

COASTAL REAL ESTATE GUIDE

SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

COASTALREALESTATEGUIDE.COM

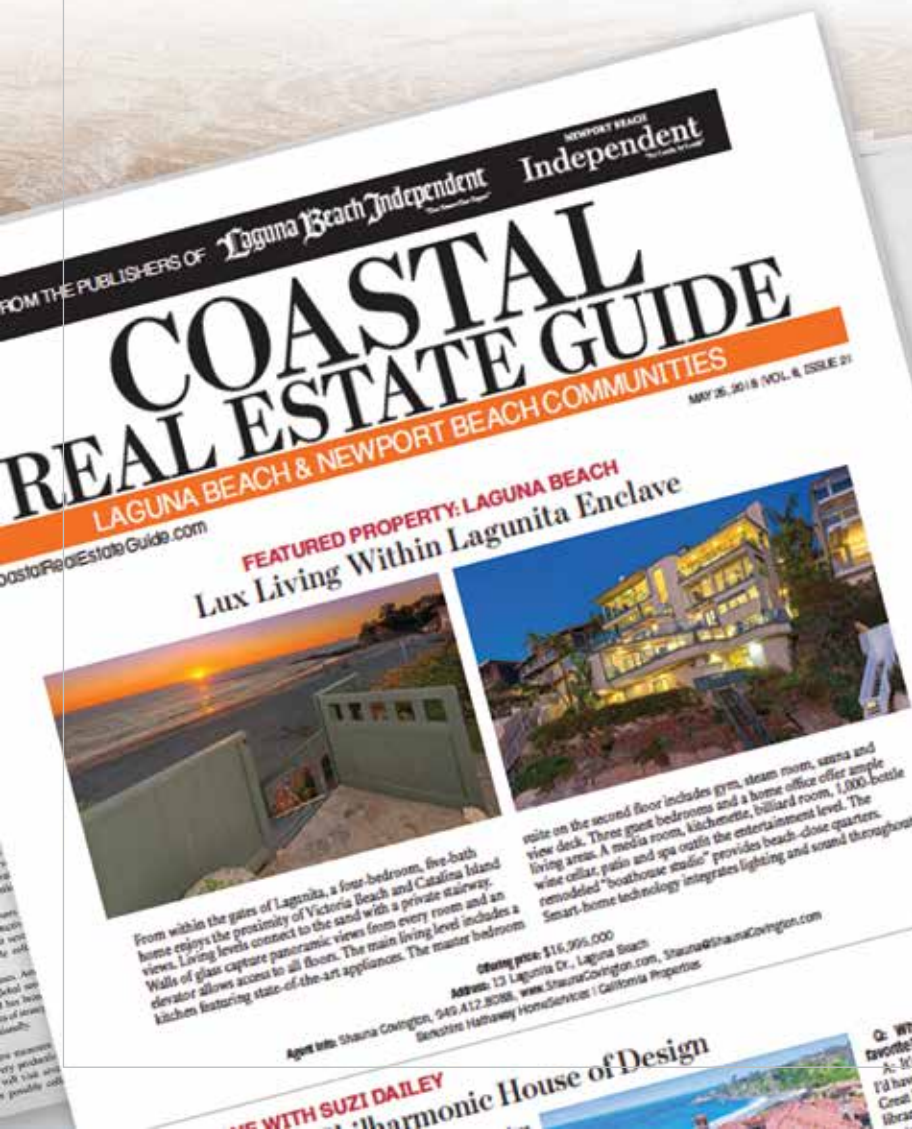
2023 Media Kit

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.



900 GLENNEYRE, STE. B | 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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PRINT MARKETING OPPORTUNITIES

FROM THE PUBLISHERS OF

Laguna Beach Independent

NEWPORT BEACH
Independent

COASTAL
REAL ESTATE GUIDE

LAGUNA BEACH & NEWPORT BEACH COMMUNITIES

CoastalRealEstateGuide.com

NOVEMBER 4, 2022 | VOL. 12, ISSUE 43

FEATURED PROPERTY: LAGUNA BEACH

Contemporary Retreat in Scenic Arch Beach Heights



With panoramic ocean and Catalina Island views, this home has a great floor plan comprised of approximately 1,934 square feet, with 3 bedrooms and 2.5 baths. There's warm, natural lighting throughout along with remodeled finishes of honed granite, Ann Sacks tile, Italian marble, and mosaic tile. The chef's kitchen features stainless steel appliances, a large center bar island and adjacent full-size dining room. The open living room boasts ocean views from every angle, recessed surround sound speakers, and remodeled crystal gas fireplaces. The spacious master suite includes a walk-in closet, remodeled gas fireplace, doors to deck and luxurious bathroom. This home is in a great location and includes a 2-car direct-access garage with storage, electrical for car charging, three decks for outdoor living and a private rear patio surrounded by greenery.

Agent Info: The Horton Team
949.422.6122
HortonsinLaguna.com

Property: 922 Acapulco Street, Laguna Beach
Offering Price: \$2,295,000
www.922Acapulco.com

SPONSORED CONTENT

AGENTS OF THE WEEK

The File Group

Your Local Corona del Mar Team

When it comes to providing their clients exceptional customer service, no one does it better than The File Group. Established in 2016, The File Group is a full-service, comprehensive real estate group whose mission is to make real estate accessible for everyone. Whether their clients are first-time homebuyers or sellers listing their luxury beachfront property, Janelle and Brandon provide their clients with the same unparalleled, five-star service that exceeds every expectation. Primarily serving buyers and sellers in Orange County and the surrounding area, The File Group takes an individualized, client-centric approach while collaborating as a team in order to help their clients accomplish their real estate goals.



BRANDON GOETHALS AND JANELLE FILE

- Over \$100,000,000 Sold in 2022
- Top 1.5% of Realtors Nationwide Real Trend - WSJ

Janelle File, the Principal and Co-Founder of the File Group has been active in Orange County's high-end business world for many years. As a respected employee of the Irvine Company, she rose through the ranks and received numerous promotions, while expanding on her roles and responsibilities. She transitioned into real estate 19 years ago and developed her own real estate appraisal firm, where she employed 15 appraisers, servicing all of Southern California from Los Angeles to San Diego. Before switching to luxury real estate, Brandon Goethals, the Co-Founder and Managing Partner of The File Group, had a long and impressive career in the sales industry. After traveling the world playing professional golf for four years, he transferred into the business and tech sector, where he was the COO of a San Francisco-based startup in the 1990s. He eventually returned to the golfing world and became a highly esteemed division one coach. He then became a sales leader for the PGA TOUR, where in 2015, he was awarded salesperson of the year. Combining their many years of business and sales experience, Brandon and Janelle established a dynamic real estate team in 2016, which would become The File Group. In just 6 years Brandon and Janelle have sold over \$300 million in sales and within the past year they have decided to expand, adding three new agents to the team. Brandon and Janelle have lived in Corona Del Mar for more than 25 years and are regular fixtures of the community. If you are considering listing your property or beginning your home search, contact The File Group today.

Brandon Goethals
DRE 02004301
949.500.1807
brandon@thefilegroup

Janelle File
DRE 01952433
949.466.5661
janelle@thefilegroup.com



COMPASS

Professional | Persistent | Passionate



"Love where you Live...I'll guide you there"



Kelly Perkins
949.310.3754
kellyperkins@compass.com
kellyperkinsproperties.com
DRE 01932146

Featured Property
\$500

Agent of the Week
\$375

Front Page Banner Ad
\$350

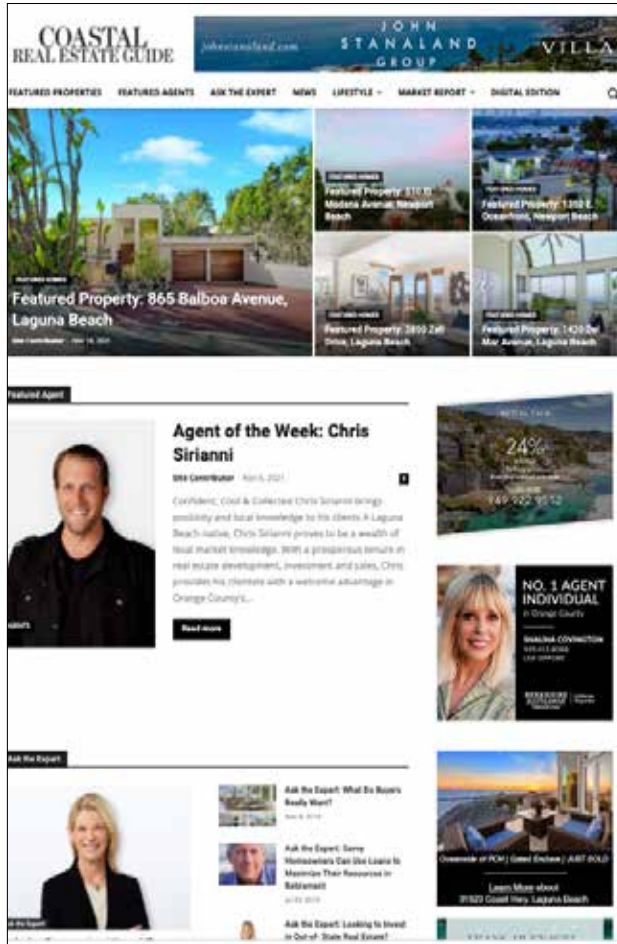
Firebrand
media LLC

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SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

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



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2023 ADVERTISING RATES

SIZE	OPEN	13X	26X	52X
PRINT	4-Color	4-Color	4-Color	4-Color
Full	\$770	\$640	\$560	\$500
Spread	\$1,460	\$1,215	\$1,065	\$950
Back Cover	\$940	\$790	\$680	\$620
1/2-PAGE	\$520	\$430	\$380	\$340
1/4-PAGE	\$290	\$250	\$220	\$190
Premium Positions	+25% (Back Cover)			
Front Page Strip	\$610	\$505	\$440	\$400
Featured Home*	\$500			

DIGITAL	1X	3X	6X	12X
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.

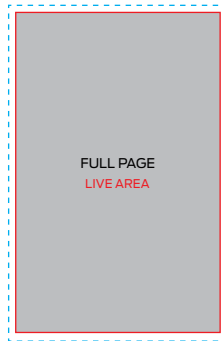
DEADLINES

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

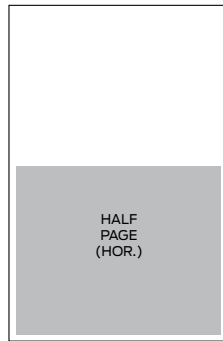
*CONTACT YOUR REPRESENTATIVE FOR FEATURED HOME AVAILABILITY



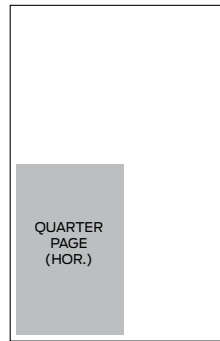
ADVERTISING SPECIFICATIONS



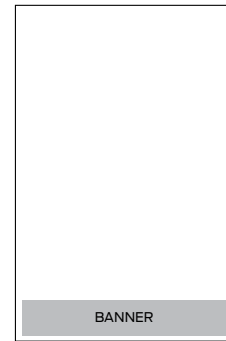
FULL PAGE
LIVE AREA:
9 (W) X 14 (H)



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



1/4 PAGE
LIVE AREA:
4.45 (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

Phone: 949-715-4100



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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
- » **Bespoke Concierge Magazine:** A luxury travel publication distributed at the top hotel concierge in New York
- » **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.
- » **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- » **Salamander magazine:** The in-room publication for Salamander Hotels & Resorts
- » **The Compass:** Targeting the country's highest producing travel agents through the VAX Vacation Access marketplace
- » **The Agency Magazine:** The global publication for the luxury real estate brokerage and lifestyle company
- » **Estate:** The Magazine for Eklund Gomes

REGIONAL LIFESTYLE PUBLICATIONS



LUXURY HOTEL & TRAVEL PUBLICATIONS



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

