

# NEWPORT BEACH

Magazine



## 2017 Media Kit



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Magazine



Dedicated to the people, places and happenings that make the city 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 of 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.



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## 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: 19,000**      **TOTAL READERSHIP PER ISSUE: 66,500**

**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 visitor to Newport Beach, with distribution in key luxury hotels and resorts, including:

- Balboa Bay Resort
- Hyatt Newport Beach
- Fairmont Newport Beach
- Island Hotel
- Pelican Hill
- And more ...

**TARGETED DISTRIBUTION:** Reaching key influencers and businesses, including:

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

**NEWSSTANDS:** Newport Beach Magazine is available at select 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 hotlinked, offering exceptional visibility and response.

### READER DEMOGRAPHICS

The Newport Beach Magazine reader tends to be:  
*Confident | Experiential | Independent*

AVERAGE AGE .....	45
MALE .....	40%
FEMALE .....	60%
MARRIED .....	60%
ANY COLLEGE .....	96%

AVERAGE HOME VALUE .....	\$1.8 MILLION
AVERAGE HOUSEHOLD INCOME .....	\$225,000

#### ACTIVITIES

- Fine Dining
- Traveling
- Shopping
- Speed & Sport

#### PASSIONS

- Art & Design
- Food & Wine
- Style & Fashion
- Philanthropy & Society



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## 2017 EDITORIAL CALENDAR & CLOSING DATES

ISSUE	EDIT AND FEATURES	ADVERTISING SECTIONS	SPACE CLOSE MATERIALS DUE	ON SALE DATE
February/March	<ul style="list-style-type: none"> <li>» Home &amp; Decor Issue</li> <li>» Fashion: Jewelry</li> <li>» Travel: Los Angeles</li> </ul>	<ul style="list-style-type: none"> <li>» Designer profiles</li> <li>» Interior Design</li> </ul>	Jan. 20	Feb. 3
April/May	<ul style="list-style-type: none"> <li>» The Men's Issue</li> <li>» Fashion: Menswear</li> <li>» Travel: Las Vegas</li> </ul>	<ul style="list-style-type: none"> <li>» Wedding Guide</li> </ul>	March 24	April 7
June/July	<ul style="list-style-type: none"> <li>» Best of the Beaches</li> <li>» Fashion: Swimwear/Resort wear</li> <li>» Travel: Tahiti</li> </ul>	<ul style="list-style-type: none"> <li>» Cosmetic surgeon profiles</li> </ul>	May 19	June 2
August/September	<ul style="list-style-type: none"> <li>» Eat + Drink Issue</li> <li>» Food &amp; Wine Festival</li> <li>» Travel: Hawaii</li> </ul>	<ul style="list-style-type: none"> <li>» Chef profiles</li> </ul>	July 21	Aug. 4
October/November	<ul style="list-style-type: none"> <li>» The Fashion Issue</li> <li>» Fashion: Fall fashion shoot</li> <li>» Travel: Scottsdale</li> </ul>		Sept. 22	Oct. 6
December/January	<ul style="list-style-type: none"> <li>» Beauty + Wellness Issue</li> <li>» Nonprofits</li> <li>» Fashion: Jewelry</li> <li>» Travel: Ski Trip roundup</li> </ul>	<ul style="list-style-type: none"> <li>» Holiday gift guide</li> <li>» Snow Seekers Guides</li> </ul>	Nov. 22	Dec. 8

### *In Every Issue*

**THE ARTS:**

The best in performing and visual arts

**CALENDAR:**

Key events and opportunities in the community

**FASHION, SHOPPING & RETAIL:**

From luxury goods to local finds

**SOCIETY COVERAGE:**

From charity events to the best parties

**PERSONALITIES & PROFILES:**

Newport Beach's leaders and influencers

**DESIGN & DECOR:**

From interior decor to outdoor entertaining

**REAL ESTATE:**

The top homes on the market

**RESTAURANTS & CUISINE:**

From dining trends to new restaurants

**HEALTH, BEAUTY & WELLNESS:**

From the great outdoors to fitness

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## 2017 ADVERTISING RATES

SIZE	1X	2X	4X	6X
Full Page	\$2,090	\$1,780	\$1,520	\$1,200
2/3-Page	\$1,675	\$1,415	\$1,150	\$900
1/2-Page	\$1,360	\$1,150	\$950	\$740
1/3-Page	\$850	\$710	\$575	\$450
1/6-Page	\$520	\$450	\$370	\$290

Real Estate Section (Full Page) \$950

Artist and Galleries/  
Dining Guide (1/6 Page) \$420 \$360 \$300

COVER POSITIONS	PER ISSUE
Cover 2 Spread	\$5,225
Cover 3	\$2,500
Cover 4	\$3,000

### COMBO

(ADVERTISE IN BOTH NEWPORT BEACH & LAGUNA BEACH MAGAZINES AND GET A 5% DISCOUNT)

All rates are NET

Nonprofit organizations: Entitled to a 50% discount from open rates

Guaranteed position: Available for a 10% surcharge

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

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



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## ADVERTISING SPECIFICATIONS

THIS PUBLICATION PRINTS COMPUTER-TO-PLATE.

**PRINTING** Web offset

**BINDING** Perfect bound

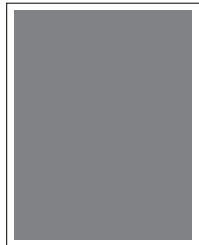
**TRIM SIZE** 9" width x 10.875" depth

**LINE SCREEN / DENSITY** 150 line / 300% maximum density



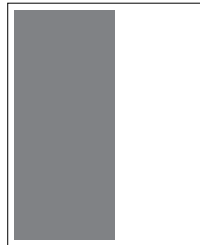
**SPREAD**

TRIM: 18" X 10.875"  
BLEED: 18.25" X 11.125"  
LIVE AREA: 17.5" X 10.375"



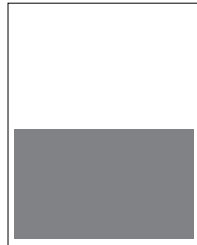
**FULL PAGE**

TRIM:  
9" X 10.875"  
BLEED:  
9.25" X 11.125"  
LIVE AREA:  
8.325" X 10.25"



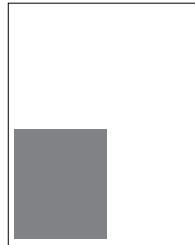
**2/3 VERT.**

TRIM:  
5.25" X 9.875"



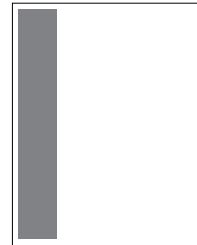
**1/2 PAGE**

TRIM:  
8" X 4.875"



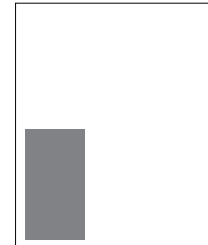
**1/3 SQUARE**

TRIM:  
5.25" X 4.875"



**1/3 VERT.**

TRIM:  
2.5" X 9.875"



**1/6 PAGE**

TRIM:  
2.375" X 4.875"

**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:** Newport Beach Magazine is a Macintosh format Computer to Plate (CTP) environment, AdobeInDesign 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:

Newport Beach 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

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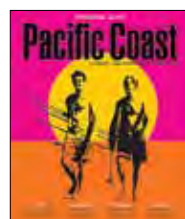
## IN ADDITION TO NEWPORT BEACH MAGAZINE, FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- » **Bespoke Concierge Magazine:** A regional luxury travel publication distributed at the top hotel concierge desks in major cities
- » **Sea Island Life:** The official magazine for Sea Island resort and residences
- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Loews Magazine:** The in-room publication for Loews Hotels & Resorts
- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, Calif.
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **Laguna Beach Independent:** The weekly newspaper of choice for Laguna Beach
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 80,000 affluent readers in Laguna and Newport

### REGIONAL LIFESTYLE PUBLICATIONS



### LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative or Steve Zepezauer, CEO & Executive Publisher (steve@firebrandmediainc.com).

Visit us online at [firebrandmediainc.com](http://firebrandmediainc.com)



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