

# Orange Coast

THE MAGAZINE OF ORANGE COUNTY

2023 MEDIA KIT





## MISSION STATEMENT

For nearly 50 years, *Orange Coast* has proudly served as the premier lifestyle publication of Orange County, reaching an extraordinary audience in the most affluent part of Southern California.

Our mission is to entertain and inform readers with award-winning coverage of the people, places, and events that make our community unique.

With the region's largest subscriber-based readership, *Orange Coast* is the single most powerful media resource in the county with exceptional print, digital, and event opportunities.



# CIRCULATION / DISTRIBUTION / FOLLOWERS

## Print

- **38,000** Average gross monthly distribution
- **140,000** Monthly readership
- Available at 165+ newsstand and retail locations across Orange County
- Only paid and requested magazine in Orange County

## Digital

- **197K** Average monthly page views
- **143K** Unique monthly users
- **37%** of traffic from mobile and tablet
- **Key Orange County markets include** – Irvine, Newport Beach, Huntington Beach, Laguna Beach, Anaheim. 10% of audience is located in Los Angeles.

## Social

- **91K+** Total social media followers
- **52K+** Instagram followers
- **19.7K+** Twitter followers
- **19.5K+** Facebook followers







# AUDIENCE

## Print

- **53** Average age
- **86%** Age 25 - 64
- **36%** Male **64%** Female
- **\$304,000** Average HHI
- **77%** of readers make more than \$100K per year – *Orange Coast* readers are more than 2x as likely than the average Orange County adult to make \$100K+ per year
- **77%** Net worth \$1M+
- **33%** Net worth \$2M+
- **81%** own at least one home
- **\$1.6M** Average home value
- **90%** Attended / graduated college / have advanced degrees
- **29%** Have advanced degrees
- **75%** Frequently purchase products or services from ads seen in *Orange Coast* magazine
- **61%** Keep an issue for a month or more

## Digital

- **48%** Male **52%** Female
- **35%** Have a household income of \$100K+
- **37%** More likely to have income of \$150K+
- **46%** More likely to own a home valued \$1M+
- **67%** Attended / graduated college / have advanced degree
- **55%** are luxury vehicle owners
- **51%** are luxury shoppers
- **2.5x** more likely to be luxury department store shoppers



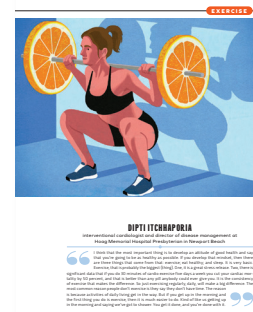
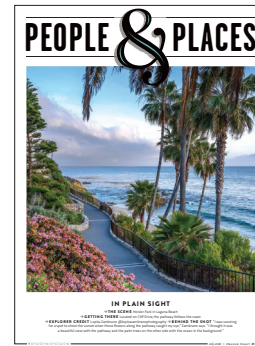
**PEOPLE & PLACES:** Intriguing, quick-hit content about fascinating people from O.C., with interesting places to visit in the county, a Perfect Getaway travel piece, and a lineup of the month's events in O.C.

**STYLE & HOME:** Quick looks at fashion, O.C. trendsetters, interior and home design, local real estate trends, and interviews with high-profile people in the home decor, real estate, and fashion worlds in Orange County.

**FOOD & DRINK:** Restaurant reviews, interviews with local chefs and cocktail specialists, closer looks at food and drink trends, and new eateries and products in Orange County.

**DEPARTMENTS:** Narrative stories from local people about things happening in Orange County or nostalgic looks at the area, from a personal point of view.

**DINING GUIDE:** Restaurant news, trends, and mini-reviews of the places we've reviewed, broken down by city.





# 2023 EDITORIAL CALENDAR



## January

**Editorial**  
Top Doctors

**Special Advertising Sections**  
Top Medical Professionals Profiles  
Golden State Casinos  
Academic Excellence

**Space and Materials Deadlines**  
Space Close      Nov 18  
Artwork Close    Nov 23  
On Sale Date      Dec 29



## February

**Editorial**  
H2O.C. (Drought)  
Top Dentists

**Special Advertising Sections**  
A Healthy Smile Profiles  
Style Home  
Senior Living  
Super Lawyers

**Space and Materials Deadlines**  
Space Close      Dec 16  
Artwork Close    Dec 23  
On Sale Date      Jan 26



## March

**Editorial**  
Kickass Women

**Special Advertising Sections**  
Power Women  
Summer Camps  
Spring Travel Guide  
OC Restaurant Week

**Space and Materials Deadlines**  
Space Close      Jan 20  
Artwork Close    Jan 27  
On Sale Date      Feb 23



## April

**Editorial**  
Best New Restaurants

**Special Advertising Sections**  
A Helping Hand  
*(non-profit & charity guide)*  
Style Home  
Las Vegas

**Space and Materials Deadlines**  
Space Close      Feb 17  
Artwork Close    Feb 24  
On Sale Date      Mar 30



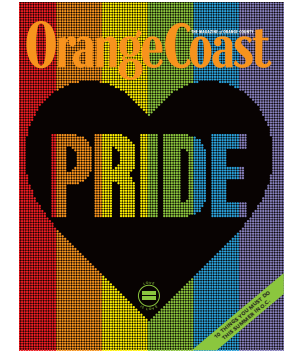
## May

**Editorial**  
Law & Order O.C.

**Special Advertising Sections**  
Power Attorneys  
Summer Travel Guide

**Space and Materials Deadlines**  
Space Close      Mar 17  
Artwork Close    Mar 24  
On Sale Date      Apr 27

**Additional Publications**  
*Los Angeles Visitor Guide*  
*Orange County Visitor Guide*



## June

**Editorial**  
Iconic Places

**Special Advertising Sections**  
Premier Hospitals  
Style Home  
Las Vegas  
Summer Fun Guide  
Five Star Wealth Managers

**Space and Materials Deadlines**  
Space Close      Apr 14  
Artwork Close    Apr 21  
On Sale Date      May 26



# 2023 EDITORIAL CALENDAR



## July

**Editorial**  
Best Of OC

### Special Advertising Sections

Faces  
SoCal Staycations  
Super Lawyers: Top Young Lawyers

### Space and Materials Deadlines

Space Close	May 12
Artwork Close	May 19
On Sale Date	Jun 29



## August

**Editorial**  
Health & Wellness

### Special Advertising Sections

Health & Wellness  
Top Doctors Profiles  
Style Home  
Las Vegas

### Space and Materials Deadlines

Space Close	Jun 16
Artwork Close	Jun 23
On Sale Date	Jul 27



## September

**Editorial**  
24 Hours on PCH  
Fall Fashion

### Special Advertising Sections

Academic Excellence  
Fall Travel Guide  
Golden State Casinos

### Space and Materials Deadlines

Space Close	Jul 21
Artwork Close	Jul 28
On Sale Date	Aug 31



## October

**Editorial**  
Arts Preview

### Special Advertising Sections

Health and Wellness  
Style Home  
Las Vegas

### Space and Materials Deadlines

Space Close	Aug 18
Artwork Close	Aug 28
On Sale Date	Sep 28



## November

**Editorial**  
The Cool Issue  
Philanthropy in O.C.

### Special Advertising Sections

Power Attorneys  
Winter Travel Guide  
A Helping Hand  
*(non-profit & charity guide)*

### Space and Materials Deadlines

Space Close	Sep 15
Artwork Close	Sep 22
On Sale Date	Oct 26



## December

**Editorial**  
Coffee

### Special Advertising Sections

Real Estate All-Stars  
Style Home  
Holiday Gift Guide

### Space and Materials Deadlines

Space Close	Oct 20
Artwork Close	Oct 27
On Sale Date	Nov 30



# ENEWSLETTERS

## O.C. NOW EDITORIAL NEWSLETTER

3x/Week, Monday, Wednesday & Friday to 12K opt-in subscribers

### Benchmarks

14% Open rate, 14% overall newsletter CTR

## O.C. TRAVELER

Once a month to 20K opt-in subscribers

### Benchmarks

15% Open rate, 14% overall newsletter CTR

## DEDICATED EBLAST

Sent directly to 15K opt-in OC subscribers

600x900px, single link

### Benchmarks

12% Open rate, 5% CTR

## TARGETED EBLAST

Sent to minimum of 40K opt-in emails

Ability to target specific audience by:

- Consumer or Business
- Geographical location
- Demographic
- Income level
- Interests
- Industry
- Occupation
- And more

650px width x 900 px. 1500px max length, single or multiple links

### Benchmarks

19% Average open rate, 15%+ Average click through rate

## NEWSLETTER DISPLAY UNITS

Sizes available: 728x90 (top banner), 600x375, native unit

Takeover: Occupy all ad units

O.C. Now  
Editorial Newsletter

728x90

OrangeCoast  
O.C. NOW - FRIDAY EDITION

**How To Celebrate Burger Week In Orange County**  
The annual burger festival July 12-14 is an unforgettable, beloved tradition, and featured cocktails at restaurants across O.C. [Read Story](#)

**Santa Ana's Small Batch Doughnuts Delivers Decadent Treats In O.C.**  
Get your doughnuts handcrafted in small batches from one of this year's Best Of Central Coast Story

**Instagram Photo of the Week**  
Submit your photos: #ocphotomg. See the Post

600x375

**MORE OF THE LATEST**

**Q&A With Huntington Beach High School Alumna And Singer-Songwriter Olivia Quins**  
Check out her music videos and learn about upcoming shows at [olivequins.com](#). [Read Story](#)

**Costa Mesa Resident Kim Fox Is the Owner of Italian Shoe Line, FOX Venets**  
Find out how she founded her line of Italian shoes. [Read Story](#)

600x375

**WHAT WE'RE READING**

- OC Hospitals Could Soon Need Outside Help For Coronavirus Patient Increases. [View of OC](#)
- Government Funding Requests As Coronavirus Cases Surge In Orange County. [OCN](#)
- Plasma Donations Needed in Orange County. [FoxLA](#)

VISIT US @ORANGECoastMag

OrangeCoast

O.C. Traveler

728x90

OrangeCoast  
**O.C. TRAVELER**

**The Kahala Hotel & Resort - Sponsored**  
Experience the island life on a private white sand beach where families can play, relax and make memories, just minutes from Wailea. The Kahala creates an idyllic setting to discover the Aloha spirit with aloha family, a water aerobics, The Kahala hosts over the youngest travelers engaged and entertained, particularly when they swim with Atlantic bottlenose dolphins as part of The Kahala's ecologically-diplomatic experience. With world-class views, experiences in nature and a glimpse into Hawaiian culture, families leave The Kahala with more than just a souvenir. [Read More](#)

**Escape From Everything and Almost Everyone in This Quiet Paradise of Kauai**  
Remote, quiet, and beautiful, Kauai provides the ideal setting to completely disconnect.

600x375

**Mauii Condo And Home**  
Your Piece of Paradise! Choose from one of three 250+ Studio, 1, 2, or 3-br condos at 20 oceanfront, golf course or beautiful locations in Kihei, Wailea or Kahala & Kapalua in West Maui. Call & Reserve Today. (808)628-9056 or (808)442-0484

**Hawaii Vacation Rentals**  
Looking for great vacation rentals with excellent views? Hawaii Vacation Rentals offers a stunning collection of luxury properties on Oahu, Maui, Hawaii Island and Kauai! Starting at \$17/night, choose from 1, 2, or 3-bedroom Hawaiian style rentals located in the most desirable tropical settings. Call (808) 442-0484 or (808) 628-9056. [hawaii.vacationrentals.com](#)

VISIT US @ORANGECoastMag

OrangeCoast

Dedicated eBlast

OrangeCoast  
**FROM OUR PARTNERS**  
SPECIAL EVENTS, EXCLUSIVE OFFERS, AND MORE

**WOLF | SUB-ZERO | COVE**  
LIMITED-TIME OFFER

**GRAND KITCHEN Event**  
Create the kitchen of your dreams and save.

LEARN MORE

OrangeCoast

Targeted eBlast

**THE CHARLIE**  
ORANGE COUNTY

**BRILLIANTLY MODERN HOME FOR ALL**

833-214-0133

Schedule your tour for a chance to win \$1K  
Refer The Charlie to a friend, call today to schedule your tour of our brand new homes and automatically be entered into our \$1000 Giveaway! Yes, it's that easy.

FROM OUR PARTNERS  
OrangeCoast  
MAGAZINE



# ORANGE COAST.COM CAPABILITIES

Align your brand with our award-winning content reaching influential thought leaders across Orange County. OrangeCoast.com elevates brand recall with unique native advertising opportunities and custom integrations.

## THREE SECTIONS OF OFFERINGS

### OrangeCoast.com Display Opportunities

- Cross-platform homepage takeovers, channel roadblocks, and ROS
- Themed editorial sponsorship packages
- Content targeting and section, channel and homepage sponsorships

### Custom Content & Social

- Custom and sponsored articles for organic promotional integration
- 1-2-minute custom video production
- Custom subchannel with sponsored articles, 100% SOV brand banners, video
- Sponsored social posts across Facebook, Twitter, and Instagram
- Custom Instagram top story curated by Orange Coast's social team
- Custom bracketed contests with online voting
- Custom social giveaways and online sweepstakes

### Editorial & Special Offers Newsletters

- Dedicated eBlasts
- Targeted eBlasts
- Food News, Weekend Guide, The Daily Brief, Travel newsletters

**91K+**  
TOTAL  
SOCIAL MEDIA  
FOLLOWERS

**19.5K+**  
FACEBOOK  
FOLLOWERS

**52K+**  
INSTAGRAM  
FOLLOWERS

**19.7K+**  
TWITTER  
FOLLOWERS

**197K+**  
AVERAGE  
MONTHLY  
PAGE VIEWS

**143K+**  
UNIQUE  
MONTHLY  
USERS

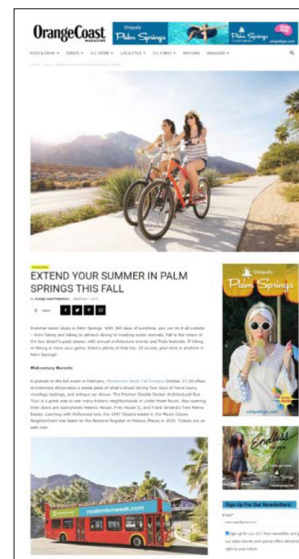
Custom Bracket Package



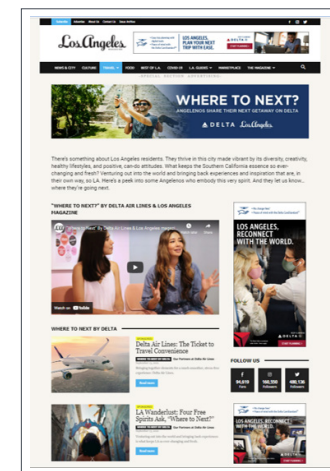
Custom Facebook Post



Custom Sponsorship



Custom Sub Channel



Dedicated eBlast



Custom Instagram Story



# PERFORMANCE MARKETING

Orange Coast magazine leverages the expertise of our sister company, Compass Media, to provide a full range of digital and social media marketing tools. Compass media has over 30 years of experience delivering client ROI through a variety of innovative digital marketing solutions including:

- Google display and programmatic advertising
- Geofencing
- Social media advertising
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Website remarketing
- Connected TV advertising
- YouTube advertising
- Digital out of home
- Digital radio advertising
- Custom email marketing
- Digital consultation

These initiatives serve as the perfect complement to the digital advertising options currently available on [orangecoast.com](http://orangecoast.com) and branded social channels.

## Digital Consultation

Our team stands ready to consult with you to customize a digital strategy that will:

- Stand out
- Improve ROI
- Deliver specific measurable results





# EVENTS

Our family of publications produces and supports a variety of signature and client events throughout the year, including one-of-a-kind custom sponsorship experiences.

## Event Sponsorship Benefits include:

- Meaningful sponsor activations
- Category exclusivity
- Creative product display
- Brand ambassador engagement
- Significant branding and ROI
- High ratio of qualified attendees
- Skillful data collection and follow-up
- Activities that keep guests engaged from start to finish



Date	Publication	Event	Venue
January 25	Orange Coast magazine	Top Doctors Reception	Pirch, Costa Mesa
February 2	Los Angeles magazine	Best New Restaurants	Halo
March 2	Orange Coast magazine	Kickass Women's Luncheon	Ebell Club of Santa Ana
March	Los Angeles magazine	LA Woman Power Luncheon	TBD
April 6	Pasadena magazine	Women in Business Luncheon	NOOR
April 28	Pasadena magazine	On the Rocks Spirits Festival	Pasadena Convention Center
May	Orange Coast magazine	OC Best New Restaurants Grand Tasting	TBD
July 8	Los Angeles magazine	Best of LA Block Party	Paramount Pictures Studios
July 27	Orange Coast magazine	Best of OC Party	Rancho Las Lomas
August 18	Los Angeles magazine	Whiskey Festival DTLA	The Bloc
August 19	Los Angeles magazine	Tequila Festival DTLA	The Bloc
September	Pasadena magazine	Whiskey Festival Pasadena	TBD
September	Pasadena magazine	Tequila Festival Pasadena	TBD
September	Orange Coast magazine	Whiskey Festival Orange County	TBD
September	Orange Coast magazine	Tequila Festival Orange County	TBD
October	Los Angeles magazine	Whiskey Festival Long Beach	TBD
October	Los Angeles magazine	Tequila Festival Long Beach	TBD
November 5	Los Angeles magazine	The Food Event	Hummingbird Nest Ranch
November	Orange Coast magazine	Balboa Craft Beer Festival	Newport Beach

Note: Dates and venues subject to change

# FAMILY OF PUBLICATIONS

## LIFESTYLE MAGAZINES

Southern California's premier lifestyle magazines deliver an affluent and discerning audience.



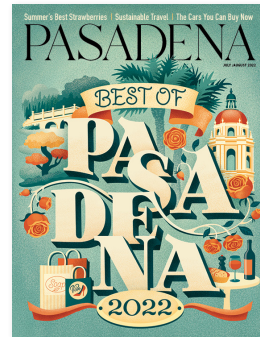
**Los Angeles magazine**

- 350,000 Readers per issue
- \$283,000 Avg. Reader HHI



**Orange Coast magazine**

- 140,000 Readers per issue
- \$304,000 Avg. Reader HHI



**Pasadena magazine**

- 86,000 Readers per issue
- \$227,500 Avg. Reader HHI

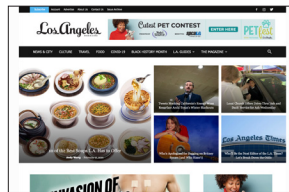


**SoCal Design magazine**

- 140,000 Readers per issue
- \$250,000 Avg. Reader HHI

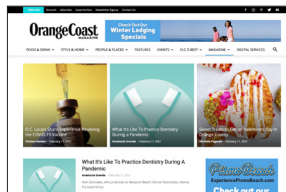
## DIGITAL MEDIA

Our curated editorial is delivered daily across all digital channels including websites, email, and social media.



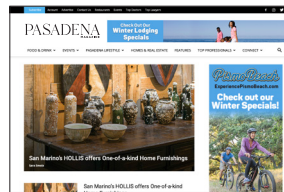
**Lamag.com**

- 2.0M Average monthly page views
- 976K+ Total social media followers



**Orangecoast.com**

- 197K+ Average monthly page views
- 91K+ Total social media followers



**Pasadenamag.com**

- 14K+ Average monthly page views
- 27K Total social media followers

## CUSTOM PUBLISHING

Orange Coast magazine Custom Publishing creates and delivers authentic, content-driven products for brands and businesses.



### Clients

- Convention and Visitors Bureaus
- Fine retailers
- Resorts and spas
- Entertainment and performing arts organizations
- Professional sports organizations



# OrangeCoast

THE MAGAZINE OF ORANGE COUNTY

For more information contact Carly Allen, Director of Sales at [callen@orangecoast.com](mailto:callen@orangecoast.com)