

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

REAL ESTATE

TRAVEL

Explore the globe with our travel influencers

HEALTH & WELLNESS





NBM 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 an NewportBeachEvents. com (just launched). Our news and lifestyle websites garner more affluent visitors than any other in the market.

AUDIENCE PROFILE

Female 50%

Male **50%**

Mobile Users 58%

Desktop Users 34%

Pages Per Session 1.43

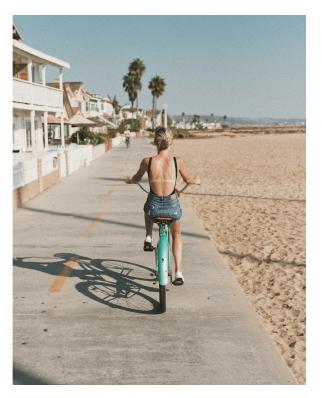
Average Time on Page (Minutes) 1:01

College or Grad School 70%

нн \$150,000+

NB Social Fans & Followers 21 K

OPT-IN Email Subscribers 2.5 K





DIGITAL OPPORTUNITIES

NEWPORTBEACHINDY.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



CONTACT

SCOTT SANCHEZ

CHIEF REVENUE OFFICER 949.715.4100, ext 206 (direct) 949.542.0322 (cell) scott@firebrandmediainc.com

GENERAL INQUIRIES

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ADVERTISING RATES

| SIZE | 1X | 2 X | 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 | \$1,025 | \$735 | \$575 |

REAL ESTATE SECTION

FULL PAGE \$1050 \$1,000 \$950

| COVED | POSITIONS | PER ISSUE |
|-------|------------------|-----------|
| CUVER | PUSHIUNS | PER ISSUE |

COVER 2 SPREAD \$5,360 COVER 3 \$2,950 COVER 4 \$3,400

TASTE OF THE TOWN DINE SECTION

1X 2X 4X 1/3 PAGE \$680 \$575 \$460

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.







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 1/3 PAGE VERTICAL | 5.25 x 4.875 2.5 x 9.875 | | |

AD FILE FORMAT: Advertisments 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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