

# NEWPORT BEACH Magazine

## THE MAGAZINE FOR PEOPLE WHO LIVE, STAY AND PLAY IN NEWPORT BEACH

The only magazine dedicated to the people, places and things that make Newport Beach unique, Newport Beach Magazine offers unparalleled coverage of Orange County's most upscale and vibrant community. With engaging and informative editorial, along with stunning photography, Newport Beach Magazine is the premier publication for the residents and visitors to this jewel in the California Riviera. As well, Newport Beach Magazine is the most targeted and effective way for advertisers to reach this valuable and affluent market.



*The only magazine dedicated to the Newport Beach luxury lifestyle.*



**CORPORATE OFFICE:** 1146 GLENNEYRE ST • LAGUNA BEACH, CA 92651 • 949/715-4100 (OFFICE) • 866/665-8597 (FAX)  
**NEWPORT OFFICE:** 2865 E. COAST HWY #320 • CORONA DEL MAR, CA 92652 • 949/675-4639 (OFFICE) • 949/675-4655 (FAX)

# NEWPORT BEACH Magazine

## AUDIENCE

Average Age	45
Male	40%
Female	60%
Married	54%
Any college	96%
Average home value	\$1.8 million
Average Household Income	\$225,000

## CIRCULATION AND DISTRIBUTION

The most targeted, relevant and effective distribution in Newport Beach, assuring a qualified and valuable audience of residents, visitors and business leaders.

Total copies per issue	<b>25,000</b>
Readers per issue	<b>87,500</b>

## HOME DELIVERY: *Reaching the Newport Beach resident*

Copies are delivered to more than 20,000 homes in the most affluent neighborhoods and communities in Newport Beach, including

- Corona del Mar
- Newport Coast
- Bayshores
- Big Canyon
- Crystal Cove
- And many more

## HOTEL DISTRIBUTION: *Reaching the affluent visitor to Newport Beach*

More than 2,000 copies are distributed at more than 20 hotels, including:

- Balboa Bay Club
- Fairmont Newport
- Hyatt Regency
- Marriott Vacation Villas
- Marriott Newport Beach
- Montage Laguna Beach
- Pelican Hill Resort
- The Island Hotel

## Unsurpassed Coverage of Newport Beach

### TARGETED PLACED COPIES: *Reaching key influencers, venues and events*

More than 2,000 copies are distributed to:

- Real Estate Offices
- Luxury Automotive
- Spas and Salons
- Medical Offices
- Community Events
- Selected Retailers

### NEWSSTAND

Copies are sold at selected newsstands, bookstores and grocery stores in Newport, including: Barnes & Noble, Gelson's, Bristol Farms and John Wayne Airport.

### PAID SUBSCRIPTIONS

Mailed directly to subscribers' homes locally and nationally.

### DIGITAL READERSHIP: *Offering visibility and access anytime & anywhere*

Each entire issue of Newport Beach Magazine is available on the local portal, OCinSite.com, as well as [newportbeachmagazine.com](http://newportbeachmagazine.com).



# NEWPORT BEACH Magazine

## EDITORIAL CALENDAR & CLOSING DATES

	EDITORIAL	THEMES ADVERTISING SECTIONS	ON SALE DATES
JANUARY	Weddings	TRAVEL: Las Vegas	January 14
FEBRUARY / MARCH	Home & Design	Real Estate Showcase TRAVEL: The Desert	February 25
APRIL	Health & Wellness	Medical Profiles TRAVEL: San Diego	April 8
MAY / JUNE	Art Guide Summer Festival & Gallery Guide	TRAVEL: Arizona	May 20
JULY	Best of Summer	TRAVEL: San Francisco	July 1
AUG. / SEPTEMBER	Eat & Drink Fall Arts Outlook	Real Estate Showcase TRAVEL: Hawaii	August 26
OCTOBER	Home & Design Ultimate Guide to Newport	TRAVEL: Mexico / Baja	October 14
NOV. / DECEMBER	25 Most Influential People	Gift Guide Snow Seekers' Guide	November 18

## IN EVERY ISSUE

**Art Scene** Noteworthy openings and happenings

**Design & Décor** Inside and Outside Newport's most interesting homes

**Calendar** Must sees & dos

**Personalities & Profiles** Profiles of local movers & shakers

**Social Scene** With a focus on Newport's charities

**Wine & Dine** At large in a foodies' paradise

**Health, Beauty & Wellness** From fit to splendor

**Fashion** Seasonal trends in Newport Beach style featuring the best designers and retailers, all shot locally.

**On Trend** Style report, new finds, apparel & accessory roundup, runway reports

**Shop / Retail** Great finds and must haves

**Real Estate** Tips, Trends, and Trophies

**Travel** From near to far

**Active Outdoors** Surf, Sand, Snow, and More.



# NEWPORT BEACH Magazine

## 2011 MAGAZINE ADVERTISING RATE CARD.

### LAGUNA BEACH MAGAZINE

### 15,000 COPIES PER ISSUE

Size	1x	4x	8x
Full Page	\$2,250	\$1,800	\$1,500
2/3 page	\$1,685	\$1,350	\$1,150
1/2 page	\$1,080	\$865	\$735
1/3 page	\$810	\$650	\$550
1/6 page	\$550	\$440	\$350
Covers	\$3,500		

### Dining Guide & Art Guide

1/3 page	\$485	\$390	\$330
1/6 page	\$330	\$265	\$225

### NEWPORT BEACH MAGAZINE

### 25,000 COPIES PER ISSUE

Size	1x	4x	8x
Full Page	\$3,750	\$3,000	\$2,500
2/3 page	\$2,815	\$2,250	\$1,865
1/2 page	\$1,950	\$1,560	\$1,295
1/3 page	\$1,450	\$1,160	\$950
1/6 page	\$800	\$640	\$480
Covers	\$5,250		

### Dining Guide & Art Guide

1/3 page	\$900	\$720	\$575
1/6 page	\$600	\$480	\$375

### Advertise in both Magazines and save 25%

### BOTH MAGAZINES COMBINED

### 40,000 COPIES

Size	1x	4x	8x
Full Page	\$4,500	\$3,600	\$3,000
2/3 page	\$3,375	\$2,700	\$2,260
1/2 page	\$2,275	\$1,820	\$1,520
1/3 page	\$1,695	\$1,360	\$1,125
1/6 page	\$1,015	\$810	\$620

### Dining Guide & Art Guide

Taste of Town 1/3 page	\$1,040	\$835	\$680
Taste of Town 1/6 page	\$695	\$555	\$450

*Unparalleled Coverage  
of Newport Beach &  
Laguna Beach.*



### NOTES

10% premium for  
guaranteed position  
3% early pay discount  
Net Rates - non  
commissionable



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## 2011 EDITORIAL CALENDAR & CLOSING DATES

ISSUE	SPECIAL EDITORIAL	AD SPACE/ MATERIALS CLOSE	ON SALE/DISTRIBUTION DATE
JANUARY	Weddings	December 29	January 14
FEBRUARY/MARCH	Home & Design	February 9	February 25
APRIL	Health & Wellness	March 23	April 8
MAY/JUNE	Art Guide	May 5	May 20
JULY	Best of the Beach	June 15	July 1
AUGUST/SEPTEMBER	Eat & Drink	August 10	August 26
OCTOBER	Home & Design	September 28	October 14
NOVEMBER/DECEMBER	25 Most Influential	November 2	November 18

# EAT + DRINK

THE FLAVOR OF NEWPORT BEACH

42 Newport Newcomers | 70 Fresh Focus | 76 Full Food Report | 78 Perfectly Paired | 84 Ticks of the Trade | 90 A Toast to Going Green

A RIL NUMBER AT THE LEAD DECK

## GO ON TREND

LIFE AND STYLE IN NEWPORT BEACH

PRODUCT PAGE

### Stepping Out

BOOTS THAT WILL WALK ALL OVER YOU.

BY CYNTHIA RUPE

The season ushers in an abundance of styles we can't help but welcome with open arms. One look at the boots is all the proof we need.

This season, mix it up with a stunning range of options: sculpted booties, stacked platforms, lavish lace-ups and knee-grazing tall boots, not to mention a veritable feast of fusion styles. Choose from rich leather and suede, exotic skins and animal prints, and military canvas in deep, rich hues, dynamic prints, bold colors and more. Oh, the possibilities!

Hot off the runway, over-the-knee and thigh boots are turning heads again this fall, but not the raucous "Pretty Woman" patent-leather kind. Choose from chic options in rich leather and suede in hues of ebony, charcoal and chestnut. Still not sure

about these fierce styles? Here are some tips to help you rock them like a class act:

- Pair with leggings, opaque tights, fitted skirt or skinny jeans.
- When showing skin, remember less is more. A revealed thigh makes a bold statement.
- Accessorize with a wide or skinny belt, scarf or pendant necklace.
- Turn up the heat with a stylish hat.

When opting for ankle boots or lace-up styles, the same rules apply, with one exception: Don't be shy to show your legs! Shorts, skirts and dresses look great with these styles. And have fun with tights this season: Various shades of white, dramatic lace patterns and colorful hues top the list.

Ella Tabor Talmont Boot, \$595 at Ella Tabor Fashion Island

Ella Tabor Koylen Boot, \$498 at Ella Tabor Fashion Island

Dor Ingrate Thighboot, \$270 at Doc South Coast Plaza

Tory Burch Cobby Boot, \$330 at Tory Burch South Coast Plaza

Tory Burch Rigg Tie-Up Hiking Boot, \$125 at Tory Burch South Coast Plaza

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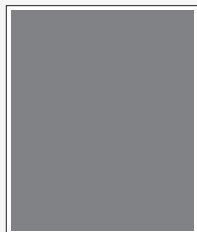


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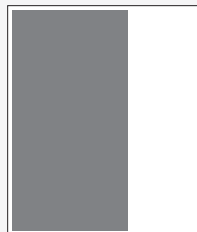
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## ADVERTISING SPECIFICATIONS

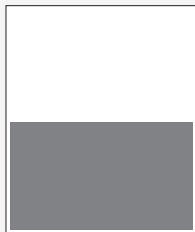
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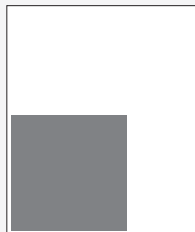
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LIVE MATTER W/D  
9.125 x 10.875



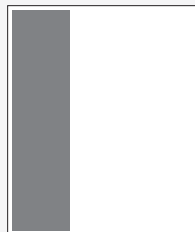
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TRIM W/D  
5.75 x 10.875



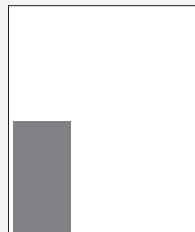
**1/2 PAGE**  
TRIM W/D  
9.125 x 5.325



**1/3 SQUARE**  
TRIM W/D  
5.75 x 5.325



**1/3 VERT.**  
TRIM W/D  
2.875 x 10.875



**1/6 PAGE**  
TRIM W/D  
2.875 x 5.325

### Printing Specifications:

Trim Size 10 x 12 Line Screen / Density 150 line / 300% maximum density. This publication prints computer-to-plate. No film.

**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.

**Prepress Guidelines:** Newport Beach Magazine is a Macintosh-format Computer to Plate (CTP) environment, Adobe InDesign 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.

**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.

**Images:** All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS or TIFF 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.

**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.

**SHIPPING:** Please ship materials and direct questions to the following:

Newport Beach Magazine c/o Firebrand Media, LLC  
Attn: Tina Leydecker  
1146 Glenneyre St., Laguna Beach, CA 92651  
Phone: 949/715-4100 Fax: 866/665-8597  
tina@firebrandmediainc.com

**FTP Site Information:** Call Art department (949) 715-4100 or email at artdept@firebrandmediainc.com for instructions.

