

## { 2023 Media Info }

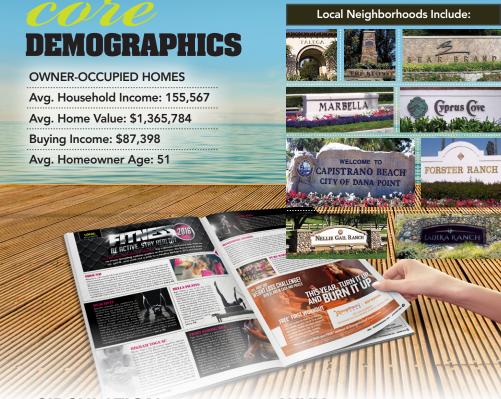
The Local DISH Magazine is the only monthly, direct mail magazine serving 45,000 single-family homes in Dana Point, San Clemente, San Juan Capistrano, select neighborhoods of Laguna Niguel and Laguna HIlls (Nellie Gail).











# **CIRCULATION: 50,000 MONTHLY**

The Local DISH has a monthly circulation of 50,000. Over 45,000 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. 5,000 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, owneroccupied 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**

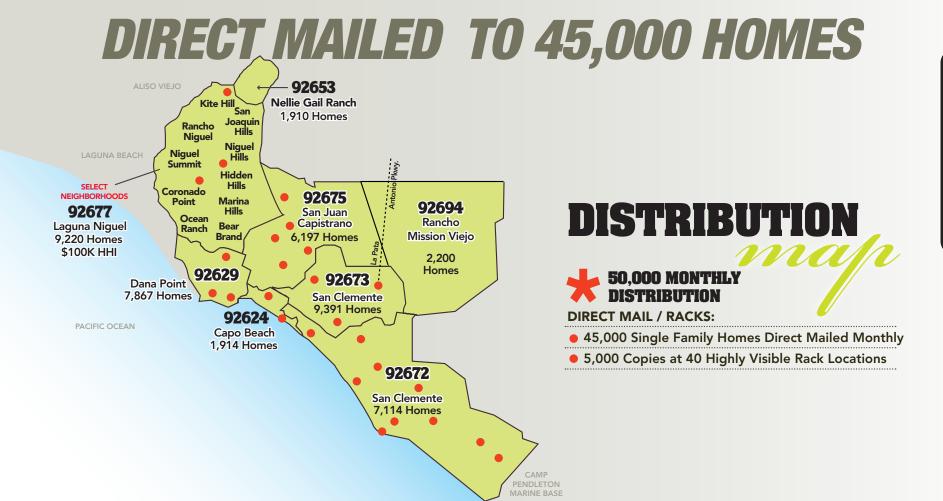
The Local DISH Magazine utilizes online capabilities to generate additional advertising exposure for its business partners. Advertiser information and hot-links drive visitors to client websites. The Local DISH virtual magazine is a valuable resource used by local residents and offers expanded visibility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

## SOCIAL MEDIA: facebook | Reg |





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.





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 2023**

MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES	MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES
JANUARY	Dec. 15, 2022	Dec. 16, 2022	Jan. 2 - Jan. 5	JULY	June 13, 2023	June 15, 2023	June 30 - Jul. 3
FEBRUARY	Jan. 13, 2023	Jan. 16, 2023	Feb. 1 - Feb. 3	AUGUST	July 13, 2023	July 15, 2023	July 30 - Aug. 3
MARCH	Feb. 13, 2023	Feb. 15, 2023	Mar. 1 - Mar. 3	SEPTEMBER	Aug. 14, 2023	Aug. 16, 2023	Aug. 31 - Sept. 4
APRIL	Mar. 13, 2023	Mar. 15, 2023	Mar. 31 - Apr. 3	OCTOBER	Sept. 12, 2023	Sept. 14, 2023	Oct. 1 - Oct. 5
MAY	Apr. 12, 2023	Apr. 14, 2023	Apr. 29 - May 3	NOVEMBER	Oct. 13, 2023	Oct. 16, 2023	Oct. 31 - Nov. 4
JUNE	May 12, 2023	May 15, 2023	May 31 - Jun. 3	DECEMBER	Nov. 9, 2023	Nov. 10, 2023	Nov. 24 - Dec. 2

### **2023 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
Full Page	\$1,700	\$1,600	\$1,500
1/2 Page	\$950	\$875	\$825
1/4 Page	\$575	\$525	\$475
1/3 Page With annual contract and two other participants			\$650

Avg. Mailing Cost
Full Pg: 3¢/Home
1/2 Pg: 2¢/Home
1/4 Pg: 1¢/Home

Based on 3x rate.

All rates are net and per insertion.

# FRONT COVER + 1 PAGE EDITORIAL: \$6,000





#### **ADDITIONAL RATES**

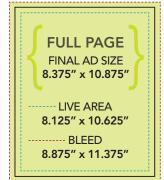
Back Cover	\$3,000
Fixed Position* (Inside Covers, Pg. 3, 5)	\$1,800
2-Page Spread*	\$2,600

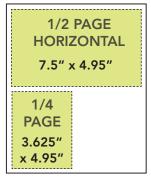
Website Banner Ads	\$175
Calendar Listing	\$95
Calendar Sponsorship	\$250

\*With 6 month contract.

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

## **AD SPECIFICATIONS**





1/2 PAGE VERT. 3.625" 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, SANCTUARY HOME

#### **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 Kim@TheLocalDishMagazine.com or Ads@TheLocalDishMagazine.com
- Larger Files: Upload your file through http://dropbox.yousendit.com/thelocaldish

