

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.



Unsurpassed Coverage of Newport Beach

CIRCULATION AND DISTRIBUTION

Highly targeted and effective distribution in Newport Beach, allowing advertisers to reach a qualified and valuable audience of residents, visitors, and local leaders.

TOTAL COPIES PER ISSUE 21,000

TOTAL READERSHIP PER ISSUE 61,000

HOME DELIVERY: Delivered to 15,000 single family homes valued in excess of \$1.5 million, reaching Newport Beach's most affluent residents and communities, including:

- Corona del Mar
- Peninsula Point
- Cameo Shores
- Newport Coast
- Lido Island
- And many more...

HOTEL DISTRIBUTION: Reaching the affluent visitor to Newport Beach, with distribution in key luxury hotels, including:

- Balboa Bay Club & Resort
- Hyatt Newport Beach
- Fairmont Newport Beach
- The Island Hotel
- Pelican Hill Resort
- Any more....

TARGETED DISTRIBUTION: Reaching key influencers and businesses, including:

- Real estate offices
- Luxury auto dealers
- Key community events
- Doctors and medical offices
- Salons & Spas
- And more...

NEWSSTAND: Newport Beach magazine is available at selected newsstands and bookstores, including Barnes & Noble; Gelson's; Bristol Farms; and local airports.

ONLINE DISTRIBUTION & VISIBILITY: Every issue of Newport Beach magazine is available online in its entirety on the Firebrand websites, digital portals, and newsletters.

All magazine advertisements are hot-linked, offering exceptional visibility and response.



Unsurpassed Coverage of Newport Beach

OUR READERS

Living well is not a question of price, but of style.
It's the art of "knowing how to live."
Mastering that art takes passion.

READER DEMOGRAPHICS

The Newport Beach Magazine reader tends to be:

- CONFIDENT
- EXPERIENTIAL
- INDEPENDENT

AVERAGE AGE:	45
MALE:	40%
FEMALE:	60%
MARRIED:	54%
ANY COLLEGE:	96%
AVERAGE HOME VALUE:	\$1.8 MILLION
AVERAGE HOUSEHOLD INCOME:	\$225,000

ACTIVITIES

- FINE DINING
- TRAVELING
- THE ARTS
- GOLFING
- COLLECTING
- LEADING

PASSIONS

- ART & DESIGN
- FOOD & WINE
- STYLE & FASHION
- PHILANTHROPY & SOCIETY
- SPEED & SPORT



Editorial Calendar & Closing Dates

ISSUE 2012	EDIT AND FEATURES	TRAVEL	ADVERTISING SECTIONS	SPACE & MATERIALS CLOSE	ON SALE DATE
January / February	Health & Beauty Fine Jewelry	Maui, Palm Spring	Real Estate Showcase Medical	December 21	January 6
March / April	Home & Design	Las Vegas	Real Estate Showcase	February 22	March 9
May / June	Best Places to Live Arts Outlook	Hawaii	Real Estate Showcase	April 25	May 11
July / August	Best of the Beach Summer Fun	San Francisco	Real Estate Showcase	June 20	July 6
September / October	Eat + Drink Fall Fashion	Baja	Real Estate Showcase Restaurant Profiles	August 22	September 7
November / December	Newport's Most Influential Style + Shopping	Snow Seekers Guide; San Diego	Real Estate Showcase	October 24	November 9

IN EVERY ISSUE:

THE ARTS: The best in the performing and visual arts

CALENDAR: Key events and activities in the community

FASHION, SHOPPING & RETAIL: From luxury goods to local finds

SOCIETY & SOCIAL COVERAGE: From charity events to the best parties

PERSONALITIES & PROFILES: Newport Beach's leaders and influencers

DESIGN & DÉCOR

REAL ESTATE

RESTAURANTS AND CUISINE

HEALTH, BEAUTY AND WELLNESS

NEWPORT BEACH MAGAZINE

SIZE	1X	2X	3X	6X
Full Page	3,300	2,900	2,300	1,900
2/3-Page	2,800	2,300	1,900	1,600
1/2-Page	2,200	1,700	1,400	1,100
1/3-Page	1,500	1,200	900	700
1/6-Page	900	700	500	400

LAGUNA BEACH MAGAZINE

SIZE	1X	2X	4X	8X
Full Page	2,500	2,100	1,700	1,500
2/3-Page	1,800	1,500	1,300	1,150
1/2-Page	1,300	1,100	900	750
1/3-Page	900	800	650	550
1/6-Page	600	500	450	400

ARTISTS AND GALLERIES SECTION

	1X	2X	4X	6X
Laguna Beach Mag.	600	500	350	300

COMBO (AD RUNS IN BOTH LAGUNA BEACH & NEWPORT BEACH MAGAZINES)

SIZE	1X	2X	4X	6X
Full Page	5,000	4,500	3,600	3,000
2/3-Page	3,400	3,000	2,600	2,100
1/2-Page	2,700	2,300	1,900	1,600
1/3-Page	1,900	1,600	1,300	1,100
1/6-Page	1,100	900	700	500

NEWPORT BEACH OR LAGUNA BEACH MAGAZINE

COVER POSITIONS	PER ISSUE
Cover 2 spread	5,500
Cover 3	3,400
Cover 4	3,800

All rates are NET

Non-profit organizations are entitled to a 50% discount from open rates.

Guaranteed position available for a 10% surcharge.

Ad design available: \$150 minimum; additional hours at \$150/hr.

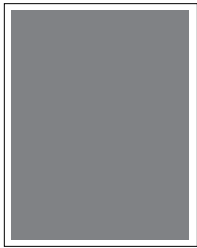
Early pay discount 5% for prepayment of season at first ad.



Unparalleled Coverage of Newport Beach & Laguna Beach.

ADVERTISING SPECIFICATIONS

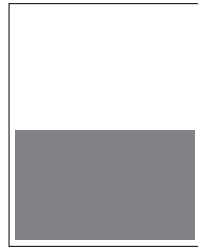
PRINTING: WEB OFFSET; BINDING: PERFECT BOUND; MAGAZINE FINAL TRIM SIZE: 9 WIDTH X 10.875 DEPTH



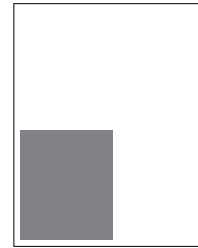
FULL PAGE
TRIM W/D BLEED: 9 X 10.875
W/D NONE BLEED: 8.325 X 10.25



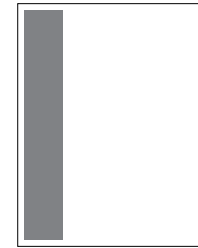
2/3 VERT.
TRIM W/D: 5.25 X 9.875



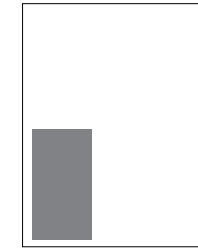
1/2 PAGE
TRIM W/D: 8 X 4.875



1/3 SQUARE
TRIM W/D: 5.25 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 9 x 10.875 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 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.

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

250 Broadway St., Laguna Beach, CA 92651

Phone: 949/715-4100 Fax: 949/715-4106

tina@firebrandmediainc.com

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