

COAST

ORANGE
COUNTY

PRINT ■ ONLINE ■ SOCIAL

2012

Media Kit

overview

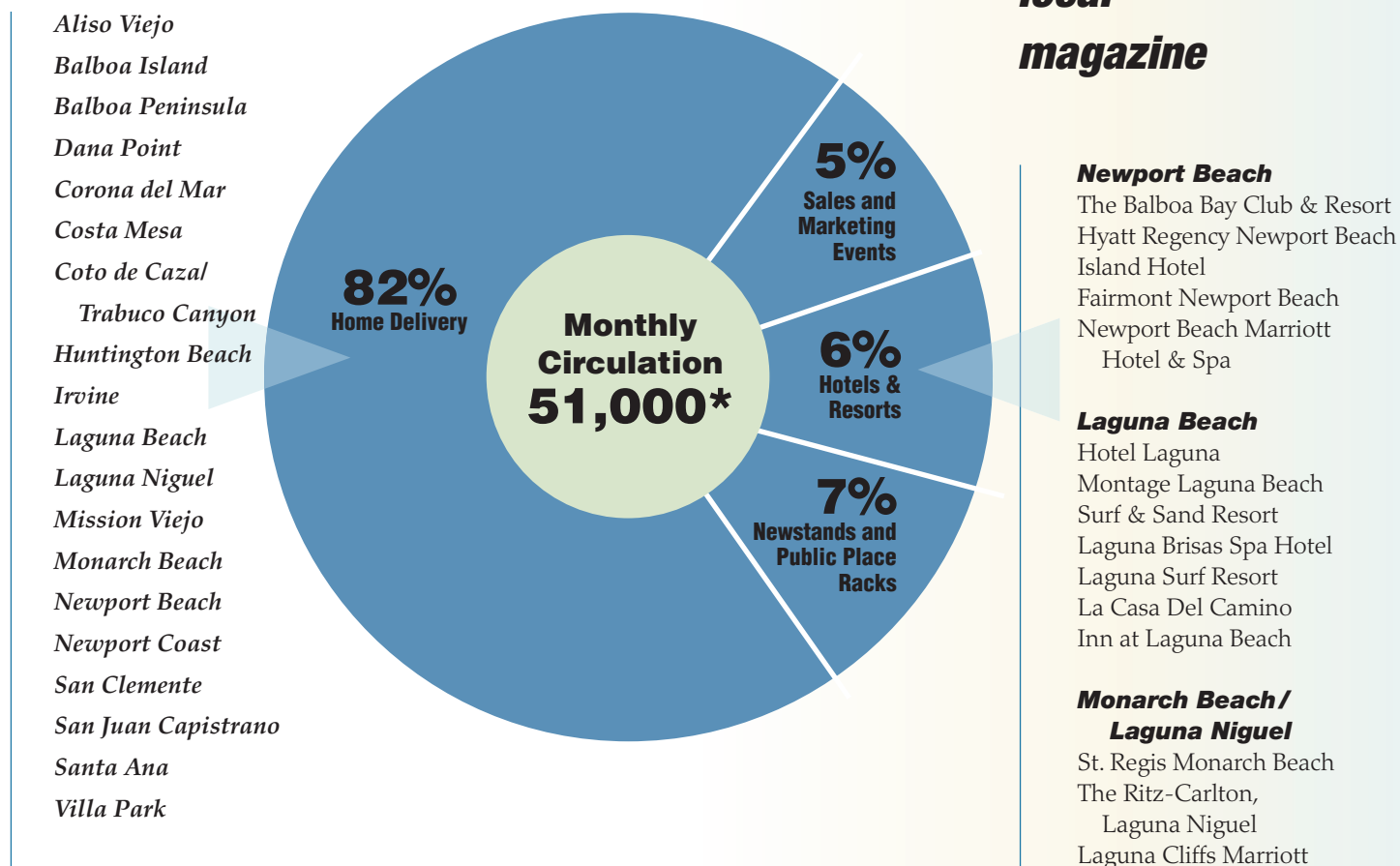
Distribution

PRINT

The *Coast* Magazine mission statement has been the same for 20 years: To create a sense of community, to promote and vitalize the local economy. At no time has that been more important than right now.

Our award-winning magazine influences readers' choices on where to spend their free time ... whether that be volunteering for a local non-profit, arranging a getaway, trying out a new dish at a local restaurant, visiting an open house or planning a shopping trip.

Coast delivers more copies to OC homes than any other local magazine



**You will reach almost
 150,000 readers
 where they read
 . . . at home**



2010 Winner
 Best Regional & State
 Consumer Magazine



Scarborough Research R1, 2010

coast magazine

Reader Profile

READERSHIP

- Almost 150,000 readers per issue
- Average amount of time spent per issue: more than 1 hour
- 56% of *Coast* readers save the magazine for future reference or refer back to it after the initial reading, thus offering maximum visibility for advertisers

INCOME / HOME OWNERSHIP / NET WORTH

- Average Household Income: \$233,846
- More than 20% of *Coast* readers make more than \$250,000 per year
- Average net worth: \$2,628,360
- 73% of *Coast* readers are millionaires
- 58% of readers own their own home
- 42% also have a vacation or second home
- 32% own three or more automobiles

PURCHASE PATTERNS

- 60% spent more than \$1,000 on fashion and accessories in the past 12 months
- 28% spent more than \$1,000 on fine jewelry or watches in the past 12 months
- 61% spent more than \$1,000 on furniture in the past 12 months
- 44% will redecorate or remodel within the year

ADVERTISING EFFECTIVENESS

- 83% read the ads as well as the editorial
- 64% of readers have visited a store as a direct result of seeing an ad in *Coast*
- 54% of *Coast* readers have purchased a product as a direct result of seeing an advertisement in the magazine
- 47% have visited a website as a result of seeing an ad in *Coast*

LEISURE ACTIVITIES

- 41% of readers eat at restaurants more than three times a week
- 73% attend the performing arts, museum and galleries regularly

TRAVEL

- 95% travel regularly
- 58% took a trip outside the continental U.S. in the past three years
- 58% have taken a domestic round-trip flight in the past year:

	Coast readers	Average OC consumer*
Palm Springs/ Desert Area	50%	16%
San Francisco	48%	13%
San Diego	43%	19%
Las Vegas	38%	29%
Arizona	30%	18%
Wine Country	30%	10%
Santa Barbara	30%	6%

*Scarborough Research R1, 2010 + FOCI Reader Study, June 2011

ONLINE

Exclusive video / Event Calendar / Coast Blogs
Restaurant Reviews / Photo Galleries

The screenshot shows the Coast magazine website interface. Several advertising spots are highlighted with callouts:

- Leaderboard (728 x 90)**: Located at the top of the page, above the main navigation bar.
- Premium Box (300 x 250) Above the scroll**: Located below the main navigation bar and above the main content area.
- Skyscraper (160 x 600)**: A vertical ad located on the right side of the page.
- Premium Box (300 x 250) Below the scroll**: Located at the bottom of the page, below the main content area.

Call your Advertising representative for online rates

SOCIAL

Coast gets the community involved



Our contests and discussions on Facebook allow you added exposure to the OC community who "like" us



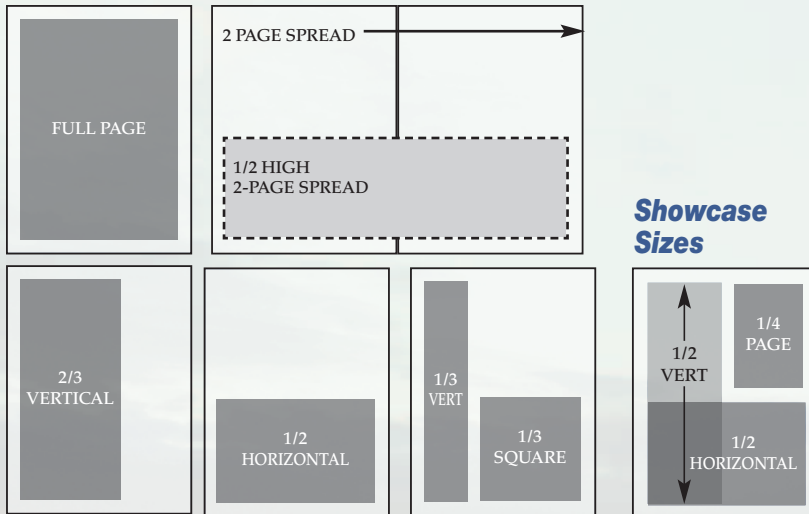
E-newsletters – Distinct and targeted e-mails, delivered to a database of opt-in subscribers, allow you to reach more of the OC community



Events – Work with Coast to develop a custom event or participate in one of ours

2012 Specs, Rates & Dates

Ad Sizes



2-Page Spread:

Non-Bleed: 17" x 9.875"
 Trim: 18" x 10.875"
 Bleed: 18.25" x 11.125"

Full Page:

Non-Bleed: 8" x 9.875"
 Trim: 9" x 10.875"
 Bleed: 9.25" x 11.125"

1/2 High 2-Page Spread

Non-Bleed: 16.69" x 4.625" • Trim: 18" x 5.375" • Bleed: 18.25" x 5.5" (bottom/sides only)

1/2 Horizontal: 7.689" x 4.625"

2/3 Page: 5.043" x 9.438"

1/3 Square: 5.043" x 4.625"

1/3 Vertical: 2.396" x 9.438"

Showcase ads:

1/2 Horizontal: 7.689" x 4.625"

1/2 Vertical: 3.75" x 9.438"

1/4 Page: 3.75" x 4.625"

Advertising Rates

SIZE	1x	6x	12x
Full page	4785	3970	3460
2/3 page	3870	3355	2745
1/2 page	2845	2640	2440
1/3 page	1725	1520	1315

Rates are not subject to advertising agency commissions.

Please send all email submissions and/or questions directly to Lee@Coastmagazine.com

Covers

Back Cover: Earned frequency plus 25%

Inside Covers: Earned frequency plus 20%

Premium Placement: Additional 10% of earned frequency rate required to guarantee placement

FTP Instructions

ftp1.freedom.com – username: print1 – password: test4print – place in appropriate publication folder. File name must NOT have spaces or special characters! Please email Lee@Coastmagazine.com with the file name once you've successfully uploaded.

File Formats

Native or PDF files are accepted. Include, embed or outline all fonts.

Resolution

All images must be 300 dpi at 100% print size.

Total Ink Density

Total ink density should not exceed 280%.

Production Charges

AD DESIGN & LAYOUT:

FP: \$300 2/3 or 1/2: \$250 1/3 or less: \$200

STOCK IMAGES: \$50 each

CUSTOM PHOTOGRAPHY:

\$75 per hour (2 hour minimum on location)

REVISES, UPDATES & PHOTO MANIPULATION:

\$65 per hour

CAMERA-READY FILES COPIED:

\$25 per ad/per instance copied to CD or emailed (please allow 48 hours)

PLEASE NOTE: A hard copy proof is requested. Due to tolerances in web printing, bindery and ink variances, the publisher does not guarantee the exact color match or exact trim position to matchprints, color keys or press proofs.

2012 Publication Calendar

JANUARY 2012 ISSUE

Space Deadline/Art Builds: December 7

Camera-Ready: December 13

Publication Date: December 29

FEBRUARY 2012 ISSUE

Space Deadline/Art Builds: January 11

Camera-Ready: January 17

Publication Date: January 26

MARCH 2012 ISSUE

Space Deadline/Art Builds: February 8

Camera-Ready: February 14

Publication Date: February 23

APRIL 2012 ISSUE

Space Deadline/Art Builds: March 14

Camera-Ready: March 20

Publication Date: March 29

MAY 2012 ISSUE

Space Deadline/Art Builds: April 11

Camera-Ready: April 17

Publication Date: April 26

JUNE 2012 ISSUE

Space Deadline/Art Builds: May 16

Camera-Ready: May 22

Publication Date: June 1

JULY 2012 ISSUE

Space Deadline/Art Builds: June 13

Camera-Ready: June 19

Publication Date: June 28

AUGUST 2012 ISSUE

Space Deadline/Art Builds: July 11

Camera-Ready: July 17

Publication Date: July 26

SEPTEMBER 2012 ISSUE

Space Deadline/Art Builds: August 15

Camera-Ready: August 21

Publication Date: August 30

OCTOBER 2012 ISSUE

Space Deadline/Art Builds: September 12

Camera-Ready: September 18

Publication Date: September 27

NOVEMBER 2012 ISSUE

Space Deadline/Art Builds: October 10

Camera-Ready: October 16

Publication Date: October 25

DECEMBER 2012 ISSUE

Space Deadline/Art Builds: November 7

Camera-Ready: November 13

Publication Date: November 22