

# COASTAL REAL ESTATE GUIDE

SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

COASTALREALESTATEGUIDE.COM

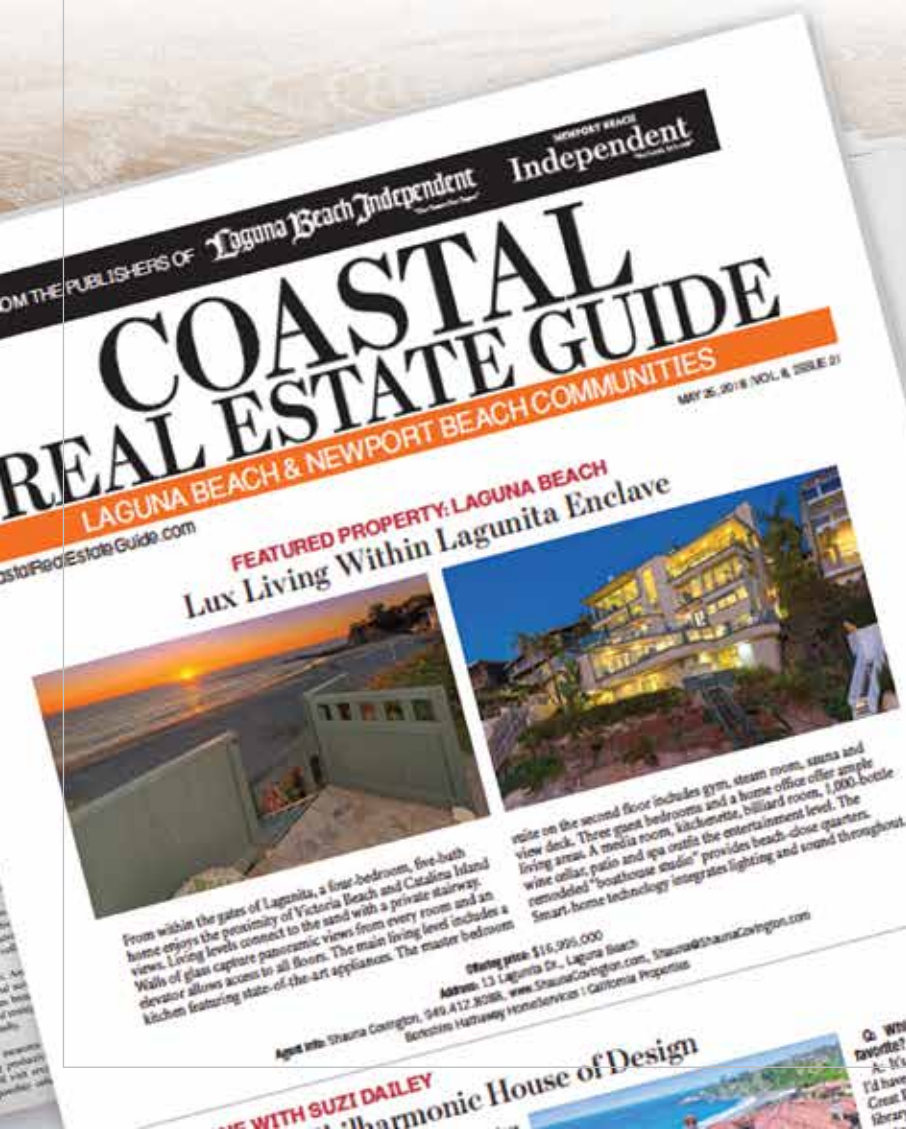
## 2019 Media Kit

Published every Friday, the Coastal Real Estate Guide (CREG) is the most effective and targeted way for agents to reach homeowners and buyers in Newport Beach, Corona del Mar and Laguna Beach. Published by and distributed with the Laguna Beach Independent and Newport Beach

Independent newspapers every Friday, along with the home and bulk delivery in the southern markets. The highest newsprint quality, largest size, and best production color available to showcase your listings. CREG reaches more home owners and buyers in these affluent coastal communities.



580 BROADWAY, STE. 301 | LAGUNA BEACH, CA 92651 | TEL 949.715.4100 | FAX 949.715.4106



## READER DEMOGRAPHICS & INTERESTS

The Coastal Real Estate Guide readers are homeowners in exclusively selected neighborhoods throughout Orange County's coastal communities. Stretching from Newport Beach to Laguna Beach, the distribution areas target home values that are \$1.2 million and above. Our readers are well educated and interested in home decor and interior design, outdoor living area landscapes, and real estate market trends.



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

## ADVERTISING OPPORTUNITIES & BENEFITS

- Reaches more residents and business owners than any other real estate newspaper magazine or guide
- All display ads are in FULL COLOR – no other paper can offer this benefit!
- Tabloid format maximizes readership and advertiser visibility
- Advertisers are included in our digital edition, with links directly to websites

## CIRCULATION AND DISTRIBUTION\*

- 31,500 COPIES PER WEEK
- 110,000+ AFFLUENT READERS
- PRIME COVERAGE OF HOMES IN NEWPORT BEACH, CORONA DEL MAR AND LAGUNA BEACH - KEY COMMUNITIES SUCH AS:
  - Three Arch Bay
  - Emerald Bay
  - Laguna Beach Village
  - Top of the World
  - Cameo Shores
  - Lagunita
  - Irvine Cove
  - Cliff Drive
  - Peninsula Point
  - Lido Island
- BULK DISTRIBUTION TO SELECT BUSINESSES AND HIGH VISIBILITY LOCATIONS, INCLUDING:
  - Restaurants
  - Doctor's offices
  - Real estate offices
  - Retail shopping areas

\* FOR DETAILED MAPS OF DISTRIBUTION AREAS, ASK YOUR SALES REPRESENTATIVE

# COASTAL REAL ESTATE GUIDE

SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

## PRINT MARKETING OPPORTUNITIES

FROM THE PUBLISHERS OF

**Laguna Beach Independent**  
The Beachside Paper

**NEWPORT BEACH Independent**  
The Beachside Paper

# COASTAL REAL ESTATE GUIDE

LAGUNA BEACH & NEWPORT BEACH COMMUNITIES

CoastalRealEstateGuide.com

MAY 18, 2018 | VOL. 8, ISSUE 20

**FEATURED PROPERTY: LAGUNA BEACH**  
**Ocean Views Fill Every Room**




A half-acre ocean vista property offers an abundance of indoor and outdoor space from a Mediterranean-style home. Built in 2000 and since remodeled, the home renovations offer up to date finish work. With 3,764 square feet of living space, the home is comprised of four bedrooms, all with en suite bathrooms. Terraces capture ocean views while a rear patio and gazebo overlook canyon scenery. A garage allows parking for three cars and a long driveway accommodates vehicles of guests.

Offering price: \$3,099,000  
Address: 2561 Park Avenue, Laguna Beach, www.2561Park.com  
Agent info: Listed by Amanda Horton, Pamela Horton, Jace Horton | 949-422-6122 | amanda@amandahorton.com  
www.HortonsInLaguna.com | Surterre Properties

**ASK THE EXPERT**  
**Home Maintenance Shifts With the Seasons**



Holly McDonald

By **HOLLY McDONALD**  
Homes, much like automobiles, need tune-ups. Just like our cars come with checklists to ensure they perform at their best, our houses also need attention

to function properly. Taking care of your home will help extend the life of it and help you budget accordingly. Here are some helpful tips.

**Spring:** With winter gone, now is the time to tidy up the landscaping by removing dead leaves and trimming trees and palms. Curb appeal can be elevated and enhanced by power washing and cleaning the windows. This is also a good time to do any touchup

painting. Check to see if any roof tiles have loosened or if any cracking occurred in the stucco or concrete over the winter and make sure to tend to that. Now is also the season to get your pool ready for summer by checking the equipment and settings. Inside the home, servicing the HVAC and cleaning the vents and ducts will help with the efficiency and lifespan of the system. Finally, it is recommended that batteries get changed in smoke

detectors and carbon monoxide alarms during the spring to ensure safety.

**Summer:** At this time of year, in our drought prone climate, it is advisable to adjust sprinklers to water at the times that the city allows and not overuse. Also, checking sprinklers to make sure they are aimed at the right areas and not leaking will help them do the best job. Inside the home, reversing

Continued on page 6

**COLDWELL BANKER**

**GLOBAL LUXURY**

WHERE EXCELLENCE LIVES

Bearing the hallmark of one of real estate's most iconic names, Coldwell Banker Global Luxury™ offers you the power of a global network of more than 92,000 Coldwell Banker® affiliated agents located in 3,000 offices in 47 countries and territories around the world.

**COLDWELLBANKERLUXURY.COM** **COLDWELL BANKER RESIDENTIAL BROKERAGE**

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include inaccuracies. Although the information is believed to be accurate, it is not warranted and no liability shall be assumed by Coldwell Banker Global Luxury or any affiliated agent. Coldwell Banker Global Luxury is an independent contractor and is not an employee of this Company. ©2018 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Owned by a subsidiary of REIT, L.L.C., Coldwell Banker, the Coldwell Banker logo, Coldwell Banker Global Luxury and the Coldwell Banker Global Luxury logo are service marks registered or pending registrations owned by Coldwell Banker Real Estate L.L.C. ®



**CORONA DEL MAR, CALIFORNIA \$13,995,000**  
Represented by: **Ranjing "Michelle" Chan** (626) 379-7266  
CalRE# 014911272



Featured Property  
\$750



Front Page Banner Ad  
\$610

**Firebrand**  
media LLC

580 BROADWAY, STE. 301 LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

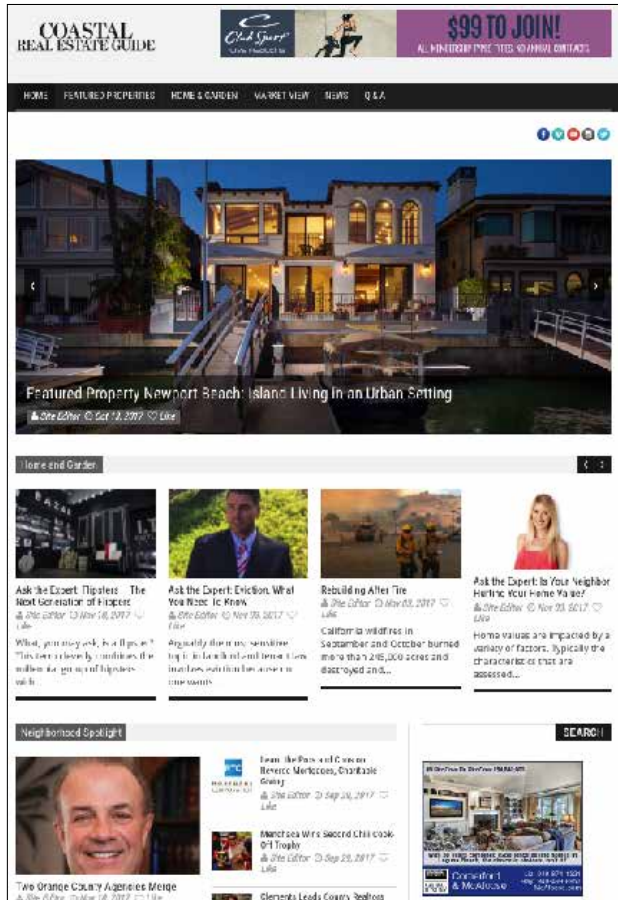


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SERVING ORANGE COUNTY'S COASTAL COMMUNITIES

## DIGITAL OPPORTUNITIES

ENHANCE YOUR PROGRAM AND REACH THROUGH OUR ONLINE AND SOCIAL CHANNELS



Website Banner Adverts



Featured Home Online



Featured Property Video



Dedicated Emails



Facebook and Instagram Social Mentions



Firebrand  
media LLC

580 BROADWAY, STE. 301 LAGUNA BEACH, CA 92651 TEL 949.715.4100 FAX 949.715.4106

## 2019 ADVERTISING RATES

<b>SIZE</b>	<b>OPEN</b>	<b>13X</b>	<b>26X</b>	<b>52X</b>
<b>PRINT</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>
Full Page	\$730	\$610	\$530	\$480
Spread	\$1,450	\$1,200	\$1,050	\$950
Back Cover	\$895	\$750	\$650	\$590
1/2 Page	\$495	\$410	\$360	\$325
1/4 Page	\$280	\$235	\$205	\$185
Premium Positions	+25% (Back Cover)			
Front Page Strip	\$610	\$505	\$440	\$400
Featured Home*	\$750			

<b>DIGITAL</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Leaderboard 728x90	\$500	\$450	\$400	\$350
Box banner 300x250	\$500	\$250	\$200	\$150
Featured Home	\$75			
Featured Video	\$50			
Email Inclusion	\$50			
Social Mention	\$50			

### NOTES

- All rates are net per insertion
- Guaranteed placement add 10%
- Early pay discount of 2% if publisher is paid in advance of sale date
- First-time advertisers must prepay for their first ad
- Basic typesetting and ad layout is included. Creative ad design will be billed \$75 per hour

### CONTRACT INFORMATION

- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be liable for damages as a result of an advertisement failing to be published.
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

### DEADLINES

- Space must be reserved by noon Tuesday
- Camera-ready materials due noon Wednesday

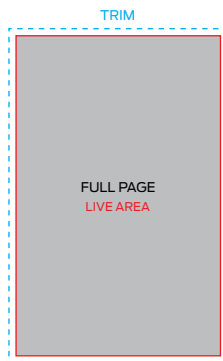
\*CONTACT YOUR REPRESENTATIVE FOR FEATURED HOME AVAILABILITY

\*\*OPEN HOUSE RATES ARE FOR BROKERAGE OPEN HOUSE LISTINGS ONLY

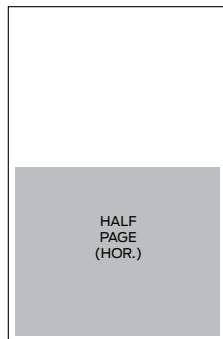


## ADVERTISING SPECIFICATIONS

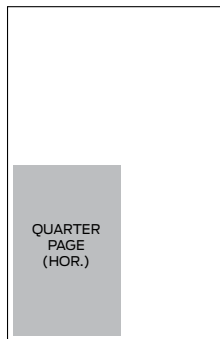
TRIM: 10 (W) X 15 (H)



**FULL PAGE**  
LIVE AREA:  
9 (W) X 14 (H)



**1/2 PAGE**  
LIVE AREA:  
9 (W) X 6.75 (H)



**1/4 PAGE**  
LIVE AREA:  
4.5 (W) X 6.75 (H)



**BANNER AD**  
LIVE AREA:  
9 (W) X 2 (H)

**PRE-PRESS GUIDELINES:** Laguna Beach Independent is a Macintosh-format Computer-to-Plate (CTP) environment, and Adobe InDesign are the primary page layout programs. Print-ready PDF and InDesign documents are the preferred material formats. All files will pass through a preflight operation to confirm that 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 digital file formats: PDF, TIFF, or JPEG images. High-resolution files of at least 180 dpi are required. Please package or collect all support files including fonts. 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, JPEG, or TIFF at 180 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 cannot 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.

**PDF FILES:** Print ready PDF files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

**DELIVERY INFORMATION:** Submitting your ads can be done in any one of three following ways:

1. Mail/Overnight Delivery
  2. Via Our FTP site
  3. Email (Not to exceed 5MB in size)
- by mail or overnight delivery, please send your ad (please include a suitable content proof) to Ad Coordinator LBindy 385 second Street, Laguna Beach, CA 92651 Please check with your Ad

Coordinator to receive prior approval before sending your ad via email. The Ad Coordinator will provide you the proper email address. Proofs are still required for electronically submitted ads (see Proof Policy above for requirements). A file (JPG) can also be supplied as a content proof, but must be clearly labeled as such. FTP (File Transfer Protocol) Firebrand Media LLC maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted.

**PROOF POLICY:** Content Proofs \* A content proof is required for all ads. A content proof can be provided as either a hardcopy print or a low resolution JPEG file. A JPEG content proof file should be clearly labeled "Proof" to differentiate it from the high-resolution ad file. For instructions on creating a JPEG, click here. \* All content proofs must be generated at 100% and include crop marks.

**SHIPPING INFORMATION:** Please ship materials and direct questions to the following:

Laguna Beach Independent 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

**CONTACT INFORMATION:**

**PRODUCTION MANAGER**

You may also email your artwork to Tina at:  
tina@firebrandmediainc.com

**ART QUESTIONS**

Contact Art dept. with any artwork questions:  
artdept@firebrandmediainc.com

**LOG ON CREDENTIALS:**

Please contact artdept@firebrandmediainc.com  
for FTP upload info.



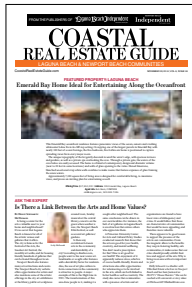
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IN ADDITION TO COASTAL REAL ESTATE GUIDE,  
FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO  
OF PRINT AND DIGITAL MEDIA, INCLUDING:

- **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- **Bespoke Concierge Magazine:** A regional luxury travel publication distributed at the top hotel concierge desks in major cities
- **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- **Newport Beach Country Club Magazine:** Official NBCC magazine for members and guests.
- **Omni Escapes magazine:** The in-room publication for Omni Hotels & Resorts
- **Pacific Coast magazine:** California Iconic lifestyle magazine
- **Salamander magazine:** The in-room publication for Salamander Hotels & Resorts
- **Monarch Beach Resort Moments magazine:** The in-room publication for Monarch Beach Resort
- **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- **OCinSite.com:** A coastal Orange County lifestyle portal
- **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

