

COAST

ORANGE COUNTY

Reaching Nearly 200,000 Affluent Consumers per Issue*

COAST KIDS QUARTERLY SECTION



- Coast magazine is the must read magazine of Orange County and reaches readers with incomes in the top 3.5% of the nation.
- 92% of Coast readers read the advertisements as well as the editorial.
- As a direct result of seeing an advertisement in Coast magazine:**
- 76% visited a store
- 63% purchased a product or service
- 61% visited a website

* Scarborough Research R1, 2009
 ** CoastMagazine Reader Study (FOCI)

COAST KIDS SPECIAL SECTION RATES

	1x	4x	
FULL PAGE	\$2100	\$1890	The Coast Kids Section is four-color and rates are net to Coast Magazine.
HALF-PAGE	\$1150	\$950	
QUARTER-PAGE	\$700	\$550	

1/2 Page Vertical
 3.75" wide by 9.437" high

1/4 Page Vertical
 3.75" wide by 4.625" high

1/4 Page Vertical
 3.75" wide by 4.625" high

1/2 Page Horizontal
 7.689" wide by 4.625" high

Full Page
 Magazine Trim:
 9" wide by 10.875" high
 Live Area:
 8" wide by 9.875" high
 Full page bleed:
 9.25" wide by 11.125" high

Issue	Publication Date	Space reservation deadline	Camera Ready art due
SPRING	February 24	February 9	February 15
SUMMER	May 26	May 11	May 17
FALL	August 25	August 10	August 16
WINTER	November 24	November 9	November 15

Let our design and sales team show you how we can create and position your ad for maximum exposure and response.

For more information contact your Account Representative