

We are a beautiful quarterly regional lifestyle magazine geared to residents and visitors of the South Coast.

BY THE NUMBERS:

11,000

total printed
circulation

6,000

mailed directly
to the area's most
affluent homes

3,000

distributed to
local influencers

2,000

newsstand and
subscription sales

\$8.95

cover price



5 REASONS TO ADVERTISE

Readership

Every issue is seen by engaged, affluent and curious readers. They travel, eat out frequently, are likely to renovate their homes and properties, and they're often out on the town. Ask to see our reader survey data for more on this...

Results

Nearly 80% of our advertisers repeat their advertising commitment, proof the *South Coast Almanac* delivers results.

Content

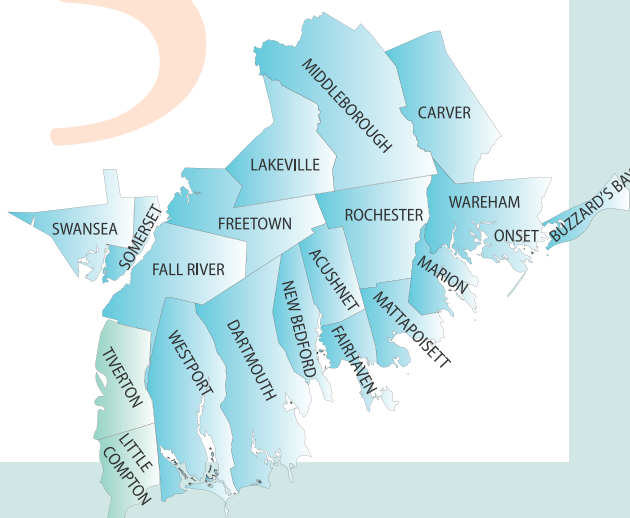
We curate compelling stories that are written, photographed and read by locals. In each issue, you'll discover something new that makes life a little more interesting here.

Retention/ Longevity

We've been described as "timeless" by our advertisers and our readers. *South Coast Almanac* is proudly displayed on coffee tables all over the South Coast. Our readers tell us that they save their issues from year to year

Reach

South Coast Almanac is seen by 50,000 individuals, residents & visitors alike throughout the South Coast and surrounding towns.





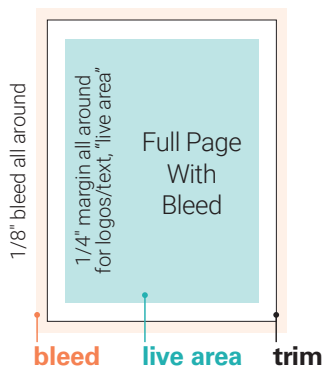
ISSUES: SUMMER FLAGSHIP ISSUE • HOLIDAY • HOME & FOOD • BEST OF AWARDS ISSUE

| | AD SIZE | COLOR AD | SPONSORED BLOG POST | SOCIAL MEDIA MENTIONS |
|-------------------------|--------------|----------|------------------------|--------------------------|
| Back Cover | see below | ✓ | ✓ | ✓ |
| Premium Placement | see below | ✓ | ✓ | ✓ |
| Other Premium Placement | see below | ✓ | ✓ | ✓ |
| Standard Full Page | see below | ✓ | | |
| Half Page | 7" x 4.6" | ✓ | | |
| Quarter Page | 3.35" x 4.6" | ✓ | | |

PREMIUM PLACEMENTS:

Front Inside Cover
Back Inside Cover
Facing Table of Contents
Page 1

*Payment upon publication
(or ask about our installment plans)*



TECHNICAL SPECS:

Camera ready ads should be provided as a high resolution PDF (300 dpi) with CMYK color.
Design services are also available free of charge

FULL PAGE SIZES:

No Bleed = 7" x 9.5"

With Bleed* = 8.5" x 11" (8.25" x 10.75" trim)

* **NOTE:** For full page ads with bleed, please keep all logos and text within 1/4" margin from the trim. This is the recommended "live area"

Testimonials

"Within a few weeks of publication, we already booked a wedding because of our advertisement."

**Barbara Fay,
Bay Pointe Club**

"I've lived in Onset off and on for the past decade but never visited Ella's. After seeing it in South Coast Almanac, I gave it a try. I was blown away by the atmosphere and menu selection. I will definitely return soon!"

Seth Pfeiffer

"I already got my first call for a showing from a couple in Florida!"

**Sharon Viens
The Preserve at the Bay Club**
within a week of publication

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