

LAGUNA BEACH  
MAGAZINE

# CityGuide

SUMMER 2017

DINE | SHOP | PLAY | STAY

## Media Kit

SUMMER 2017



Go. See. Do.  
**500+**

WAYS TO  
EXPERIENCE  
THE TOWN

FROM THE PUBLISHER OF

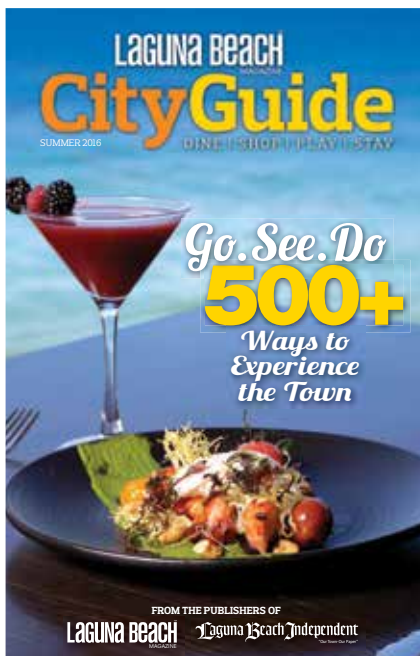
LAGUNA BEACH  
MAGAZINE

Laguna Beach Independent

"Our Town-Our Paper"

# Laguna Beach City Guide

*go. see. do.*



## WHAT'S INSIDE:

### **WHERE TO EAT**

(restaurants, bakeries, coffee shops and more)

### **WHERE TO SHOP**

(retail stores and boutiques)

### **WHERE TO PLAY**

(Laguna's premier art festivals and galleries; bike, surf and SUP rentals; wilderness parks; spas; entertainment; and more)

### **WHERE TO STAY**

(hotels and resorts perfect for any globetrotter)

Compelling editorial features on Laguna Beach's local culture

From the award-winning publisher of *Laguna Beach Magazine* and the *Laguna Beach Independent* newspaper now comes the definitive insider's resource: The Laguna Beach City Guide.

This one-stop guide to summer is the most comprehensive resource to shopping, dining and entertainment in Laguna Beach.

The City Guide is the easiest and most affordable way for your business to reach the millions of visitors this summer that want to "live like a local."

**AVAILABLE ONLINE AT: [LAGUNABEACHINDY.COM](http://LAGUNABEACHINDY.COM)**

# Display Advertising

## Why Advertise in the Laguna Beach City Guide?

### **REACH:**

The guide is distributed to engaged audiences in Laguna Beach's highly trafficked restaurants, retail stores, hotels and more.

### **TARGET:**

The thousands of affluent visitors who come to town every week as well as Laguna Beach locals

### **LONGEVITY:**

Because of our format and smaller size, our publication is kept at the ready for references and for longer periods of time.

### **CONTENT & DESIGN:**

The guide is not only aesthetically pleasing but also fun to read. The guide features informative content that gives readers the information they're looking for as well as interesting, quality editorial that has readers coming back time and again.

### **ADVANTAGE:**

Laguna Beach Magazine's City Guide is the **ONLY** complete directory available and includes more than 500 places to Stay, Play, Shop and Dine

## 2017 ADVERTISING RATES

Full Page	\$575
Half	\$400
Quarter page	\$235
Back cover	\$1,525
Inside back cover	\$1,525
inside front cover	\$1,525
center spread	\$2,000
Premium positions	\$1,000

### **\*PREMIUM POSITIONS INCLUDE:**

- *Opposite TOC 1 & TOC 2*
- *1st Section ad (Eat, Shop, Play, Stay)*
- *Welcome Letter*
- *1st (30%)*

## PUBLICATION & CLOSING DATES

### **SUMMER 2017**

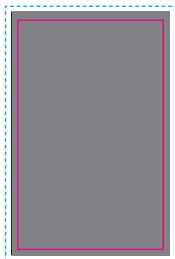
SPACE CLOSING: MAY 26

LIVE DATE: JUNE 16

The one marketing opportunity you can't afford to miss.

# Advertising Specifications

PRINTING: WEB OFFSET; BINDING: PERFECT BOUND;  
MAGAZINE FINAL TRIM SIZE: 5.375 WIDTH X 8.375 DEPTH

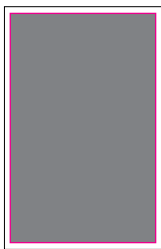


## FULL PAGE (BLEED)

TRIM: 5.375 X 8.375

BLEED: 5.625 X 8.625

LIVE AREA: 4.875 X 7.875



## FULL PAGE

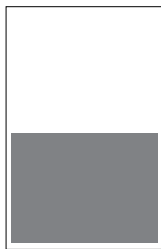
TRIM: 5.375 X 8.375

LIVE AREA: 4.875 X 7.875



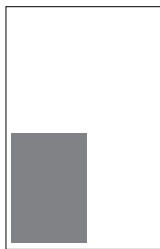
## 1/2 VERT.

TRIM: 2.375 X 7.875



## 1/2 PAGE

TRIM: 4.875 X 3.875



## 1/4 PAGE

TRIM: 2.375 X 3.875

**Printing Specifications:** Trim Size 5.375 x 8.375  
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 City Guide 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 City Guide

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

**FTP Site Information:** Call 949-715-4100 or email tina@firebrandmediainc.com for instructions.

To be a part of the Laguna Beach City Guide,  
contact your Firebrand Media sales executive today.

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