



# 2008 ADVERTISING RATES AND SPECS

## Local Rates\*

	1X	4X
Full Page .....	\$2,346	\$1,938
Two-thirds Page.....	\$1,836	\$1,530
Half Page .....	\$1,224	\$1,020
Third Page .....	\$816	\$663
Quarter Page .....	\$612	\$510
Sixth Page.....	\$459	\$357

## National Rates\*\*

	1X	4X
Full Page .....	\$2,698	\$2,229
Two-thirds Page.....	\$2,111	\$1,760
Half Page .....	\$1,408	\$1,173
Third Page .....	\$938	\$762
Quarter Page .....	\$704	\$587
Sixth Page.....	\$528	\$411

## Premium Positions

	1X	4X
Cover 2 .....	\$3,079	\$2,591
Cover 3 .....	\$3,079	\$2,591
Cover 4 .....	\$3,740	\$3,120

\* These rates are net and non-commissionable.

\*\* National rates are commissionable to recognized advertising agencies.

- Rates effective January 1, 2008.
- Guaranteed preferred position add 15% to rate (1/2 page minimum).
- Insert rates available on request.
- Credit cards accepted.
- Digital files required. See specs next column
- 10% bleed charge added

## FTP INSTRUCTIONS

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 x107. E-mail: Lee@Coastmagazine.com.

## AD SIZES

	WIDTH		HEIGHT
<b>FULL PAGE</b>			
Live area	7 <sup>5/8</sup>	x	9 <sup>7/8</sup>
Trim	8 <sup>3/8</sup>	x	10 <sup>7/8</sup>
Bleed	8 <sup>5/8</sup>	x	11 <sup>1/8</sup>

## TWO PAGE SPREAD

Create as 2-page document with crossovers, using parameters for Full Page.

## 2/3 PAGE

4<sup>5/8</sup> x 9<sup>7/16</sup>

## 1/2 PAGE HORIZONTAL

7<sup>1/16</sup> x 4<sup>5/8</sup>

## 1/2 PAGE ISLAND

4<sup>5/8</sup> x 7

## 1/2 PAGE VERT (SHOWCASE)

3<sup>7/16</sup> x 9<sup>7/16</sup>

## 1/3 PAGE SQUARE

4<sup>5/8</sup> x 4<sup>5/8</sup>

## 1/3 PAGE VERTICAL

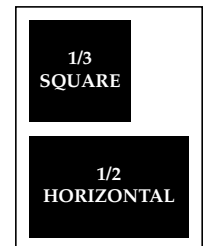
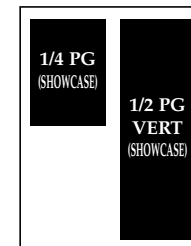
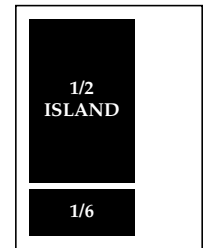
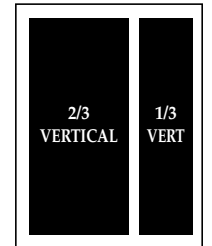
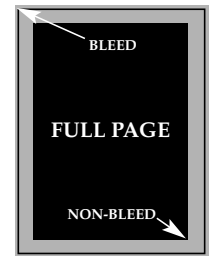
2<sup>1/4</sup> x 9<sup>7/16</sup>

## 1/4 PAGE

3<sup>7/16</sup> x 4<sup>5/8</sup>

## 1/6 PAGE

4<sup>5/8</sup> x 2<sup>1/4</sup>



# 2008 PUBLICATION CALENDAR

## Every *Coast kids* Issue Highlights:

Parent-Friendly:

Travel • Shopping • Fashion • Dining • Classes • Schools  
Party locations and ideas • Local Resource Guide • Calendar of Events

### **SPRING 2008**

**Fashion** - Playing "Dress Up"  
Spring Finery for Boys and Girls  
**Travel** - Top Spring Break  
Family Destinations  
**Sneak Preview** - Best Day and  
Sleep-away Summer Camps  
**Birthday Party Ideas**

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Space Reservation Jan 23, 2008  
Camera Ready Art due Feb 6, 2008  
Publishes February 28

### **SUMMER 2008**

**Summer Prep School** - Enrichment  
Programs to get Ready for  
Back-to-School  
**Beach Houses** - Best Local Beach  
House Rentals in every Price Range  
**Home** - Top tot Room Decorating  
Trends, Products  
**Fashion** - Endless Summer  
**Travel** - Family Camps/Historic  
Family Resorts

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Space Reservation April 23, 2008  
Camera Ready Art due May 7, 2008  
Publishes May 29

### **FALL 2008**

**Back-to-School Issue**  
**College Guide** - The 10 Best College  
"Finds" You Don't Know About  
**College Guide** - Local Scholarships,  
Financial Aid Tips  
**Fashion** - Back to School with  
OC Student Role Models  
**Health** - The Check-up, What You  
Need to Know, Best OC  
Pediatricians and Specialists

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Space Reservation July 23, 2008  
Camera Ready Art due Aug 5, 2008  
Publishes August 28

### **WINTER 2008**

**What to Give:** Gift Guide  
**How to Give:** Local Children's  
Charities  
**Sneak Preview:** Private School  
Admissions  
**Fashion:** Not-so-Foul Weather Gear  
**Happy New Year:** Party Ideas  
for Those with Kids in Tow

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Space Reservation Oct 22, 2008  
Camera Ready Art due Nov 5, 2008  
Publishes November 27

Editorial content  
subject to change without notice

# DISTRIBUTION & CIRCULATION

WE REACH THE MOST AFFLUENT AUDIENCE IN ORANGE COUNTY

## 50,000

Total monthly circulation

**Coast kids** publishes 50,000 copies reaching 100,000+ readers. Kids is the only parenting/family lifestyle magazine delivered directly to the homes of upscale families in coastal Orange County – including exclusive enclaves within the communities of Newport Beach, Laguna Beach, Corona del Mar, Costa Mesa, Laguna Niguel and Huntington Beach.

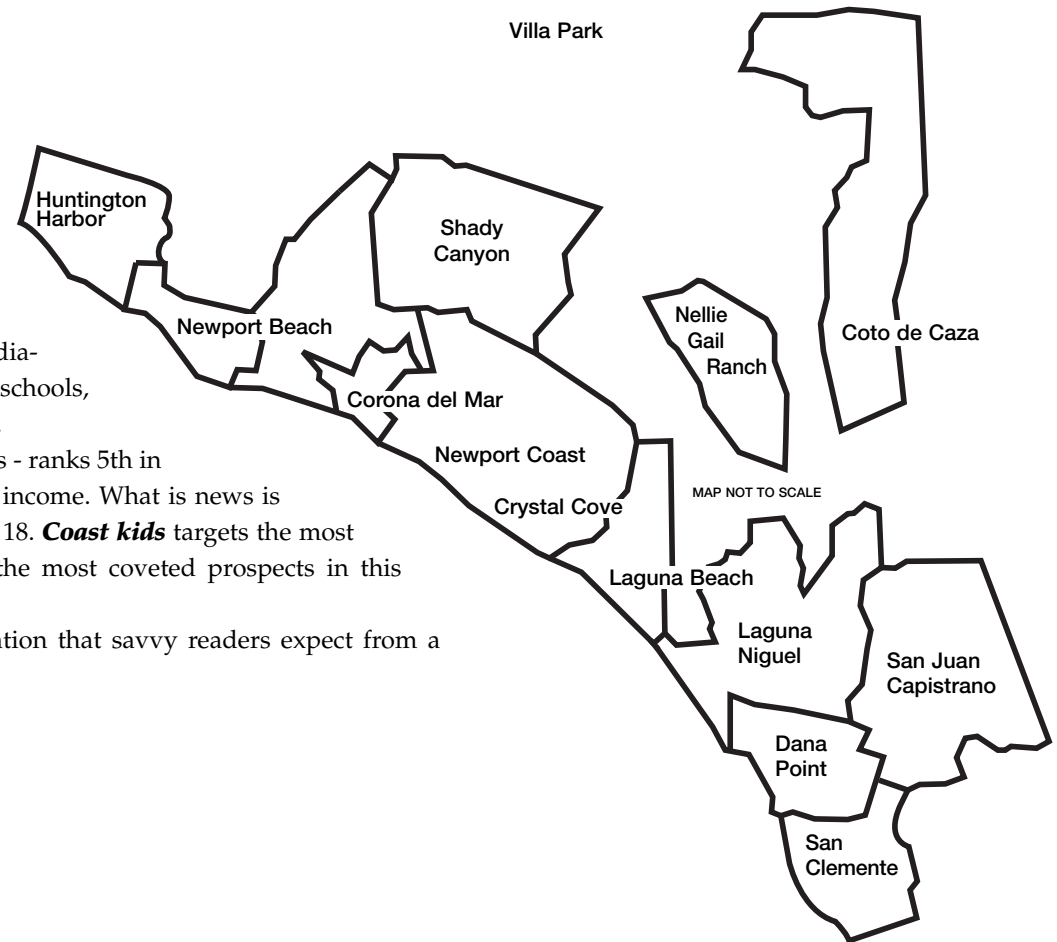
**Coast kids** garners additional readers, by distributing copies to top pediatrician, OB-GYN and other family medicine offices as well as private schools, renowned children's boutiques and family eateries throughout coastal OC.

Orange County is SoCal's wealthiest market and – among all US counties - ranks 5th in population, 3rd in median household income and 5th in effective buying income. What is news is that nearly 40 percent of these households have children under the age of 18. **Coast kids** targets the most affluent, avid-consumer families in the market, effectively segmenting the most coveted prospects in this sought-after demographic.

**Coast kids** is published on glossy paper with the style and sophistication that savvy readers expect from a parenting magazine.

Q: Why advertise in **Coast kids**?

A: Simply put, advertising in **Coast kids** is the most effective way to reach the coveted coastal OC family market – the #1 retail spenders in the nation.



COAST  
**kids**  
PARENTING, OC STYLE

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625 NORTH GRAND AVENUE • SANTA ANA, CA 92701 • PH: 714.796.2444 • FAX: 714.796.6781 • WWW.FSMOC.COM

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## EDITORIAL PROFILE

### **Editorial Mission: Our Commitment to Readers**

*Coast kids* is a quarterly parenting magazine, reflecting the unique interests and sophisticated style of families in coastal Orange County – Southern California’s wealthiest market. Edited by the publishers of *Coast*, the OC’s leading lifestyle magazine, *Coast kids* caters to its readership of more than 100,000 affluent parents hungry for news on the latest products, services, classes, events, destinations, fashions and trends to enhance their kid-focused lifestyles. *Coast kids’* sophisticated yet fun content appeals to a broad audience of parents, from expecting moms and new dads to preschool and elementary school parents, to more “seasoned” parents of tweens and teens.

### **Marketing Mission: Our Promise to Advertisers**

*Coast kids* advertisers receive best-in-class service and value for their marketing expenditure, including consideration for inclusion in editorial features, and opportunities for further exposure in our Where to Buy, Promotions/Giveaways and Resource Guide sections. Our website, Coastkids.com, offers further marketing value with original content refreshed between issues, as well as opportunities for web-based advertising and promotional programs. The entire issue is accessible on our website, with a special feature that allows viewers to click directly through to our advertisers’ websites.

# READER PROFILE & DEMOGRAPHICS

WE REACH THE MOST AFFLUENT AUDIENCE IN ORANGE COUNTY

## **SPENDING TRENDS**

*How much did Orange County spend on their kids in 2006?*

Orange County families spent:

- 18% more on childcare than Los Angeles
- 50% more on childcare than households in the US.

The trend across all categories of spending runs an average of:

- 10% higher than Los Angeles
- 30% higher than households in the US

## **PURCHASE PATTERNS**

Orange Countians spent a little over \$1.3 billion dollars on the following retail in 2006:

- Girls' apparel: \$361.2 Mil
- Boys' apparel: \$294.8 Mil
- Infants' apparel: \$126.7 Mil
- Playground equipment: \$25.1 Mil
- Toys, games, tricycles: \$514.1 Mil
- Children's Furniture: \$12.8 Mil
- Infants' Equipment: \$10.4 Mil

## **HOUSEHOLD PROFILE**

- 40% of households have kids under 18 in the home
- 394,836 households
- Presence of children by age (HHLD):
  - Age under 2 – 8.0%
  - Age 2 - 5 – 13.2%
  - Age 6 - 11 – 19.4%
  - Age 12 - 17 – 19.2%
- Education – \$1.8 Billion spent including:
  - Room/Board – \$113.9 mil
  - Tuition/School Supplied – \$1,685,749,700
  - College Tuition – \$989,153,000
  - Elementary/High School Tuition – \$311,435,700

\*source: Claritas iXPRESS 2006

## **\*\*ACTIVITIES/ LEISURE**

- 54% spent time at Disneyland
- 34.6% spent time at Disney's California Adventure
- 37.7 spent time at a Los Angeles Angels of Anaheim game
- 35% (one out of three) spent time at the zoo
- 31.3% spent time at a street/community/Cinco de Mayo celebration
- 31.1% spent time at Knott's Berry Farm
- 22.2% spent time at Sea World
- 13% spent time at Legoland

## **MISCELLANEOUS ITEMS**

- 32% of households with kids own a dog
- 17% of households with kids own a cat
- 32% of households with kids are members in a health club

\*\*Copyright Scarborough Research 2007