

2008 ADVERTISING RATES AND SPECS

FOUR-COLOR DISPLAY

SIZE	1x	6x	12x
Full Page	4690	3890	3390
2/3 Page	3790	3290	2690
1/2 Page	2790	2590	2390
1/3 Page	1690	1490	1290
1/6 Page	990	790	590

COVERS

	1x	6x	12x
Inside Front	7090	6390	5890
Inside Back	6390	5790	5290
Back Cover	7090	6490	5890

- Rates effective January 1, 2008.
- Guaranteed preferred position add 15% to rate (1/2 page minimum).
- Insert rates available on request.
- Rates are commissionable to recognized agencies.
- Credit cards accepted.
- Digital files required. See specs next column

FTP INSTRUCTIONS

Please do not use your internet browser. Use Fetch, Transmit or equivalent. Address: ftp1.freedom.com; username: print1; password: test4print. Place in appropriate publication folder. File name must NOT have spaces or special characters! Please email your sales rep with the file name once you've successfully uploaded it.

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)
 Revisions, Updates, and 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: 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.

Any questions can be directed to Lee Offenbauer at 949-644-4700 x 107. E-mail: Lee@Coastmagazine.com.

AD SIZES

FULL PAGE	WIDTH		HEIGHT
Live area	7 ^{5/8}	x	9 ^{7/8}
Trim	8 ^{3/8}	x	10 ^{7/8}
Bleed	8 ^{5/8}	x	11 ^{1/8}

TWO PAGE SPREAD

Native: Create 2-page doc with bleeds, using FP parameters. PDF or tif should be one double-truck size doc w/ bleeds.

2/3 PAGE	4 ^{5/8}	x	9 ^{7/16}
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1/2 PAGE HORIZONTAL	7 ^{1/16}	x	4 ^{5/8}
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1/2 PAGE ISLAND	4 ^{5/8}	x	7
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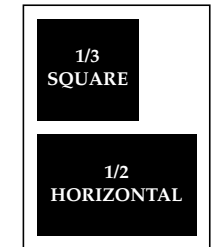
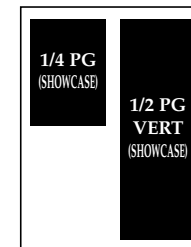
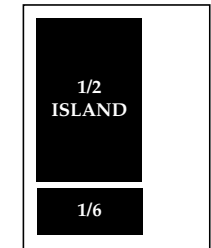
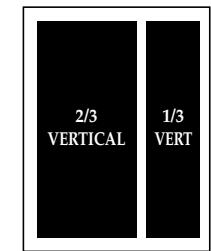
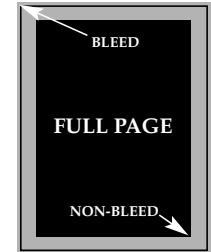
1/2 PAGE VERT (SHOWCASE)	3 ^{7/16}	x	9 ^{7/16}
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1/3 PAGE SQUARE	4 ^{5/8}	x	4 ^{5/8}
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1/3 PAGE VERTICAL	2 ^{1/4}	x	9 ^{7/16}
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1/4 PAGE	3 ^{7/16}	x	4 ^{5/8}
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1/6 PAGE	4 ^{5/8}	x	2 ^{1/4}
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2008 PUBLICATION CALENDAR

Every *Coast* Issue Highlights:

Fashion • Decor and Home Accessories • Real Estate • Arts • Entertaining • Travel • Society
Parties • Cuisine and Dining Guide • Calendar of Events • Trends • Family Matters • Finance
Community Issues • Commentary • Health & Fitness • Advertiser Profiles

January 2008

Real Estate
Home and Garden
Local Fashion Designers
Art Materials to build and
Space Deadline: December 5, 2007
Camera-ready art: December 11, 2007
Publishes first week of January 2008

February 2008

The Wedding Issue
Romantic Getaways
Health and Beauty
Art Materials to build and
Space Deadline: January 16, 2008
Camera-ready art: January 22, 2008
Publishes the first week of February

March 2008

Women in Business
Vacation Homes
Luxury Homes in the OC
Art Materials to build and
Space Deadline: February 13, 2008
Camera-ready art: February 19, 2008
Publishes the first week of March

April 2008

Spring Fashion
Weekend Getaways
Real Estate Update
Art Materials to build and
Space Deadline: March 12, 2008
Camera-ready art: March 18, 2008
Publishes the first week of April

May 2008

Mother's Day
Philharmonic House of Design
Women's Jewelry
Art Materials to build and
Space Deadline: April 9, 2008
Camera-ready art: April 15, 2008
Publishes the first week of May

June 2008

The Restaurant Issue
Father's Day
Annual Hot List/Best of Summer Watches
Art Materials to build and
Space Deadline: May 14, 2008
Camera-ready art: May 20, 2008
Publishes the first week of June

July 2008

The Arts Issue
Fractional Ownership
Real Estate Update
Art Materials to build and
Space Deadline: June 11, 2008
Camera-ready art: June 17, 2008
Publishes the first week of July

August 2008

Health and Beauty
Resorts and Spas
The Green Issue
Art Materials to build and
Space Deadline: July 16, 2008
Camera-ready art: July 22, 2008
Publishes the first week of August

September 2008

Fall Fashion
Home and Garden
Art Materials to build and
Space Deadline: August 13, 2008
Camera-ready art: August 19, 2008
Publishes the first week of September

October 2008

Automobiles
Fractional Ownership/Desert
Vacation Options
Art Materials to build and
Space Deadline: September 10, 2008
Camera-ready art: September 16, 2008
Publishes the first week of October

November 2008

Anniversary Issue
Holiday Décor and Design
Best of Coast
Art Materials to build and
Space Deadline: October 15, 2008
Camera-ready art: October 21, 2008
Publishes the first week of November

December 2008

The Gift Guide
Holiday Issue
The Fashion Update
Art Materials to build and
Space Deadline: November 12, 2008
Camera-ready art: November 18, 2008
Publishes the first week of December

DISTRIBUTION & CIRCULATION

WE REACH THE MOST AFFLUENT AUDIENCE IN ORANGE COUNTY

48,500

Total monthly circulation*

42,500

Delivered to the most affluent consumers in the most desirable neighborhoods in Orange County

Mailed or delivered to the most affluent households in the region.

Blanket coverage of Newport Beach, Corona del Mar and Laguna Beach.

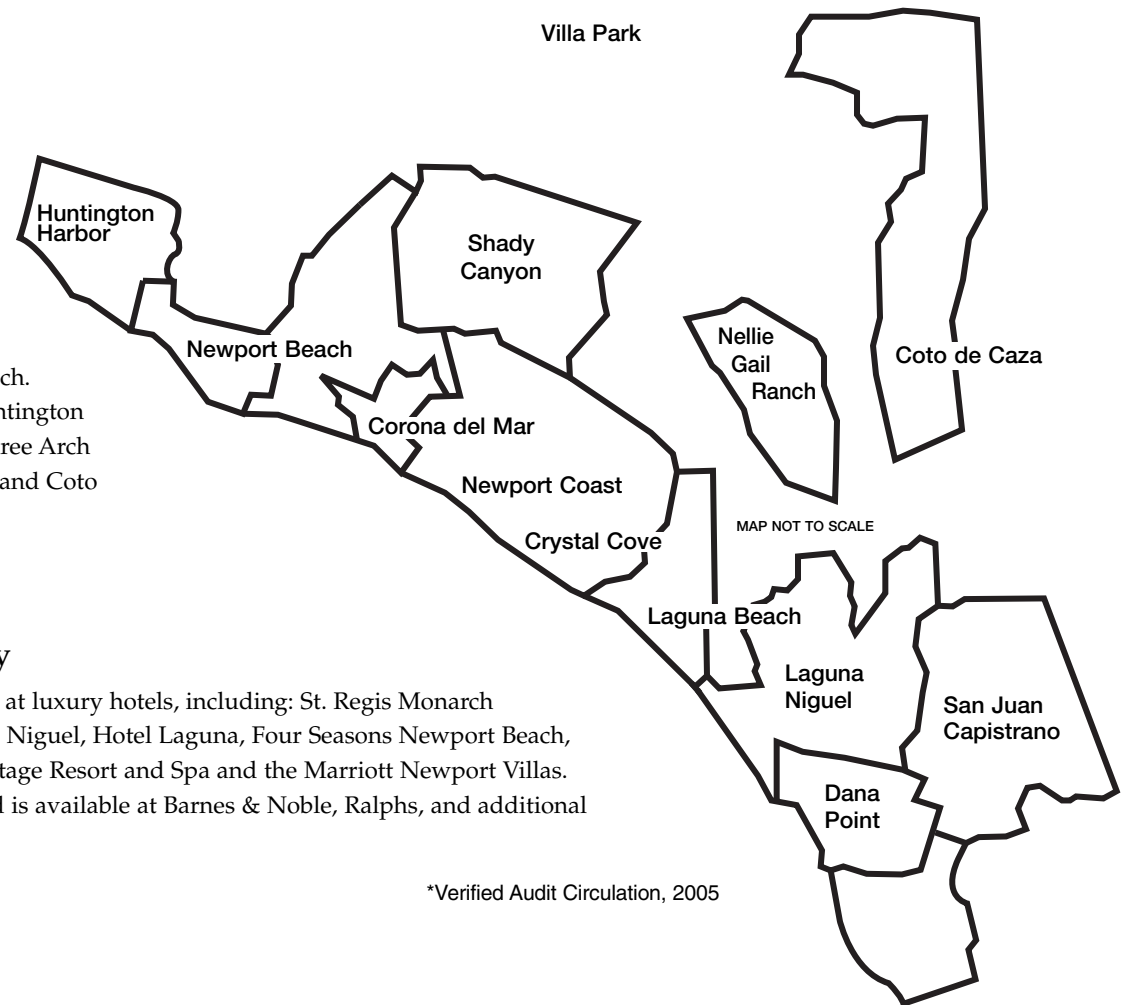
Also reaches key neighborhoods and gated communities such as: Huntington Harbor, Newport Coast, Pelican Point, Crystal Cove, Emerald Bay, Three Arch Bay, Ritz Cove, Cyprus Shores, Bear Brand Ranch, Nellie Gail Ranch and Coto de Caza.

6,000

Luxury Hotel Distribution and Newsstand Availability

Coast reaches upscale visitors to Orange County through distribution at luxury hotels, including: St. Regis Monarch Beach Resort and Spa, Fairmont Newport Beach, Ritz Carlton Laguna Niguel, Hotel Laguna, Four Seasons Newport Beach, Balboa Bay Club, Surf & Sand Resort, Westin South Coast Plaza, Montage Resort and Spa and the Marriott Newport Villas. Coast is also available through the concierge at South Coast Plaza and is available at Barnes & Noble, Ralphs, and additional newsstands.

Total Readership: 106,000



*Verified Audit Circulation, 2005

COAST
MAGAZINE

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EDITORIAL PROFILE

Our award-winning editorial team has had the same mission for over 16 years: To create a sense of community and vitalize the local economy. **Coast** provides readers with provocative features and slices of Orange County life in a distinctive style they can not find in any other publication. Our editorial staff is constantly searching for the colorful and the sophisticated, the overlooked and incomparable treasures that define the Orange County coast as one of the most sought after addresses in the nation. At the same time, **Coast** has consistently embraced controversial and difficult issues and presented them to readers in a no-nonsense voice readers have come to expect and admire.

FEATURES

Coast's feature stories put readers in touch with Orange County's finer lifestyle, fashion, real estate and travel. Recent features include:

- The ups and downs of selling multi-million dollar homes
- The boom in independent boutiques
- Arts and the community
- Travelling in our own backyard
- Alternative health trends
- Philanthropic organizations
- Local art collections
- Romantic Getaways
- Sustainable building and development.

DEPARTMENTS & COLUMNS

- **à la mode** – Fashion and accessories
- **Home Accents** – home décor
- **Click, Scene and As I Was Saying** – Local philanthropy, society, and parties
- **Arts** – Live theater, music, opera, and dance reviews
- **Coast Calendar** – Benefits, gallery shows, museums, fundraisers and more in conjunction with Arts Orange County
- **Art Access** – Reviews of gallery shows and museum exhibitions
- **Travel** – Luxury vacation locales near and far
- **Cuisine/Tidbits/Dining Guide** – Restaurant reviews and local news
- **Real Estate** – Local trends and properties on the market
- **Along the Coast** – Community news, development & innovations
- **Driver's Seat** – The latest luxury and high performance automobiles
- **Beauty** – Products and services to help you look your best
- **Green both ways** – profitable green ideas
- **Slice of Orange** – Living in O.C.
- **Epicurean** – Entertaining and design
- **Interview** – Q & A with local movers and shakers
- **Living Well/Fitness/Renewal** – The latest trends in health and well being
- **Money Matters** – Finance and market watch
- **Commentary** – Local opinion
- **Orange Pulp** – Slices of life, profiles and trends
- **Planets** – Astrological forecast
- **Bizz Buzz** – Behind the scenes with *Coast* advertisers

READER PROFILE

WE REACH THE MOST AFFLUENT AUDIENCE IN ORANGE COUNTY

READERSHIP

- Readers report they spend more than an hour with each issue of *Coast*.
- More than 100,000 readers per issue (1.96 readers per copy)
- Average amount of time per issue: 2.51 hours

INCOME / HOME OWNERSHIP NET WORTH

- Average Household Income: \$233,846
- Median Household Income: \$201,000
- One-third of *Coast* readers make more than \$250,000 per year
- Average net worth: \$2,628,360
- Median net worth: \$2,500,000
- 75% of *Coast* readers are millionaires

- 88% of readers own their own home
- 31% also have a vacation home

PURCHASE PATTERNS

- 93% have purchased fashion and accessories in the past 12 months
- 74% have purchased fine jewelry or watches in the past 12 months
- 86% have purchased furniture in the past 12 months
- 56% will redecorate or remodel within the year

ADVERTISING EFFECTIVENESS

- 91% read the ads as well as the editorial
- 81% of readers have visited a store as a direct result of seeing an ad in *Coast*

LEISURE / LIFESTYLE / TRAVEL

- Readers eat at restaurants more than three times a week
- 70% attend the performing arts, museum and galleries regularly
- 41% play golf regularly
- 75% of *Coast* readers visited a spa last year
- 63% took 3 or more trips outside the continental U.S. in the past three years.
- More than half of *Coast* readers have visited Europe or Hawaii in the past three years.
- 72% have taken 3 or more domestic trips in the past year.

All data from 2005 Readership Survey conducted by Directions in Research, San Diego, California