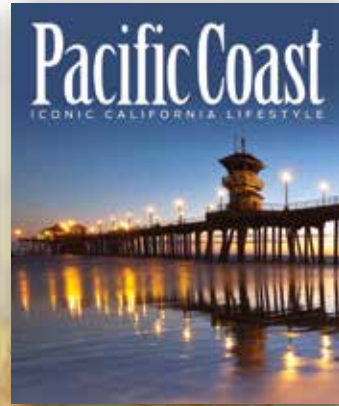
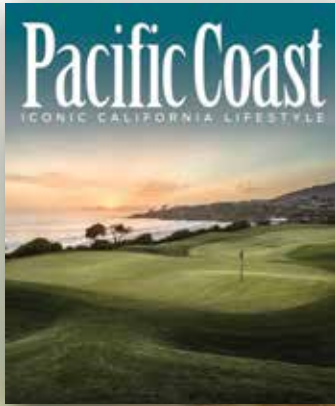
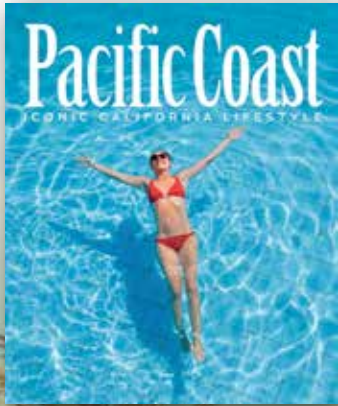


# Pacific Coast

ICONIC CALIFORNIA LIFESTYLE



FROM THE PUBLISHERS OF THE AWARD-WINNING  
**Montage & Laguna Beach**  
MAGAZINES



**Firebrand**  
media

IN PARTNERSHIP WITH

STANFIELD

STANFIELDREALESTATE.COM



**Sotheby's**  
INTERNATIONAL REALTY

## THE CALIFORNIA LIFESTYLE MAGAZINE

**Pacific Coast Magazine** celebrates the iconic coastal California lifestyle and its entrepreneurial and creative culture. Our readers have refined tastes and adventurous spirits. Sophisticated, yet laidback, they're immersed in the trendsetting California lifestyle everyday...so this magazine is not only for them, it's about them. Every issue expresses what it's like to live and work in one of the most spectacular places on the planet.

### CIRCULATION AND DISTRIBUTION

Published quarterly, **Pacific Coast Magazine** reaches the highest net earners in the most exclusive neighborhoods of coastal Southern California, stretching from Long Beach to San Clemente, with an average home value of \$1.85 million.

Issues of **Pacific Coast Magazine** are distributed to all members of our exclusive mailing list, home delivered and mailed into select coastal communities, and available at events, select businesses and high visibility locations including private yacht clubs, country clubs and Sotheby's offices in 63 countries.

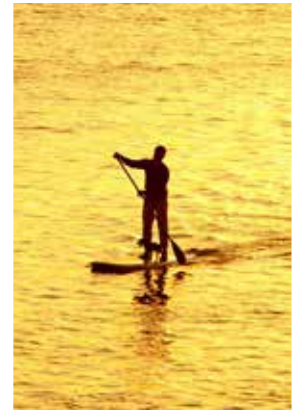
**100,000 COPIES DISTRIBUTED —  
MORE THAN 350,000 READERS PER ISSUE**

### ABOUT THE STANFIELD GROUP

**Pacific Coast Magazine** is made possible through a premier corporate sponsorship from HÔM Sotheby's International Realty and Stanfield Real Estate. Stanfield Real Estate specializes in all types of real estate throughout Southern California and has consistently been ranked as the #1 Team in Orange County and among the Top 10 in the nation by the *Wall Street Journal*. As one of the world's top producing real estate organizations, Stanfield Real Estate is committed to providing not only the best real estate services, but also the greatest expertise and professional, personalized service to each and every client.

### ABOUT HÔM SOTHEBY'S INTERNATIONAL REALTY

HÔM Sotheby's International Realty is the exclusive coastal and desert Southern California representative of Sotheby's International Realty, managing their business in the finer coastal markets of Southern California. The global platform of Sotheby's International Realty, combined with HÔM Group's local expertise and understanding of the region, affords clients with the best of local and international representation and exposure.



STANFIELD

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Sotheby's  
INTERNATIONAL REALTY

## READER DEMOGRAPHICS & INTERESTS

**Pacific Coast Magazine** readers own the finest homes in the most exclusive neighborhoods throughout Orange County's and south LA county's coastal communities. Our readers are well educated and interested in travel, entertainment, dining and food, art, outdoor sports, home decor and interior design, outdoor living area landscapes, and real estate market trends.



Average home value .....	\$1.85 million	Married .....	56%
Annual Household Income .....	\$295,000	Female .....	58%
Average Household Net Worth .....	\$2.65 million	Male .....	42%
Any college .....	96%	Average Age.....	46

**Our readers charitable contributions index 241% higher than the national average**  
**They spend 211% more than the national average on household furnishings and operations**  
**Our readers spend 230% more than the national average on gifts and entertainment**

***“Affluent investors are heavy print readers”***

- IPSOS AFFLUENT SURVEY USA, 2015

***“Print readers are top spenders on home remodeling and decorating”***

- 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

## DIGITAL MARKETING & SOCIAL MEDIA OPPORTUNITIES

Readers of **Pacific Coast Magazine** print edition are avid digital, social, and mobile users who engage with our content and advertisers on **PacificCoastMagazine.com**, through our monthly newsletter, and daily across our social media channels.



PacificCoastMagazine.com



Monthly Email Newsletter



Social Media

### COMBINED, THE DIGITAL AUDIENCE OF PACIFIC COAST MAGAZINE AND OUR PREMIERE CORPORATE PARTNERS INCLUDES...

- 210,000+ Fan Page Likes on Facebook
- 15,000+ opt-in emails
- 14,000+ Followers on Instagram
- 7,500+ Twitter Followers

## DIGITAL ADVERTISING OPPORTUNITIES START AT \$250/MONTH FOR PARTNERS ON SCHEDULES (ASK YOUR REP FOR MORE DETAILS)

**80% of US social network users prefer to connect to brands through Facebook**  
 —Source: State of Inbound Marketing

**Instagram is the fastest growing social network in the U.S., 15.1% this year versus 3.1% for social as a whole.**  
 —Source: eMarketer

**91% of consumers check their email daily**  
 —Source: ExactTarget

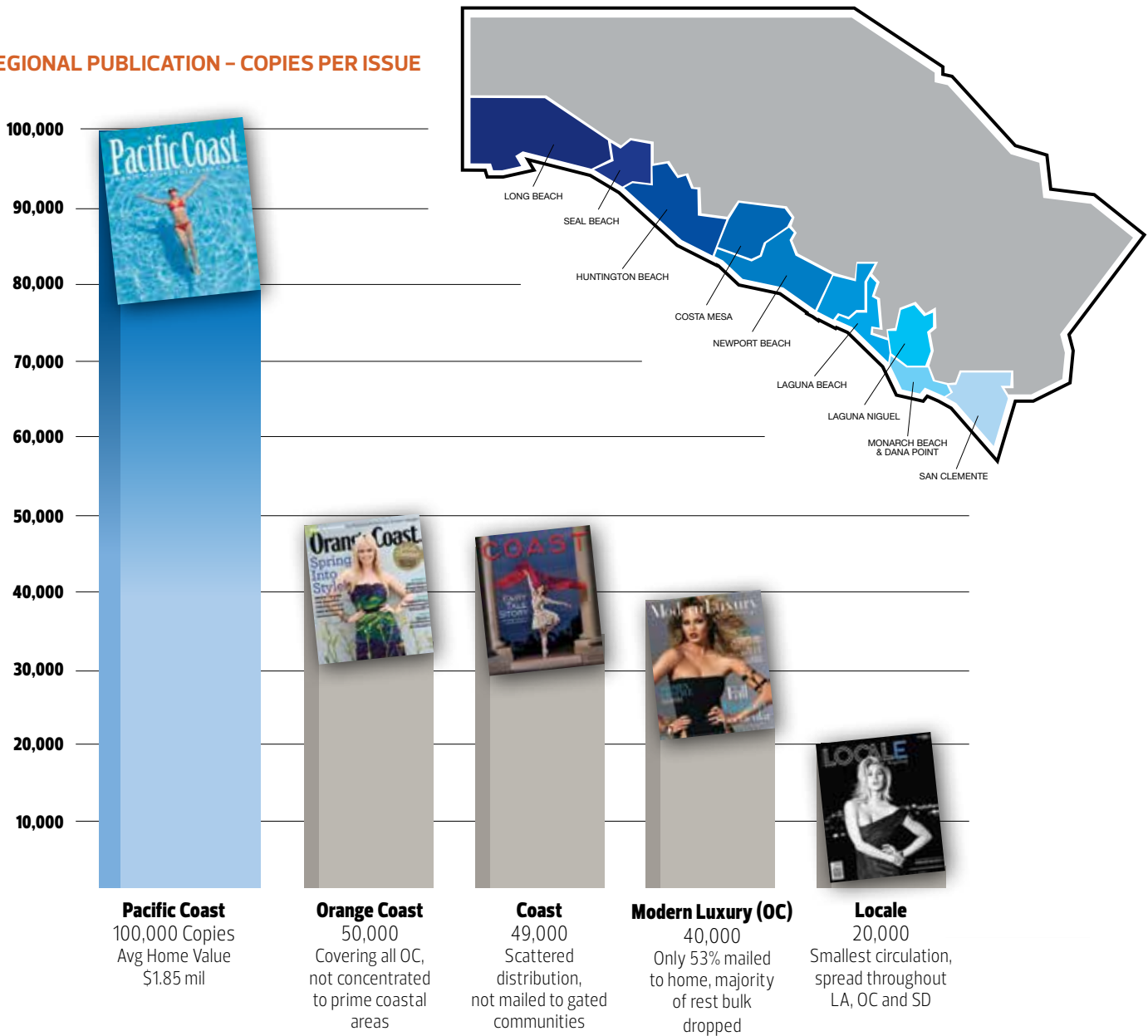
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## UNRIVALED DISTRIBUTION & AUDIENCE TARGETING

No regional publication can match our powerful distribution due to the strong partnership amongst HÔM Sotheby's International Realty, Stanfield Real Estate and Firebrand Media. **Pacific Coast Magazine** has hand selected its distribution of **100,000 printed copies per issue** to reach the most desirable addresses in the most exclusive neighborhoods of coastal Orange and Southern Los Angeles Counties. Home delivery and select mailing will deliver 93% of these copies, with a small portion going to private yacht clubs, golf country clubs, and other high visibility locations, including Sotheby's International offices in more than 63 countries.

### REGIONAL PUBLICATION - COPIES PER ISSUE

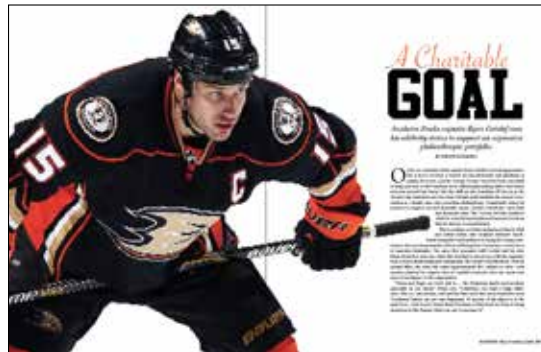


## TRENDSETTING PROFILES & FEATURES

### TRAVEL & ENTERTAINMENT



### SPORTING LIFE



### FASHION



### FOOD & DINING



### IN EACH ISSUE

EACH ISSUE INCLUDES INFORMATION AND ARTICLES THAT EXPRESS THE ICONIC CALIFORNIA LIFESTYLE, INCLUDING:

- ◆ Profiles & Features
- ◆ Travel & Entertainment
- ◆ Food & Drink
- ◆ Arts & Culture
- ◆ Sporting Life
- ◆ Home Design & Real Estate
- ◆ Fashion & Style

## ADVERTISING

### PACIFIC COAST MAGAZINE RATES

SIZE	1X	4X
FULL PAGE 4/C	\$6,500	\$5,000
HALF PAGE 4/C	\$3,750	\$2,750
1/3 PAGE 4/C	\$2,250	\$1,750
OPENING SPREAD (2pgs)	\$16,250	\$12,000
COVER 4 (BACK)	\$8,500	\$7,000
COVER 3	\$7,500	\$6,000
BIND-IN PROMO CARD*	\$1,500	\$1,200
POLYBAG INSERT*	\$4,250	\$3,000

\* Must also buy at least one FULL PAGE AD for BIND-IN CARD AD.  
The POLYBAG INSERT AD must be smaller than magazine size specs and less than 12 pages.



## PUBLICATION & CLOSING DATES

Pacific Coast Magazine is published quarterly.

### FALL 2016

**AUGUST 31** Space closing and ad materials deadline

**SEPTEMBER 9** Available, in market

### WINTER/HOLIDAY 2016

**NOVEMBER 23** Space closing and ad materials deadline

**DECEMBER 2** Available, in market

### SPRING 2017

**FEBRUARY 13** Space closing and ad materials deadline

**MARCH 3** Available, in market

### SUMMER 2017

**MAY 15** Space closing and ad materials deadline

**JUNE 2** Available, in market

### FALL 2017

**AUGUST 14** Space closing and ad materials deadline

**SEPTEMBER 1** Available, in market

### WINTER 2017

**NOVEMBER 13** Space closing and ad materials deadline

**DECEMBER 1** Available, in market

### For additional information, contact your

Firebrand/Pacific Coast Magazine representative or:

Denise Adams/Publisher

denise@firebrandmediainc.com | ph.949.438.0522

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## ADVERTISING SPECIFICATIONS

This publication prints computer-to-plate.

**Printing:** Web offset

**Bindin:** Perfect bound

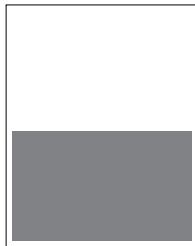
**Trim Size:** 9" width x 10.875" depth

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



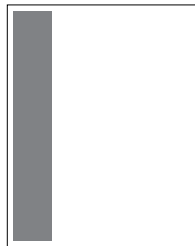
### FULL PAGE

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:** Pacific Coast 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:

**PACIFIC COAST 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 Sand 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 Beach 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

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