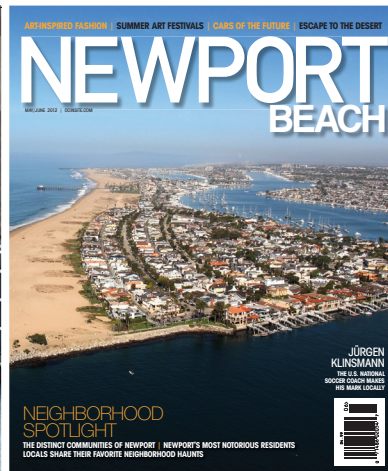


2013 MEDIA KIT

NEWPORT BEACH Magazine

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



Firebrand
media LLC

250 BROADWAY STREET
LAGUNA BEACH, CA 92651
TEL 949-715-4100 FAX 715-4106

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 23,000
TOTAL READERSHIP PER ISSUE 80,500

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
- And 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. Additional readers consume the magazine via the Newport Beach Magazine App



HEALTHY CHAMP & CHOC

Truly Fresh
 True Food Kitchen stays fresh with seasonal menus and new weekend brunch selections.

BY MICHELLE KRYSTIC

True Food Kitchen's menu is a mix of seasonal and classic dishes, including a variety of smoothies, salads, and brunch items. The cafe's atmosphere is bright and modern, with a focus on fresh ingredients and sustainable practices.

True Food Kitchen, 401 Newport Center Dr., 949-544-2400, truefoodkitchen.com

36 OCNIGHT.COM

NB TREND

PRETTY IN PASTELS
 You won't fade into the crowd with these pale hues.

BY JULIE FRENCH

Double Rowler ring with 80 carats of round brilliant yellow diamonds and 3.02 carats of round brilliant pink diamonds set in white and rose gold, price upon request, at Sappire Diamonds.

Rowler ring with 80 carats of round brilliant yellow diamonds and 3.02 carats of round brilliant pink diamonds set in white and rose gold, price upon request, at Sappire Diamonds.

34 OCNIGHT.COM

SOCIETY
 SIMA'S WATERMAN'S WEEKEND

1 Sheree Dorian accepting the Waterman of the Year award from Kelly Steier. 2 Glenn Burroughs, Robert "Whisper" Weaver, 3 Steve Blank, Michelle Krynke, Rick Mangan, 4 Pat O'Connell, A.J. Collins, 5 Bill and Lori Waters, 6 Tom and Kim O'Neil, 7 Mark and Heidi Patten, 8 Mike Patten and Kristine Patten from the band Foster the People.

SIMA'S 23RD ANNUAL WATERMAN'S WEEKEND RAISES MORE THAN \$400,000 IN DONATIONS

Nearly 700 professional surfers, surf industry VIPs and others came together Aug. 10-11 at the SIMA Environmental Fund Waterman's Weekend charity event, where they raised their golf clubs, cocktail glasses and more than \$400,000 in project money and sold brownies in Orange County and around the globe. A day of golfing took place at Maroon Beach Golf Links the first day, and the Waterman's Ball was held at The Ritz Carlton, Laguna Niguel the following evening, where Whisk was used to recognize surfers. Sheree Dorian named Waterman of the Year, world-renowned ocean explorer and filmmaker Juan-Michel Cousteau Environmentalist of the Year, and the late surfing hall of famer and forecaster Steve Collins. Also honored was Billabong's Phil Hensley, for 12 years of dedication and service to SIMA. —J.B.

34 OCNIGHT.COM

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
- SPEED & SPORT

PASSIONS

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



Editorial Calendar & Closing Dates

ISSUE 2013	EDIT AND FEATURES	TRAVEL	ADVERTISING SECTIONS	SPACE & MATERIALS CLOSE	ON SALE DATE
February/March	Health & Beauty	Mexico/Baja	Real Estate Showcase Health Providers	January 17	February 1
April/May	Eat + Drink	Las Vegas	Real Estate Showcase Restaurant Profiles	March 21	April 5
June/July	Arts Outlook Home & Design	Arizona	Real Estate Showcase Home Improvement Profiles	May 23	June 7
August/September	Best of the Beaches Summer Fun	San Francisco	Real Estate Showcase Summer Activities	July 18	August 2
October/November	Fall Fashion	Hawaii	Real Estate Showcase Chef Profiles	September 19	October 4
December/January	Newport's Most Influential Style + Design	Snow Seekers' Guide; San Diego	Real Estate Showcase Boutique Profiles	November 21	December 6

IN EVERY ISSUE:

THE ARTS: The best in the performing and visual arts

CALENDAR: Key events and opportunities 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

2013 Advertising Rates

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
DINING GUIDE				
1/3-Page	900	800	700	600
1/6-Page	600	550	500	450

ARTISTS AND GALLERIES/ DINING GUIDE

	1X	2X	4X	6X
1/3-Page	800	700	600	500
1/6-Page	500	450	400	350

LAGUNA BEACH MAGAZINE

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

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	600

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.

2013 MEDIA KIT

NEWPORT
BEACH Magazine

LAGUNA BEACH
MAGAZINE



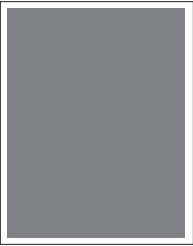
Unparalleled Coverage of Newport Beach & Laguna Beach.

Firebrand
media LLC

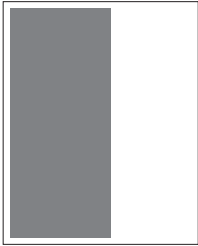
250 BROADWAY STREET
LAGUNA BEACH, CA 92651
TEL 949-715-4100 FAX 715-4106

Advertising Specifications

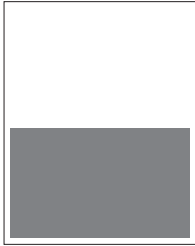
PRINTING: WEB OFFSET; BINDING: PERFECT BOUND; MAGAZINE FINAL TRIM SIZE: 9 WIDTH X 10.875 DEPTH



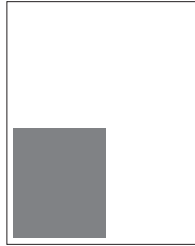
FULL PAGE
TRIM W/D: 9 X 10.875



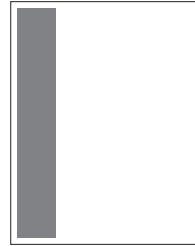
2/3 VERT.
TRIM W/D: 5.25 X 9.875



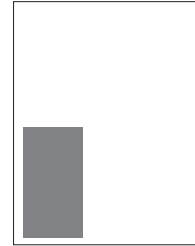
1/2 PAGE
TRIM W/D: 8 X 4.875



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:

Newport 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 sonia@firebrandmediainc.com for instructions.