

LAGUNA BEACH  
MAGAZINE

# CityGuide

Go.See.Do.  
**600+**

WAYS TO  
EXPERIENCE  
THE TOWN

**Media Kit**  
2023

FROM THE PUBLISHER OF

Laguna Beach Independent  
"Our Town-Our Paper"

LAGUNA BEACH  
MAGAZINE



# Laguna Beach **City Guide**

*go. see. do.*

## WHAT'S INSIDE:

### **WHERE TO EAT**

(RESTAURANTS, BAKERIES,  
COFFEE SHOPS AND MORE)

### **WHERE TO SHOP**

(RETAIL STORES AND BOUTIQUES)

### **WHERE TO PLAY**

(LAGUNA'S PREMIER ART FESTIVALS  
AND GALLERIES; BIKE, SURF AND  
SUP RENTALS; WILDERNESS PARKS; SPAS;  
ENTERTAINMENT; AND MORE)

### **WHERE TO STAY**

(HOTELS AND RESORTS PERFECT FOR ANY  
GLOBETROTTER) COMPELLING EDITORIAL FEATURES  
ON LAGUNA BEACH'S LOCAL CULTURE

### **WHERE TO LIVE**

LAGUNA'S TOP AGENTS SHOWCASE THE BEST  
REAL ESTATE ALONG THE COAST.





# Display Advertising

## Why advertise in the Laguna Beach City Guide?

### **REACH:**

The guide is distributed to engaged audiences in Laguna Beach's highly trafficked restaurants, retail stores, hotels and more.

### **TARGET:**

The thousands of affluent visitors who come to town every week as well as Laguna Beach locals

### **LONGEVITY:**

Because of our format and smaller size, our publication is kept at the ready for references and for longer periods of time.

### **CONTENT & DESIGN:**

The guide is not only aesthetically pleasing but also fun to read. The guide features informative content that gives readers the information they're looking for as well as interesting, quality editorial that has readers coming back time and again.

### **ADVANTAGE:**

The Laguna Beach Magazine City Guide is the ONLY complete directory available and includes more than 600 places to Stay, Play, Shop and Dine.

## **VIEWERSHIP AND READERSHIP ESTIMATED OVER 240,000 IN PRINT, ONLINE, EMAIL AND SOCIAL MEDIA.**

This one-stop guide to summer is the most comprehensive resource to shopping, dining and entertainment in Laguna Beach.

The City Guide is the easiest and most affordable way for your business to reach the millions of visitors this summer that want to "live like a local."





# Display Advertising

## 2023 CITY GUIDE ADVERTISING RATES

Ad Description	1X
Full Page	\$640
Half Page	\$450
Quarter Page	\$260
Inside Cover Spread	\$2,700
Back Cover	\$1,720
Inside Back Cover	\$1,380
Inside Front Cover	\$1,650
Center Spread	\$2,760
Full Page Premium Positions*	\$1,100-\$1,700
Spread (Pre-TOC)	\$2,210
Spread (Run of Book)	\$1,210

### PREMIUM POSITIONS INCLUDE:

- Opposite TOC 1 & TOC 2 | **\$1,375**
- Opposite Welcome/masthead | **\$1,375**
- Upfront 1st 30% | **\$1,375**
- 1st ad in Section: Eat, Shop, Play, Stay or Real Estate | **\$1,115**
- Inside Front Cover | **\$1,655**
- Inside Back Cover | **\$1,375**
- Back Cover | **\$1,725**
- Center Spread | **\$2,755**
- Pre-TOC spread | **\$2,200**

\*based on availability

### SUMMER 2023 PUBLICATION & CLOSING DATES

**SPACE CLOSING: MAY 19**

**ADS DUE: MAY 26**

**LIVE DATE: JUNE 9\*\***

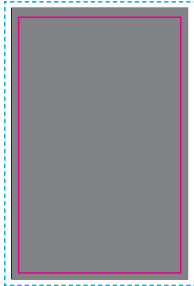
**The one marketing opportunity you can't afford to miss.**

\*\*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.

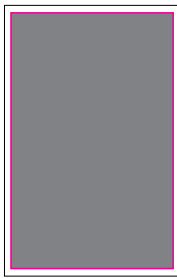


# City Guide Advertising Specifications

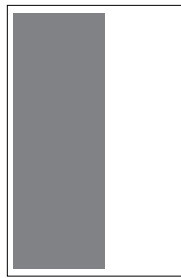
**PRINTING:** WEB OFFSET; BINDING: PERFECT BOUND;  
**TRIM SIZE:** 5.375 INCHES WIDTH X 8.375 INCHES DEPTH



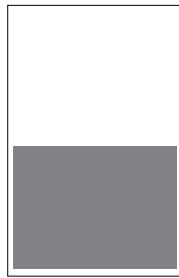
**FULL PAGE (BLEED)**  
 TRIM: 5.375 X 8.375  
 BLEED: 5.625 X 8.625  
 LIVE AREA: 4.875 X 7.875



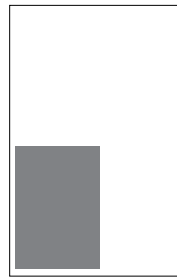
**FULL PAGE**  
 TRIM: 5.375 X 8.375  
 LIVE AREA: 4.875 X 7.875



**1/2 VERT.**  
 TRIM: 2.375 X 7.875



**1/2 PAGE**  
 TRIM: 4.875 X 3.875



**1/4 PAGE**  
 TRIM: 2.375 X 3.875

**Printing Specifications:** Trim Size 5.375 x 8.375  
 Line Screen / Density 150 line / 300% maximum density. This publication prints computer-to-plate. No film.

**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. Make sure that copy does not run into the gutter on two-page spread ads.

**PREPRESS GUIDELINES:** Laguna Beach Magazine is a Macintosh format Computer to Plate (CTP) environment, AdobeInDesign 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.

**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.

**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.

**AD SUBMISSION & FTP SITE INFORMATION EMAIL OR CALL:**

**EMAIL:** [tina@firebrandmediainc.com](mailto:tina@firebrandmediainc.com)

**PHONE:** 949-715-4100



To be a part of the Laguna Beach City Guide,  
contact your Firebrand Media sales executive today.

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