



# MERITAGE COLLECTION®

## STAY GOLDEN



### CALIFORNIA-STYLE HOSPITALITY — DEFINED.

The Meritage Collection portfolio blends distinct luxury hotels in iconic one-of-a-kind destinations. Designed for the curious traveler, the Meritage Collection offers a uniquely laid-back approach to the good life, reflecting its warm, sunshine-soaked California roots. Each hotel serves as a gateway to the locally-inspired lifestyle and a bridge to a state of mind inspired by effortless bliss, natural beauty and unexpected adventure.

Offering attainable luxury with a familiar charm, the Meritage Collection caters to the modern-day traveler with an authentic, warm unpretentious style.

*Meritage Magazine* offers advertisers an exceptional environment to reach this extraordinary targeted audience.

# 2016 MEDIA KIT



MERITAGE COLLECTION HOTELS & RESORTS



**BACARA RESORT & SPA**  
SANTA BARBARA, CA

This award-winning resort along the bluffs and beaches of the Gaviota Coast in Santa Barbara is host to some of the most stunning natural beauty in the world. Guests bathe in relaxed luxury along 78 acres of sun-drenched oceanfront property. The name Bacara is derived from the Chumash Native Americans. The name Bacara intertwines Barbara and their word for this enchanted land, Anacapa.



**BALBOA BAY RESORT**  
NEWPORT BEACH, CA

This quintessential Southern California experience comes with a waterfront view of the acclaimed Newport Beach Harbor, bay views and dazzling yachts are aplenty. A recent lavish redesign includes a modern lobby and two new indoor/outdoor waterfront restaurant concepts that wrap the tradition of the resort with a luxurious modern sensibility.



**ESTANCIA LA JOLLA HOTEL & SPA**  
LA JOLLA, CA

Residing on the same distinguished land that the affluent Black family purchased from the Scripps in the 1940's, Estancia La Jolla Hotel & Spa is a sprawling California rancho-style estate with breathtaking gardens set amongst the beachside villages of La Jolla and Del Mar, including the world-renowned Torrey Pines Golf Course.



**KO'A KEA HOTEL & RESORT**

POIPU BEACH, KAUAI

Relax on the golden beaches of the Ko'a Kea Resort, an upscale 121-room boutique oceanfront hotel on the sunny shore of Poipu Beach, on the Garden Island of Kauai. This Hawaiian resort offers the most beautiful accommodations, breathtaking views, and luxurious amenities on the island. The name Ko'a Kea translates to "white coral" and is a tribute to the spiritual and life-giving power of the coral reefs.



**THE MERITAGE RESORT AND SPA**

NAPA VALLEY, CA

Modeled after old-world Tuscany and set against a rolling hillside of magnificent vineyards, The Meritage Resort and Spa has become one of Napa Valley's top luxury resorts, offering an exquisite blend of services, amenities and an authentic Napa Valley experience. This largest resort in Napa features the Trinitas Cellars Tasting Room – situated in a 22,000 sq. ft. Estate Cave under the resort's own hillside vineyard.



**PASÉA HOTEL & SPA**

HUNTINGTON BEACH, CA

Perched at the edge of the Pacific this brand new property celebrates the iconic surfing lifestyle established in Surf City USA, aka Huntington Beach. In Spanish, Paséa means to take a stroll. It is the combination of the words 'Pacific' and 'Sea', a modern oasis with an unrivaled sense of clean coastal style and comfort.

ALLIANCES

**TRINITAS CELLARS | NAPA VALLEY**

A true family-run Napa Valley winery located at The Meritage Resort and Spa. The subterranean Estate Cave is home to the one-of-a-kind Trinitas Tasting Room.

**THE FOLEY FOOD & WINE SOCIETY**

Created to celebrate world-class wines, society members include some of the most renowned producers in California, Washington and New Zealand.

**MARCHESI FUMANELLI WINERY | ITALY**

This breathtaking villa, winery and vineyards were built by the Fumanelli noble family in the 17th century. These wines use an antique tuff barrel aging process that dates back to the 600s.





## READER DEMOGRAPHICS & INTERESTS

Our affluent guests will travel even more in 2016, spend more on leisure travel, and feed their insatiable curiosity about the world around them. They are highly educated, expect service infused with authenticity and local flavor, and look to the Meritage Collection hotels and resorts to facilitate deeper experiences within a given destination.

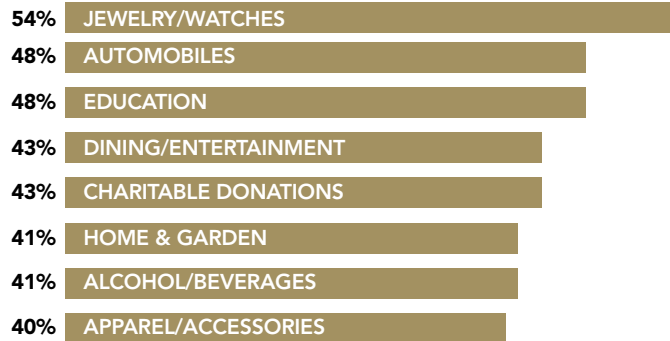


## OUR MERITAGE MAGAZINE READERS ...

- Travel on 7-8 trips per year, a combination of leisure, business and business
- 79% view travel as essential to a good life
- 76% are curious about other cultures and look for hidden gems
- 66% are seeking to immerse themselves in a destination and learn about surrounding culture via travel experiences
- 57% like to look at travel magazines and guidebooks to determine where they want to travel
- 55% of business guests took time for activities associated with leisure during the trip (e.g. golf, spa)
- 54% are in search of unique and different experiences
- 53% of business guests extended a trip for pleasure or brought a spouse in the past year

Annual HHI . . . . . \$250,000+  
 Average Net Worth . . . . . \$2.1 mil  
 College Graduate. . . . . 67%

### SPENDING INTEREST INCREASING THIS YEAR IN...



Portions of research provided by the IPSOS Affluent Survey.

***“Print readers are top spenders on home remodeling and decorating”***  
 - IPSOS Affluent Survey USA, 2015

***“Affluent investors are heavy print readers”***  
 - IPSOS Affluent Survey USA, 2015

***“A man who stops advertising to save money, is like a man who stops a clock to save time.”***  
 -Henry Ford





## EDITORIAL OVERVIEW

*Meritage Magazine* is the voice of laid-back California style and approachable luxury. Readers of *Meritage Magazine* are modern-day travelers who stay and play at one-of-kind resorts in iconic destinations because they want authentic local experiences at the best locations in the world.

*Meritage Magazine* reflects the interests and passions of this highly affluent and sophisticated demographic who are looking for intelligent, unpretentious and witty insider information that's simple and pleasurable to read.

## IN EACH ISSUE

Each issue inspires travelers and locals with an emphasis on authentic and unique experiences, fine dining and wine, entertainment, culture, world-class spa, shopping, outdoor experiences, regional travel, and relevant information for both the leisure and business traveler, including:

- Iconic Destinations & Travel
- Food & Drink
- Arts & Culture
- Outdoors
- Spa & Wellness
- Fashion & Style
- Profiles
- Shopping

## CIRCULATION & DISTRIBUTION

*Meritage Magazine* is distributed in every suite and guest room at all Meritage Collection properties — more than 1,425 rooms total.

**BACARA RESORT & SPA** | SANTA BARBARA, CA  
**354 Rooms & Suites**

**BALBOA BAY RESORT** | NEWPORT BEACH, CA  
**159 Rooms & Villas**

**ESTANCIA LA JOLLA HOTEL & SPA** | LA JOLLA, CA  
**210 Rooms & Suites**

**KO'A KEA HOTEL & RESORT** | POIPU BEACH, KAUAI  
**130 Rooms & Suites**

**THE MERITAGE RESORT AND SPA** | NAPA VALLEY, CA  
**322 Rooms & Suites**

**PASÉA HOTEL & SPA** | HUNTINGTON BEACH, CA  
**250 Rooms & Suites**

- **25,000 – 30,000 Printed Copies**
- **115,000 – 135,000 Readers Per Issue**

This is an exceptional opportunity to reach and influence our elite, affluent audience 365 days per year.

## ADDITIONAL DISTRIBUTION:

- Events & hotel outlets (spas, conference centers, golf clubhouses)
- Through corporate partners
- Select retail outlets & advertising partners
- Select delivery to top guests and loyalty club members

## RATES AND DEADLINES

### MERITAGE MAGAZINE

### 2016/17 RATES

SIZE	1X	2X
FULL PAGE 4/C	\$5,000	\$4,000
HALF PAGE 4/C	\$2,800	\$2,400
1/3 PAGE	\$1,800	\$1,400
OPENING SPREAD (2pgs)	\$9,600	\$8,450
COVER 4 (back)	\$5,000	\$4,500
COVER 3 (inside back)	\$4,500	\$3,500

Add 10% premium for all pre-TOC positions.

All rates are net rates per issue.

\* Back covers are sold per market



## PUBLICATION & CLOSING DATES:

Meritage Magazine is published twice per year:

ISSUE	SPACE CLOSE	MATERIALS CLOSE	IN ROOM / IN MARKET
Fall/Winter 2016	Aug 26, 2016	Sep 2, 2016	Sep 16, 2016
Spring/Summer 2017	Feb 17, 2017	Feb 24, 2017	Mar 10, 2017

For additional information, contact your  
Firebrand/Meritage Collection Magazine representative or:

Donald Nosek/Group Publisher  
donald@firebrandmediainc.com | ph. 310.995.3112

MERITAGE MAGAZINE IS PUBLISHED BY FIREBRAND MEDIA LLC, IN PARTNERSHIP WITH PACIFIC HOSPITALITY GROUP



## ADVERTISING SPECIFICATIONS

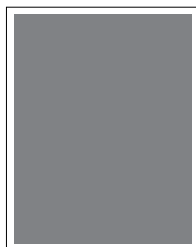
This publication prints computer-to-plate.

**Printing:** Web offset

**Binding:** Perfect bound

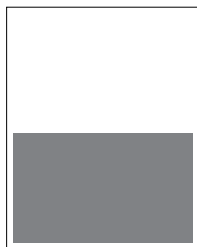
**Trim Size:** 9" width x 10.875" depth

**Line Screen / Density:** 150 line / 300% maximum density



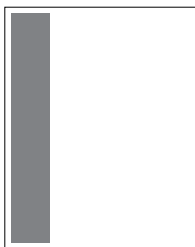
**FULL PAGE**

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"



**1/3 VERT.**

TRIM:  
2.5" X 9.875"



**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.

**Prepress Guidelines:** Meritage 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.

**FTP Site Information email or call:**

tina@firebrandmediainc.com, 949-715-4100

**AD SUBMISSION:** Please send or email materials and direct questions to the following:

**Meritage Magazine c/o Firebrand Media, LLC**

**Attn:** Tina Leydecker

385 Second Street, Laguna Beach, CA 92651

**Phone:** 949-715-4100

**Fax:** 949-715-4106

tina@firebrandmediainc.com





FIREBRAND PORTFOLIO



FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRODUCTS, INCLUDING:

- **Montage Magazine:** The international in-room print publication and digital magazine for Montage Hotels & Resorts
- **Omni Escapes Magazine:** The in-room print publication and digital blogging for 60+ Omni Hotels & Resorts nationwide
- **Meritage Collection Magazine:** Official in-room print magazine and digital content publishers for this award-winning luxury hotel collection
- **Sea Island Life Magazine:** In-room print magazine publishers for the iconic Sea Island Resort
- **Salamander Magazine:** The in-room publication for Southeast luxury destinations of The Salamander Hotels & Resorts
- **Evans Hotel Magazine:** In-room print publishers for the San Diego based Evans Hotel Group
- **Bespoke Concierge Magazine:** Regional luxury travel publication in top hotel rooms and concierge desks in major US cities
- **Pacific Coast Magazine:** 100,000+ circulation regional publication celebrating the iconic California lifestyle and culture
- **Laguna Beach & Newport Magazines:** Award-winning city publications for Laguna Beach, CA and Newport Beach, CA
- **OCinSite.com:** A coastal Orange County lifestyle portal
- **Laguna Beach & Newport Beach Independents:** The weekly newspapers of choice for Laguna Beach & Newport Beach
- **Coastal Real Estate Guide:** Weekly guide reaching more than 180,000 affluent readers in select Orange County coastal neighborhoods

