

LISTINGSOCTM
properties • design • style



2017 MEDIA KIT



LISTINGSOCTM

properties • design • style

Welcome to LISTINGSOC, your guide to the Orange County luxury lifestyle and home market.

At LISTINGSOC, our mission is to not only showcase the most exclusive listings from the finest agents in Southern California, but to also connect our readership with the luxury brands in and around our beautiful community. Our goal is to entertain and inform our readers with the most up to date listings, stunning photos and relevant information.

Our unique print and digital platform presents coveted properties and luxury brands to those who are in the market to purchase, list, rent or improve their homes, whether it be for a primary residence, a second home or a vacation destination. Our direct mail distribution model allows us to specifically target an affluent and highly-educated audience.

Please visit our website at www.listingsmagazine.com if you would like your listing featured in our next issue. We also welcome your questions and comments.

We look forward to being your valued branding resource.

TOTAL DISTRIBUTION

20,000

Direct Mailed to the Following Areas:

- Newport Coast
- Cameo Shores/
Highlands/
Shorecliffs
- Harbor View
- Lido/Linda Isle/
Harbor Island
- Bonita Canyon
- Port Streets
- Pelican's
- Corona Del Mar -
(Coastal)
- Balboa Island
- Irvine Terrace
- Peninsula Point
- Big Canyon
- Emerald Bay
- Crystal Cove
- Dover Shores
- Shady Canyon
- 1 Ford Road
- Irvine Cove
- Belcourt

FREQUENCY

6 times per year (bi-monthly)

CUSTOMIZED ADS

If you would like us to create an ad for you, there is a \$50 upcharge per ad.

FOR ADVERTISING INQUIRIES

Liza Becker | *Senior Director of Advertising*
949-230-3486 | lbecker@listingsmagazine.com

2017 PRODUCTION SCHEDULE

ISSUE	ARTWORK DEADLINE	DROP DATES
January/February	December 1st	First Week of January
March/April	February 3rd	End February
May/June	April 6th	End April
July/August	June 2nd	End June
September/October	August 3rd	End August
November/December	October 5th	End October

ADVERTISING RATES

Full page Real Estate ads: **\$ 445**/page
Non Real Estate Branding ads: **\$ 650–850**/page
(depending on placement)

PREMIUM POSITIONS

Front Cover: **\$1,500**
(Includes an additional 2 page spotlight on the property with multiple images) – (Subject to approval)

Inside Front Cover & Page 1: **\$ 1,800**

Luxury Bank
(pages 2 & 3, 4 & 5, 6 & 7) **\$ 1,500** (2 page spreads only)

Back Cover: **\$ 1,500**

Agent Profile+Spotlight: **\$ 1,200** (1 per issue – Agent's name on cover)
(Inside Back Cover + 1)

DIGITAL FILE REQUIREMENTS

Full page ad size:
9" wide by 6¹/₄" tall, (Live area: 8³/₈"w x 5³/₄"h)
with 1/8" bleed added on all sides.

Two page spread ad size:
18" wide by 6¹/₄" tall, (Live area: 17³/₈"w x 5³/₄"h) with 1/8" bleed added on all sides and text should have a 5/8" clear center gutter

PDF requirements:
Save in CMYK. Offset all crop marks by 1/8".
Images must be 300 DPI minimum.

Photo requirements:
300 DPI minimum at 100% of final size
CMYK file in jpg or tif format

Logos: eps, tif or jpg 300 DPI minimum at 100% of final size
CMYK file in jpg or tif format

Send art files to keith@listingsmagazine.com
or via FTP to files.chromaticinc.com
username: listingsoc
password: listings

Terms and Conditions

Advertisers may not cancel orders for, or make any changes in, advertising after the closing dates of the magazine.

Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

The Publisher may reject or cancel any advertising for any reason at anytime. Advertisements simulating the magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

Payment for ads is required in full at time of artwork received by way of check or credit card