

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
19 YEARS
IN COASTAL
SOUTH OC

{ 2026 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* reaches 50,000 readers each month, connecting with the heart of our community. Over 45,000 copies are mailed to single-family, detached homes in San Clemente, Dana Point, San Juan Capistrano, and select neighborhoods in Laguna Niguel through the United States Postal Service—ensuring your message reaches local residents. An additional 5,000 copies are available at 40 rack locations across our coverage area, ensuring maximum reach for your message.

WHY: THE LOCAL DISH?

Direct mail delivers results! *The Local DISH* is a vibrant, full-color, glossy monthly magazine designed to connect with high-income, owner-occupied homes. With its eye-catching design and hyper-local editorial content, *The Local DISH* engages readers by highlighting family events, local restaurants, music, and businesses—all through a unique, hometown lens. It's the perfect way to reach your audience and make a lasting impression.

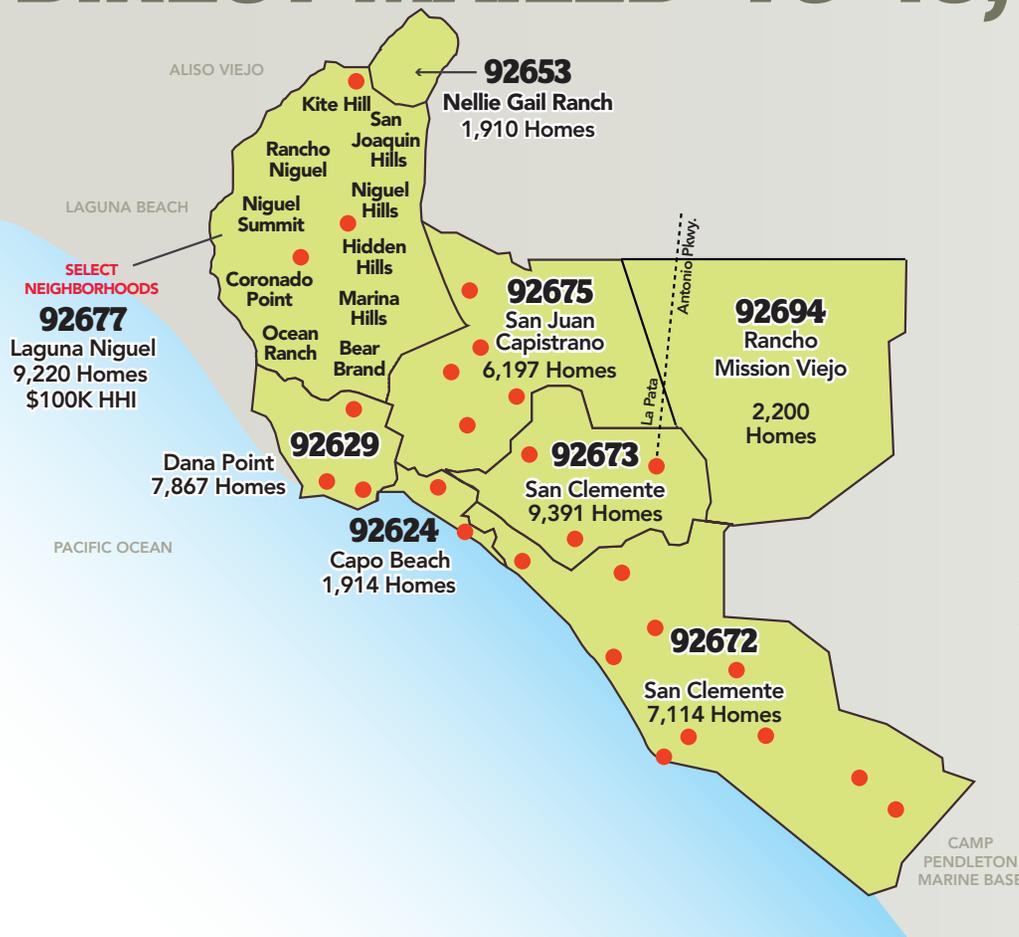
ONLINE: THELOCALDISHMAGAZINE.COM

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



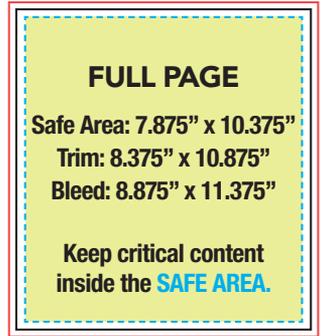
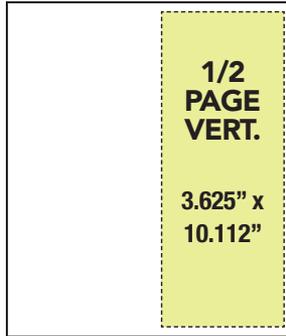
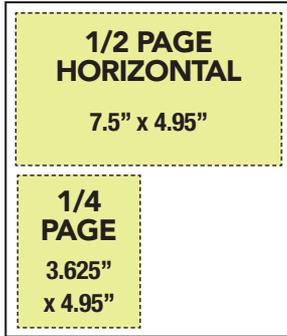
FACT: The Local Dish Magazine is an established publication serving South Orange County since 2007. As the only monthly, direct-mail magazine delivered to all single-family homes in Dana Point, San Clemente and San Juan Capistrano, we're uniquely positioned to hyper-target local consumers and produce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



PRINT SCHEDULE 2026

MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES	MONTH / ISSUE	SPACE / PAYMENT DUE	ART DEADLINE	IN-HOME DATES
JANUARY	Dec. 12, 2025	Dec. 13, 2026	Jan. 2 - Jan. 4	JULY	June 11, 2026	June 13, 2026	June 28 - Jul. 2
FEBRUARY	Jan. 13, 2026	Jan. 15, 2026	Jan. 31 - Feb. 4	AUGUST	July 14, 2026	July 15, 2026	July 30 - Aug. 2
MARCH	Feb. 12, 2026	Feb. 14, 2026	Feb. 28 - Mar. 4	SEPTEMBER	Aug. 13, 2026	Aug. 15, 2026	Aug. 29 - Sept. 3
APRIL	Mar. 12, 2026	Mar. 14, 2026	Mar. 29 - Apr. 2	OCTOBER	Sept. 12, 2026	Sept. 15, 2026	Sept. 30 - Oct. 3
MAY	Apr. 14, 2026	Apr. 15, 2026	Apr. 30 - May 3	NOVEMBER	Oct. 13, 2026	Oct. 14, 2026	Oct. 30 - Nov. 1
JUNE	May 13, 2026	May 15, 2026	May 30 - Jun. 3	DECEMBER	Nov. 12, 2026	Nov. 14, 2026	Nov. 28 - Dec. 2

AD SPECIFICATIONS



- Safe Area (text, logos, key graphics)
- Trim Cut Line
- Bleed (content in this area will be cut off)

Ad sizes are width x height. All advertisements are full color.

BACK COVER

Safe Area: 7.875" x 8.5"
Trim: 8.375" x 9"
Bleed: 8.875" x 9.25"

“ Every time I advertise in the magazine, I get calls. It's one of the few places where I can clearly see the response. ”

— DONNA SCHUSTER, OWNER, SOUTH COAST SHUTTER AND SHADES

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](https://hightail.com/u/STUD)

The Local **DISH**[®]
M A G A Z I N E

ADVERTISING INQUIRIES

Matthew Vicolja * 949.337.3875 * TheLocalDishMagazine.com