

SAN CLEMENTE * DANA POINT * SAN JUAN CAPISTRANO * LAGUNA NIGUEL

The Local DISH[®]

M A G A Z I N E



{ 2017 Media Info }

The Local DISH Magazine is the only monthly, direct mail magazine serving all 50,000 single-family homes in Dana Point, San Clemente, San Juan Capistrano, select neighborhoods of Laguna Niguel and Laguna Hills (Nellie Gail).



core DEMOGRAPHICS

OWNER-OCCUPIED HOMES

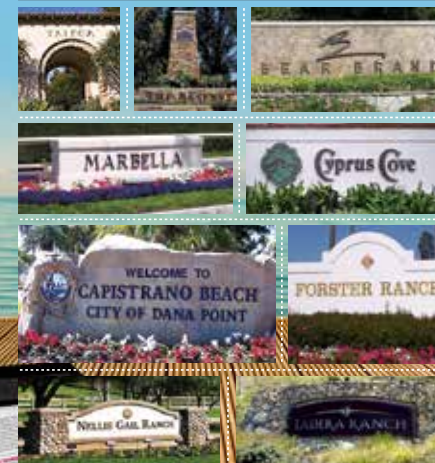
Avg. Household Income: \$103,000

Avg. Home Value: \$776,000

Buying Income: \$70,000

Avg. Homeowner Age: 51

Local Neighborhoods Include:



CIRCULATION: 60,000 MONTHLY

The Local DISH has a monthly circulation of 60,000. Over 50,000 copies are mailed to all single-family, detached homes in San Clemente, Dana Point, San Juan Capistrano and select neighborhoods of Laguna Niguel. Direct mail distribution through the United States Postal Service guarantees delivery and thoroughly saturates the communities most vital to your business. 10,000 single copies are available at 40 rack locations positioned throughout our coverage area.

WHY: THE LOCAL DISH?

Direct mail works. The Local DISH is a monthly, direct mail consumer magazine targeting high-income, owner-occupied homes. The full-color, glossy publication creates an exciting visual that captures the attention of its readers. The Local DISH's editorial content is hyper-local, covering family events, restaurants, music and businesses — offering a unique, hometown perspective.

ONLINE: THELOCALDISHMAGAZINE.COM

The Local DISH Magazine utilizes online capabilities to generate additional advertising exposure for its business partners. Advertiser information and hot-links drive visitors to client websites. The Local DISH virtual magazine is a valuable resource used by local residents and offers expanded visibility and marketing advantages to your company.

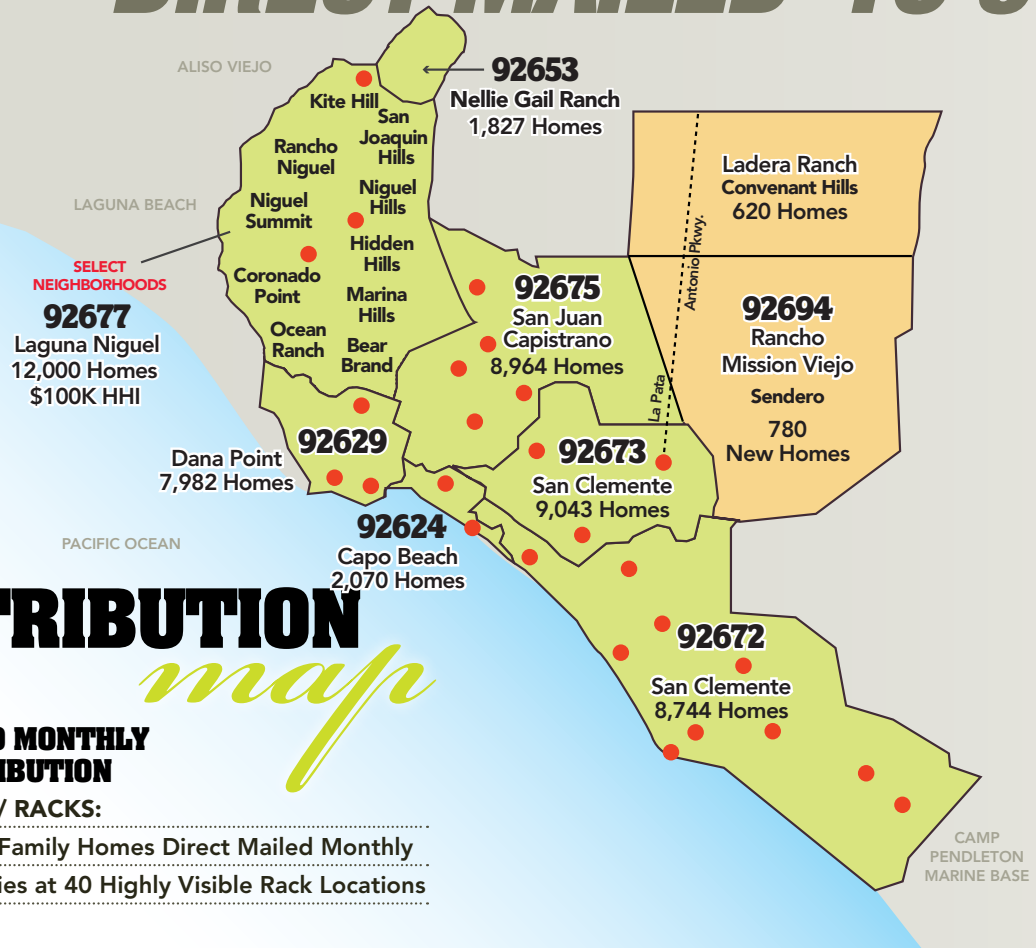
SOCIAL MEDIA: facebook | YouTube | Twitter

The Local DISH Magazine is committed to social media marketing and are working to connect advertisers and consumers through real-time offers and communication via our social media feeds.

Retail * Fitness * Restaurants * Home Improvement * Health & Beauty
Entertainment * Medical * Automotive * Private Schools * Real Estate



DIRECT MAILED TO 50,000 HOMES



DISTRIBUTION map

*** 60,000 MONTHLY DISTRIBUTION**

- DIRECT MAIL / RACKS:**
- 50,000 Single Family Homes Direct Mailed Monthly
 - 10,000 Copies at 40 Highly Visible Rack Locations

client TESTIMONIAL

“ Advertising in *The Local DISH* has been well worth it for my business. We had a 270% ROI (advertising cost vs. revenue) and that will continue to increase over time because we experience an extremely high percentage of repeat customers. Matt and his team are responsive, reliable and provide great service! ”

Kimberly Simons, Owner
Camp Bow Wow



FACT: *The Local Dish Magazine* is an established publication serving South Orange County since 2007. As the only monthly, direct-mail magazine delivered to all single-family homes in Dana Point, San Clemente and San Juan Capistrano, we're uniquely positioned to hyper-target local consumers and produce results for our advertisers.



PRINT SCHEDULE 2017

MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES	MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES
JANUARY	Dec. 12, 2016	Dec. 15, 2016	Jan. 3 - Jan. 5	JULY	June 13, 2017	June 15, 2017	Jun. 29 - Jul. 3
FEBRUARY	Jan. 13, 2017	Jan. 16, 2017	Jan. 31 - Feb. 3	AUGUST	July 12, 2017	July 14, 2017	July 29 - Aug. 2
MARCH	Feb. 13, 2017	Feb. 15, 2017	Mar. 1 - Mar. 4	SEPTEMBER	Aug. 14, 2017	Aug. 15, 2017	Aug. 30 - Sept. 2
APRIL	Mar. 13, 2017	Mar. 15, 2017	Mar. 30 - Apr. 3	OCTOBER	Sept. 13, 2017	Sept. 15, 2017	Sept. 29 - Oct. 3
MAY	Apr. 13, 2017	Apr. 14, 2017	Apr. 29 - May 3	NOVEMBER	Oct. 13, 2017	Oct. 16, 2017	Oct. 31 - Nov. 3
JUNE	May 12, 2017	May 15, 2017	May 31 - Jun. 3	DECEMBER	Nov. 13, 2017	Nov. 14, 2017	Nov. 28 - Dec. 1

Ad Inquiries | 949.337.3875

2017 ADVERTISING RATES

The Local DISH Magazine is proud to offer our advertisers an innovative, professional and attractive publication at extremely competitive prices.

ADVERTISING RATES PER ISSUE

Ad Size	3 Months	6 Months	12 Months	Avg. Mailing Cost
Full Page	\$1,600	\$1,500	\$1,400	Full Pg: 3¢/Home
1/2 Page	\$900	\$825	\$775	1/2 Pg: 2¢/Home
1/4 Page	\$525	\$475	\$425	1/4 Pg: 1¢/Home

All rates are net and per insertion.

Based on 3x rate.

FRONT COVER + 1 PAGE EDITORIAL \$6,000*



ADDITIONAL RATES

Back Cover	\$3,000	Website Banner Ads	\$175
Fixed Position* (Inside Covers, Pg. 3, 5)	\$1,800	Calendar Listing	\$95
2-Page Spread*	\$2,600	Calendar Sponsorship	\$250

DISHDEALS (Local deals emailed to our exclusive data base)..... **\$225**

*With 6 month contract.

PAYMENT POLICY: All ads must be **PAID IN FULL** prior to issue's space reservation deadline.

AD SPECIFICATIONS

FULL PAGE BLEED

Trim: 8.375" x 10.875"
Bleed: Add .25" all sides

BACK COVER:

Trim: 8.375" x 9.25"
Bleed: Add .25" all sides

1/2 PAGE HORIZONTAL

7.875" x 4.95"

1/4 PAGE

3.812" x 4.95"

1/2 PAGE VERT.

3.812" x 10.112"

Ad sizes indicate width by height. All advertisements are full color.

“ In this economy, choosing the best advertising exposure for my store is very important to my bottom line. In the past year, the most profitable advertising response I have had has come from using *The Local DISH Magazine*. It has more than paid for itself this past year and I am looking forward to continuing putting my advertising dollars with *The Local Dish*. ”

— DENNIS PENMAN, OWNER, RENAISSANCE HOME FURNISHINGS

AD DESIGN

- » **Ad Design Services:** \$150.00
{Design, stock images, copywriting, layout and 2 revisions}
- » **Photography Services:** \$125.00 per hour
- » **Text Ad Changes:** \$25.00
{Update expiration dates, phone numbers, pricing and specials}

ART FORMAT

- » **Only electronic files submitted as camera-ready artwork accepted. Include all fonts & linked images.**
- » **Accepted Files:** InDesign, Illustrator, PhotoShop EPS, PDF or TIFF. Files should be in CMYK mode at minimum of 300 dpi resolution.
- » **Rich Black:** C: 40%, M: 30%, Y: 30%, K: 100%

SUBMISSION

- » **Files Under 10MB:** Email files directly to ads@thelocaldishmagazine.com or kim@thelocaldishmagazine.com
- » **Larger Files:** Upload your file through <http://dropbox.yousendit.com/thelocaldish>

The Local DISH
MAGAZINE

ADVERTISING INQUIRIES

Matthew Vicelja * 949.337.3875 * thelocaldishmagazine.com

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