

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

# The Local DISH

M A G A Z I N E

Direct-Mailed to  
45,000+ South OC  
Homes!

Since 2007  
17 YEARS  
IN COASTAL  
SOUTH OC

## { 2024 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).



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



## core DEMOGRAPHICS

OWNER-OCCUPIED HOMES

Avg. Household Income: 155,567

Avg. Home Value: \$1,365,784

Buying Income: \$87,398

Avg. Homeowner Age: 51

LOCAL NEIGHBORHOODS INCLUDE:



## 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, 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

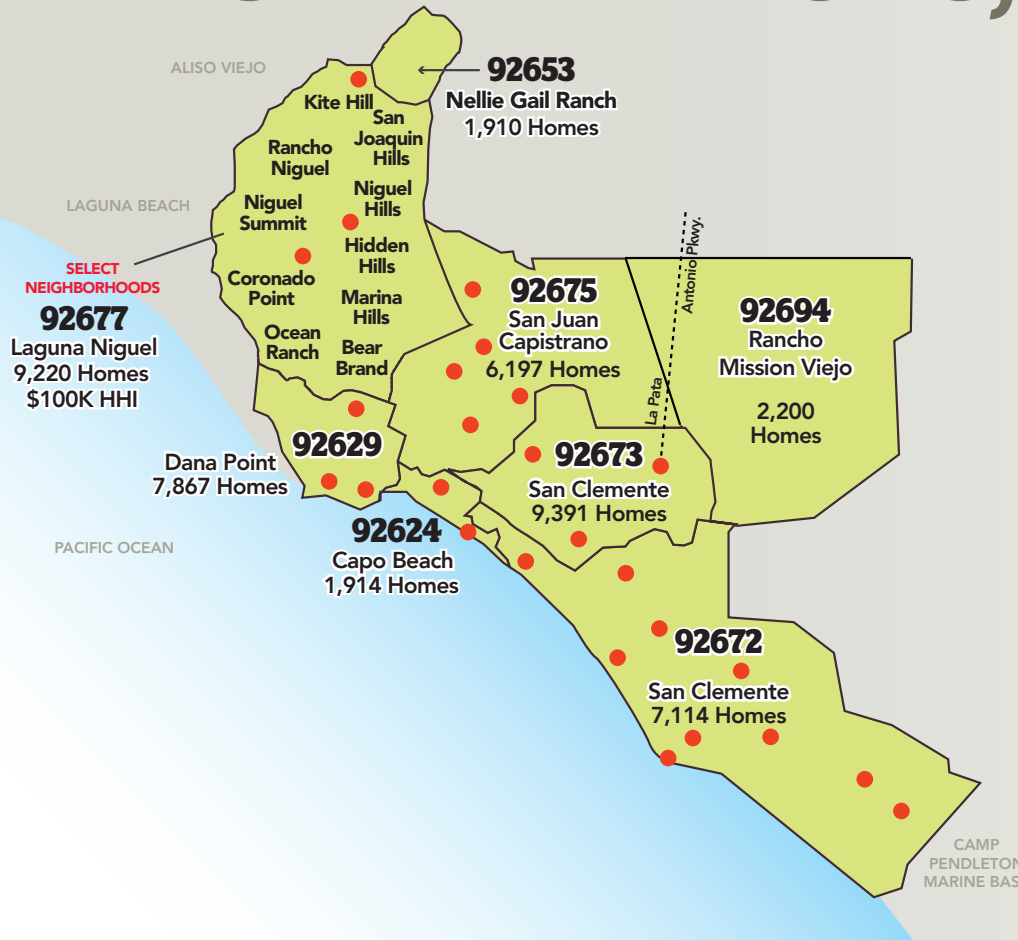
The Local DISH Magazine utilizes online capabilities to generate additional advertising exposure for its business partners. Advertiser information and hot-links drive visitors to client websites. The Local DISH virtual magazine is a valuable resource used by local residents and offers expanded visibility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

## SOCIAL MEDIA:



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.

# DIRECT MAILED TO 45,000+ HOMES



## DISTRIBUTION *map*

**\* 50,000 MONTHLY DISTRIBUTION**

**DIRECT MAIL / RACKS:**

- 45,000+ Single Family Homes Direct Mailed Monthly
- 5,000 Copies at 40 Highly Visible Rack Locations

Ad Inquiries | 949.337.3875



**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 2024

MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES	MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES
JANUARY	Dec. 12, 2023	Dec. 15, 2024	Jan. 2 - Jan. 4	JULY	June 12, 2024	June 14, 2024	June 29 - Jul. 3
FEBRUARY	Jan. 12, 2024	Jan. 13, 2024	Jan. 1 - Feb. 3	AUGUST	July 12, 2024	July 15, 2024	July 31 - Aug. 3
MARCH	Feb. 13, 2024	Feb. 15, 2024	Feb. 29 - Mar. 2	SEPTEMBER	Aug. 12, 2024	Aug. 14, 2024	Aug. 30 - Sept. 4
APRIL	Mar. 12, 2024	Mar. 15, 2024	Mar. 30 - Apr. 3	OCTOBER	Sept. 11, 2024	Sept. 13, 2024	Sept. 28 - Oct. 2
MAY	Apr. 12, 2024	Apr. 15, 2024	Apr. 30 - May 3	NOVEMBER	Oct. 14, 2024	Oct. 15, 2024	Oct. 30 - Nov. 2
JUNE	May 13, 2024	May 15, 2024	May 31 - Jun. 4	DECEMBER	Nov. 12, 2024	Nov. 13, 2024	Nov. 29 - Dec. 3



# 2024 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

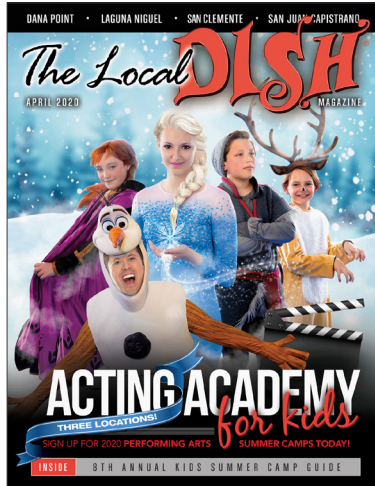
Avg. Mailing Cost
Full Pg: 3¢/Home
1/2 Pg: 2¢/Home
1/4 Pg: 1¢/Home

Based on 3x rate.

**NEW!** 1/3 Page *With annual contract and two other participants* **\$650**

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

**DISH DEALS** (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**  
FINAL AD SIZE  
8.375" x 10.875"

--- LIVE AREA  
8.125" x 10.625"

--- BLEED  
8.875" x 11.375"

**1/2 PAGE HORIZONTAL**  
7.5" x 4.95"

**1/4 PAGE**  
3.625" x 4.95"

**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 submit files that are print-ready (high-resolution). Please outline all fonts and embed images.
- » Accepted Files: Illustrator, PDF, PSD, TIFF or .jpg at 300 DPI or higher. Files should be in CMYK mode at minimum of 300 DPI resolution.
- » Rich Black: C: 40%, M: 30%, Y: 30%, K: 100%

## ARTWORK SUBMISSION

- » Files Under 25MB: Email files directly to Kim@TheLocalDishMagazine.com
- » Larger Files: Use: Hightail.com/u/STUD

The Local **DISH**<sup>®</sup>  
MAGAZINE

## ADVERTISING INQUIRIES

Matthew Vicelja \* 949.337.3875 \* TheLocalDishMagazine.com