

LADERA RANCH
—MAGAZINE—

ORANGE COUNTY
MAGAZINE

COTO DE CAZA
—Quarterly™—

2018
MEDIA KIT

An aerial photograph of a city, likely Orange County, California, taken during a golden hour sunset. The sun is low on the horizon, casting a warm, orange glow over the landscape. The city below is densely packed with buildings, roads, and green spaces. A large, semi-transparent yellow circle is overlaid in the lower center of the image, containing the text '2018 MEDIA KIT' in white, sans-serif font. A thin white horizontal line is positioned below the text within the circle.



ONE INCREDIBLE AUDIENCE

OUR STORY BEGINS WITH ADVERTISING

The idea to create our flagship publication, *Ladera Ranch Magazine* came from a business owner who was frustrated by the lack of quality advertising options available to reach South Orange County. Postcards and rolled-up advertorials thrown onto driveways were not representative of the quality of her business. Newsprint reduced the quality of the images, and subscriptions were down, so that wouldn't be effective. There were simply no reputable print advertising options to reach the underserved market of south Orange County. So, with a previous background in publishing and a love for beautiful magazines, she decided to create a coffee table – quality publication by partnering with a talented friend in that industry. *Ladera Ranch Magazine* debuted more than 10 years ago, and has filled that void ever since. The magazine has been so well received by both the community who enjoys it and local businesses who advertise in it that we are consistently asked to expand to more areas. We answered that request by doubling our circulation with the addition of *Coto de Caza Quarterly* in 2010, and now once again with the addition of *Orange County Magazine* this year. Our ability to expand is a direct result of the success of our loyal advertisers. From the very beginning and still today, our high-quality magazines are designed with advertising success in mind.

OUR MISSION IS to provide readers with relevant, interesting and actionable information that pertains to their lives in the most beautiful and enticing format possible, so that each issue is enjoyed from cover to cover, saved and displayed in their homes and shared as a wealth of pertinent information.

OUR GOAL IS to be the most effective form of advertising in Orange County.



OUR CIRCULATION

INTENTIONALLY SELECTED FROM AN ADVERTISER'S PERSPECTIVE.

We deliver your message to a hotbed of affluent consumers. Our readers have carefully chosen to invest in beautiful communities that are technologically, environmentally, educationally and aesthetically advanced. Our readers pursue the very best for themselves and their families, and are continually seeking and sharing their resources.

NO SUBSCRIPTION REQUIRED – and the reason why is actually one of the main reasons to advertise with us. We offer dedicated distribution. We mail to an intended local audience without any subscription sales variables. Subscription-based magazines have fluctuating distribution and newsstand sales that remain to be seen. They don't saturate entire communities like we do. Our advertisers reach a consistent audience of local homeowners and businesses with each and every issue.



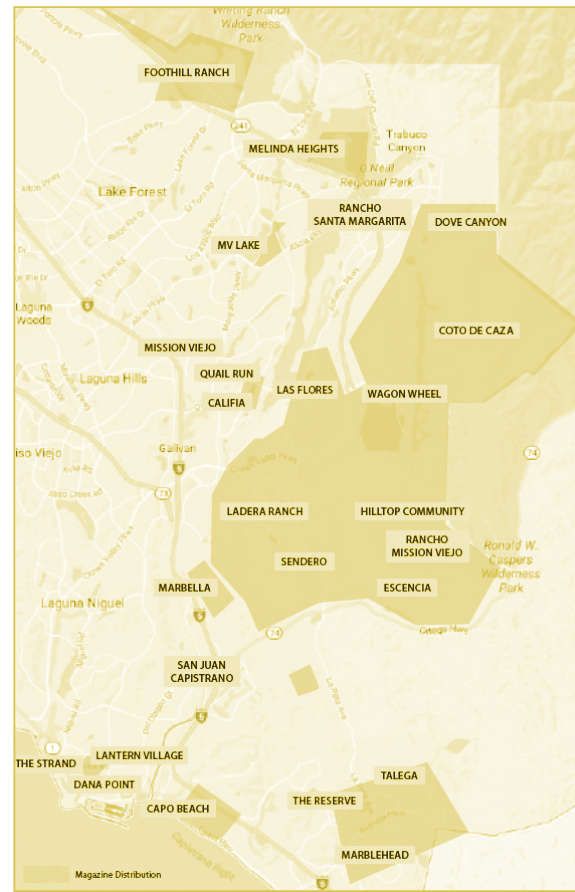
WE MAIL TO HOMEOWNERS IN THE FOLLOWING AREAS

- | | |
|--------------|----------------------|
| LADERA RANCH | SENDERO |
| COTO DE CAZA | RANCHO MISSION VIEJO |
| DOVE CANYON | TALEGA |
| WAGON WHEEL | FOOTHILL RANCH |



WE MAIL TO SELECTED AREAS OF THE FOLLOWING COMMUNITIES WITH AN AFFLUENT DEMOGRAPHIC

- SAN CLEMENTE: The Reserve, Marblehead, Compass Point, Del Cabo, Cantomar
- CAPO BEACH: The Bluffs, Beach Road, Palisades
- DANA POINT: Lantern Bay Estates, Lantern Village, The Strand
- RANCHO SANTA MARGARITA: Mallorca, Casa Del Sol, Mira Vista, Solana Vista, Estrella Vista, Robinson Ranch
- MISSION VIEJO: Mission Viejo Lake Estates, Quail Run, Califia
- SAN JUAN CAPISTRANO: Hunt Club, Marbella, Stoneridge



Distribution map not to scale. Intended for a visual aid only.

*Select area distribution is subject to change due to performance and growth of new home communities.



ALL RATES ARE NET

PRINT ADVERTISING RATES PER ISSUE

| AD SIZE | 4X | 3X | 2X | 1X |
|--------------------------|---------|---------|---------|---------|
| Two-page Spread | \$2,646 | \$2,800 | \$2,900 | \$3,000 |
| Full Page | \$1,575 | \$1,638 | \$1,726 | \$1,816 |
| ½ Page | \$1,144 | \$1,180 | \$1,233 | \$1,323 |
| ¼ Page | \$724 | \$754 | \$793 | \$837 |
| 1/8 Marketplace ad | \$500 | \$525 | \$550 | \$575 |
| <i>Premium Positions</i> | | | | |
| Inside Front Cover | \$3,000 | \$3,100 | \$3,200 | \$3,300 |
| Inside Back Cover | \$2,500 | \$2,550 | \$2,600 | \$2,650 |
| Back Cover | \$3,000 | \$3,100 | \$3,200 | \$3,300 |



Guaranteed page placement fee calculated at 20% of ad rate.

Gatefolds, poly-bagged inserts and all other custom advertising options are available and can be quoted upon request.

For more advertising information, contact Kim Reed at Kim@ocmags.com or 949.636.6482.



EDITORIAL CALENDAR WITH ADVERTISING DEADLINES



WINTER 2018: JANUARY, FEBRUARY, MARCH

Feature Story:
The Best Resources for Your Best Life

Practical tips for getting every aspect of your life in order – insurance, health and wellness, home improvement, education and so much more.

Special Content:
Holiday Celebrations – A complete guide to celebrating St. Patrick’s Day, Easter and Memorial Day
OC’s Furry Friends – Reader’s Real Pet Photos, Pet Care Tips, Practical Solutions for Behavioral Issues

Special Advertising Section:
Highlight on Orange County’s Private

Schools (Limited to 10 Schools)

Deadlines:
RESERVATION DEADLINE: December 28
ART DUE: January 22
PUBLICATION DATE: February 2

SPRING 2018: APRIL, MAY, JUNE

Feature Story:
Real Estate in Review
You may be a buyer or a seller or just simply curious. We have you covered with an in-depth look at the South Orange County real estate market, a listing your home checklist, resources for finding your dream home and so much more.

Special Content:
Spotlight on San Clemente Dining, Secondary Education in the OC, Top Shopping

Deadlines:
RESERVATION DEADLINE: April 5
ART DUE: April 14
PUBLICATION DATE: April 25

SUMMER 2018: JULY, AUGUST, SEPTEMBER

Feature Story:
Best Beaches in OC

A detailed guide to the best beaches for every kind of beach day. Whether you want to find a secluded spot or a bustling shoreline, we’ll tell you where to go and provide insider tips for making it the best beach day ever!

Special Content:
OC’s Best Wine & Beer Bars, Technology for Good, Unique Party Themes and Plans

Deadlines:
RESERVATION DEADLINE: June 22
ART DUE: June 25
PUBLICATION DATE: July 25

FALL 2018: OCTOBER, NOVEMBER, DECEMBER

Feature Story:
Plan Your 2018 Vacation Now
From weekend getaways to extravagant excursions.

Special Content:
Holiday Gift Guide, OC Seasonal Event Calendar, Winter Getaways, Local Art Scene, Charitable Giving

Deadlines:
RESERVATION DEADLINE: September 18
ART DUE: September 25
PUBLICATION DATE: October 24

IN EVERY ISSUE:

Shopping, Health & Beauty, Dining, Decor & Design, Real Estate, Travel, Society, People & Profiles, Calendar of Events & More

** Please Note: Editorial calendar and publication dates are subject to change and not guaranteed.*



ADVERTISING SPECS FOR YOUR CREATIVE TEAM

MAGAZINE TRIM: 8 3/8" X 10 7/8" **BLEED:** 8 5/8" X 11 1/8" (1/8" bleed) **LIVE AREA:** 7 5/8" X 10 1/8"
COLOR SPACE: CMYK **MINIMUM IMAGE RESOLUTION:** 300dpi **PRINTING LINESCREENS:** 175 LPI

DON'T HAVE A CREATIVE TEAM?

Don't worry – we can share ours to help you

ACCEPTED FILE FORMATS

PREFERRED: PFDX1A or press-ready PDF (CMYK)
ACCEPTABLE: .TIF (layers flattened, 300dpi minimum)
AND: .EPS (fonts outlined/links embedded)

NON-ACCEPTED FILE FORMATS: JPG, DMP, GIF, PSD, Adobe PageMaker, Microsoft Word, PowerPoint or Publisher

FILE DELIVERY

ALL ADS CAN BE DELIVERED TO: artwork@ocmags.com

CREATIVE REQUIREMENTS

All ads are subject to approval and must follow our design specifications. Advertisers are responsible for submitting new artwork, revisions and changes, and adhering to deadlines. **REAL ESTATE ADS** are prohibited from stating specific and comparative ranking numbers and exclusivity language in order to maintain the integrity of the group as a whole.

ADVERTISING PRODUCTION RATES WHEN USING OUR CREATIVE TEAM

SPREAD: \$750 **1/2 PAGE:** \$400 **MARKETPLACE:** \$100
FULL PAGE: \$500 **1/4 PAGE:** \$300

Rates shown above include one round of revisions. Additional revisions are billed at \$95 per hour. Photography services and stock images are also available and can be quoted upon request.

PROOFS

To ensure exact colors, a high-quality color-match print is recommended and should be submitted with print-ready digital files.

ADVERTISING SIZES

| | | |
|--|---|--|
| <p>FULL PAGE</p> <p>TRIM: 8 3/8" x 10 7/8"</p> <p>BLEED: 8 5/8" x 11 1/8"</p> <p>LIVE AREA: 7 5/8" x 10 1/8"</p> | | <p>HALF PAGE VERTICAL</p> <p>3 11/16" x 10"</p> |
| <p>SPREAD (TWO PAGES)</p> <p>TRIM: 16 3/4" x 10 7/8"</p> <p>BLEED: 17" x 11 1/8"</p> <p>LIVE AREA: 16" x 10 1/8"</p> | | |
| <p>HALF PAGE HORIZONTAL</p> <p>7 5/8" x 4 7/8"</p> | <p>QUARTER PAGE</p> <p>3 11/16" x 4 7/8"</p> | |



MARKETPLACE ADVERTISING

Introduce yourself to our readers here and start the conversation with the most affordable opportunity to reach more than 28,000 affluent homeowners in South Orange County.

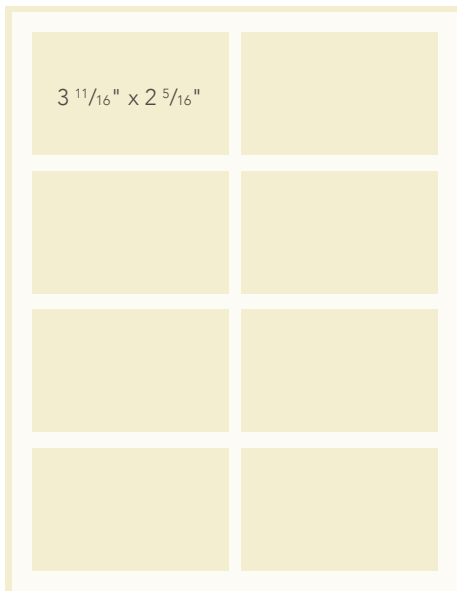


ADVERTISING RATES PER ISSUE

4X \$500 3X \$525 2X \$550 1X \$575

In a quarterly magazine, four ads offer one full year of exposure for your business. Consistency is key to ensure that our readers think of you first. Take advantage of our best rate along with your annual exposure.

MARKETPLACE



For more marketplace advertising information, contact Kim Reed at Kim@ocmags.com or 949.636.6482.

