

# LAGUNA BEACH<sup>TM</sup> MAGAZINE

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

Laguna Beach Magazine is the only magazine dedicated to the people, culture and lifestyle of Orange County's most eclectic and unique community.

With engaging and award-winning editorial, along with stunning photography, Laguna Beach Magazine is the premier publication for the residents and visitors to this jewel in the California Riviera.

Laguna Beach Magazine reaches more affluent residents and visitors than any other magazine, making it the most targeted and effective way for advertisers to reach this valuable market.



*Laguna Beach's Magazine*



**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)

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## AUDIENCE

<b>Average Age</b>	45
<b>Male</b>	40%
<b>Female</b>	60%
<b>Married</b>	54%
<b>Any college</b>	96%
<b>Average home value</b>	\$1.5 million
<b>Average Household Income</b>	\$220,000

## CIRCULATION AND DISTRIBUTION

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

Total copies per issue	<b>15,000</b>
Readers per issue	<b>51,000</b>

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

Copies are delivered to more than 10,000 homes in the most affluent neighborhoods and communities in Laguna Beach, including

- Emerald Bay
- Irvine Cove
- Three Arch Bay
- Laguna Village
- And many more

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

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

- Montage Laguna Beach
- La Casa del Camino
- Hotel Laguna
- Marriott Vacation Villas
- Surf & Sand Resort
- Pacific Edge
- The St. Regis
- Monarch Beach
- And many more

## Reaching more Laguna Beach residents and visitors than any other magazine

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

More than 2,000 copies are distributed to:

- Real Estate Offices
- Luxury Automotive
- Art Galleries
- Medical Offices
- Community Events
- Selected Retailers

### NEWSSTAND

Copies are sold at selected newsstands, bookstores and grocery stores, including locally at World Newsstand and Laguna Beach Books as well as 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 Laguna Beach Magazine is available on the local portal, OCinSite.com, as well as lagunabeachmag.com.



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## EDITORIAL CALENDAR & CLOSING DATES

	EDITORIAL	THEMES ADVERTISING SECTIONS	ON SALE DATES
JANUARY / FEBRUARY	Weddings	TRAVEL: Las Vegas	January 28
MARCH	Home & Design Taste of Laguna	Real Estate Showcase TRAVEL: The Desert	March 11
APRIL / MAY	Health & Wellness	Medical Profiles TRAVEL: San Diego	April 22
JUNE	Summer Festival & Gallery Guide	TRAVEL: Arizona	June 3
JULY / AUGUST	Best of Summer	TRAVEL: San Francisco	July 15
SEPTEMBER	Eat & Drink	Real Estate Showcase TRAVEL: Hawaii	September 2
OCTOBER / NOVEMBER	Home & Design Ultimate Guide to Laguna	TRAVEL: Mexico / Baja	October 14
DECEMBER	25 Most Influential People	Gift Guide Snow Seekers' Guide	December 2

## IN EVERY ISSUE

**Visual & Performing Arts** Noteworthy openings and happenings

**Fashion** Seasonal trends in Laguna Beach style, all shot locally

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

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

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

**Calendar** Must sees & dos

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

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

**Charity & Philanthropy** With a focus on Laguna's charities

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

**Travel** From near to far

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



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## 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			
<b>Dining Guide &amp; Art Guide</b>				
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			
<b>Dining Guide &amp; Art Guide</b>				
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	
<b>Dining Guide &amp; Art Guide</b>				
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/FEBRUARY	Weddings	January 12	January 28
MARCH	Home & Design	February 23	March 11
APRIL/MAY	Health & Wellness	April 6	April 22
JUNE	Art Guide	May 18	June 3
JULY/AUGUST	Best of the Beach	June 29	July 15
SEPTEMBER	Eat & Drink	August 17	September 2
OCTOBER/NOVEMBER	Home & Design	September 28	October 14
DECEMBER	25 Most Influential	November 16	December 2



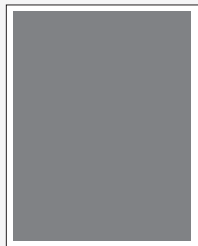
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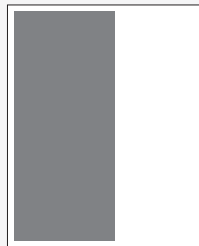
MAGAZINE

## ADVERTISING SPECIFICATIONS

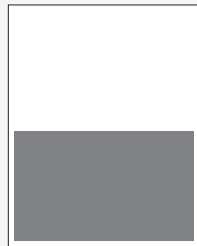
PRINTING: WEB OFFSET; BINDING: PERFECT BOUND; MAGAZINE FINAL TRIM SIZE: 9 WIDTH X 10.875 DEPTH



**FULL PAGE**  
TRIM W/D  
9 X 10.875  
LIVE MATTER W/D  
8.5 X 9.875



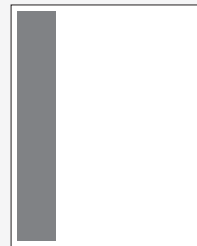
**2/3 VERT.**  
TRIM W/D  
5.125 X 9.875



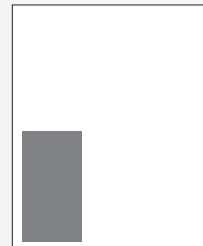
**1/2 PAGE**  
TRIM W/D  
7.875 X 4.875



**1/3 SQUARE**  
TRIM W/D  
5.125 X 4.875



**1/3 VERT.**  
TRIM W/D  
2.5 X 9.875



**1/6 PAGE**  
TRIM W/D  
2.375 X 4.875

### 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:** Laguna 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:

Laguna 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](mailto:artdept@firebrandmediainc.com) for instructions.

