

WHERE LIFE & STYLE COLLIDE

LATITUDE 33

ARCHITECTURE | REAL ESTATE | DESIGN

SPRING/SUMMER 2022

MADE TO ORDER

HANDMADE BESPOKE FURNITURE
WILL ELEVATE ANY ROOM

FABLED VINES

WINE COUNTRY ARCHITECTURE
REFLECTS THE STORIES OF
ITS VINTNERS

SPLASHY DESIGN

CULTIVATE YOUR IDYLIC HOME PLAYGROUND
WITH BACKYARD POOLS DESIGNED
FOR FUNCTION AND BEAUTY

2023 MEDIA KIT

WHERE LIFE & STYLE COLLIDE

FROM THE PUBLISHERS OF

COASTAL
REAL ESTATE GUIDE

LAGUNA BEACH
Magazine

NB
NEWPORT BEACH MAGAZINE

Firebrand[™]
media

OVERVIEW



WHERE LIFE & STYLE COLLIDE

LATITUDE**33** MAGAZINE OFFERS ADVERTISERS AN UNEQUALLED OPPORTUNITY TO REACH A QUALIFIED COMMUNITY OF ACTIVE BUYERS, SELLERS, AND HOMEOWNERS LOOKING TO ENHANCE THEIR LUXURY LIFESTYLE ALONG THE SOUTHERN CALIFORNIA COAST.

THE 33RD PARALLEL

Where the 33rd Parallel intersects Southern California is one of the world's best places to live. With iconic oceanfront communities, upscale shopping and entertainment, world-class dining and resorts, Latitude**33** is ideally positioned to serve the most discriminating homeowners and homeseekers.

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latitude33magazine.com

BY THE NUMBERS

LATITUDE**33** READERS OWN THE FINEST HOMES IN THE MOST EXCLUSIVE COASTAL NEIGHBORHOODS IN ORANGE COUNTY. OUR READERS ARE WELL EDUCATED AND INTERESTED IN REAL ESTATE, HOME DECOR, INTERIOR DESIGN, OUTDOOR LIVING, TRAVEL, ENTERTAINMENT AND FINE CUISINE.



AVERAGE HOME VALUE

\$2.85 MILLION

AVERAGE HOUSEHOLD INCOME

\$985,000

AVERAGE NET WORTH

\$2.95 MILLION

FEMALE

55%

MALE

45%

CIRCULATION & DISTRIBUTION

OUR READERS

LATITUDE**33** IS DISTRIBUTED TO THE HIGHEST NET EARNERS IN THE MOST EXCLUSIVE COASTAL SOUTHERN CALIFORNIA NEIGHBORHOODS, STRETCHING FROM HUNTINGTON BEACH TO MONARCH BEACH. WITH TARGETED MAILING AND DIRECT DELIVERY TO THE BEST HOMES IN THE OC, LATITUDE**33** IS THE BEST OPPORTUNITY FOR OUR PARTNERS TO REACH THEIR IDEAL CUSTOMERS.

Issues are bulk distributed to luxury real estate offices, design centers, medical offices, wealth management service providers, country club members, yacht clubs, and other high visibility professional offices.

DIRECT MAIL - 4,400+

Mailed directly to some of the most exclusive neighborhoods in Orange County including: Newport Coast, Pelican Hill, Crystal Cove, Ritz Cove, Monarch Bay, Huntington Harbor and more.

HOME DELIVERY - 6,700+

Direct delivery to the best addresses in Laguna Beach & Newport Beach, including: Emerald Bay, Montage Residences, Three Arch Bay, Corona del Mar, Balboa Island & Lido Island, Spylgass and more.

STRATEGIC LOCATIONS - 1,200+

Delivered to more than 200 strategic location in South Orange County.

PARTNER DISTRIBUTION - 500+

Additional distribution through our top partners and advertisers.



READERSHIP

45,600

PER ISSUE



CIRCULATION

13,000

ISSUE

LATITUDE AMPLIFICATION

IN ADDITION TO PRINT DELIVERY, LATITUDE**33** IS AVAILABLE ONLINE IN A MOBILE-RESPONSIVE FORM AND A READER-FRIENDLY DIGITAL EDITION.

Located at Latitude**33**magazine.com, the online edition will serve as a luxury real estate, home and design portal for our fans and followers.

OUR READERS BY DEVICE:



* 4% Latitude33 viewed on tablet devices

LATITUDE**33** site visitors are **2.50X** more likely than the average internet user to visit websites in the Real Estate category.

LATITUDE**33** site visitors are **1.62X** more likely than the average internet user to visit websites in the Home & Garden category.

LATITUDE**33** site visitors are **2.64X** more likely than the average internet user to visit websites in the Travel category.

LATITUDE**33** site visitors are **2.00X** more likely than the average internet user to visit websites in the Style & Fashion category.

EDITORIAL & DESIGN

LATITUDE33 MAGAZINE REFLECTS AND SPEAKS TO THE UPSCALE AESTHETIC OF ITS READERS, PROVIDING AN INSIDER'S LOOK AT THE COASTAL REAL ESTATE MARKET AND LUXURY HOME DESIGN.



KEY TOPICS INCLUDE

- » REAL ESTATE «
- » ARCHITECTURE «
- » DESIGN «
- » KITCHEN «
- » BATH «
- » OUTDOOR «
- » PROFILES «

ADDITIONAL OPPORTUNITIES

Elevate your business and brand with a LATITUDE33 advertorial spotlight. Available as two-page spreads or single pages.

Your content and imagery are brought to life by our creative team to meet our design specifications.



PROFILES

Profiles tell the story of you and your business. Each Profile consists of a write-up and a photo. Profiles run in **Latitude33 Magazine** and on latitude33magazine.com for one year.

SHOWCASES

Showcases give you a chance to highlight your expertise and attract readers with examples of your work. You provide high-resolution photos and a description of your project. Showcases run in **Latitude33 Magazine** and on latitude33magazine.com for one year.

Q&A'S

Let our award-winning editorial team interview you and help share your brand values and messaging with our audience. Each Q&A consists of a write-up and a photo. Q&A's run in **Latitude33 Magazine** and on latitude33magazine.com for one year.

RATES, DATES & SPECS

AD SIZE	1X	2X
C2 Spread*	\$7,800	\$6,800
Pre TOC Spreads*	\$6,250	\$5,450
Full Page	\$2,100	\$1,800
Full Page + Advertorial Page*	\$3,150	\$2,700
1/2-page	\$1,150	\$990
Cover 3	\$4,600	\$4,000
Cover 4	\$6,700	\$5,800

* Rate includes Advertorial Spotlight

Ask your representative about other premium position opportunities.

2023 CLOSING DATES

SPRING ISSUE

SPACE: 3/24
CONTENT MATERIALS: 3/31
ADS DUE: 4/7
LIVE: 4/21

FALL ISSUE

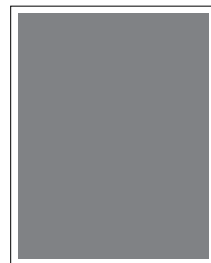
SPACE: 9/22
CONTENT MATERIALS: 9/29
ADS DUE: 10/6
LIVE: 10/20

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.

FOLLOW US



AD SPECIFICATIONS



FULL PAGE

TRIM:
9" X 10.875"
BLEED:
9.25" X 11.125"
LIVE AREA:
8.325" X 10.25"



1/2 PAGE

TRIM:
8" X 4.875"



SPREAD

TRIM: 18" X 10.875"
BLEED: 18.25" X 11.125"
LIVE AREA: 17.5" X 10.375"

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.

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.

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.

AD SUBMISSION: Please email materials and direct questions to the following:
tina@firebrandmediainc.com, 949-715-4100