

CORONADO ISLAND

Crown City magazine



OUR COMPLETE DISTRIBUTION PLAN:

- **13,000** copies delivered monthly.
- The *only* local publication of its kind that is individually addressed & direct-mailed to every local resident & business, including the Coronado Shores, both military bases & the Coronado Cays.
- The *only* publication for Coronado distributed in Downtown San Diego at the Waterfront Visitor Center, the Santa Fe Train Station and **7** locations at the San Diego International Airport.
- Available in high traffic areas all over town, in city racks, community centers, the Coronado Visitor Center, the Ferry Landing, select stores & coffee shops.
- Exclusively provided for guests inside every hotel room at 14 local hotels, including the **Hotel del Coronado!**

CORONADO DEMOGRAPHICS

Population

25,952

Median Resident Age

38 years

Median Household Income

\$92,413

Median Home Price

\$1,627,000

Median Gross Rent

\$2,445

RATES PER MONTHLY INSERTION

	12x	6x	1x
Back Cover	\$2,500	12X CONTRACT ONLY, RESTRICTIONS APPLY	
IFC / IBC } Page 3 }	\$1,000	\$1,250	\$1,560
Full Page	\$800	\$1,000	\$1,250
2/3 Page	\$650	\$810	\$1,000
1/2 Page	\$420	\$520	\$620
1/3 Page	\$350	\$420	\$525
1/4 Page	\$275	\$350	\$430

CROWN CITY MAGAZINE

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AD SIZES & SPECIFICATIONS

Magazine trim size 8.375" x 10.875"

File formats accepted: JPEG / PDF at 300 dpi resolution, flattened and built to following specifications.

AD SIZES STANDARD NO BLEED

Full page	7.25 x 9.75
2/3 vertical	4.75 x 9.75
2/3 horizontal	7.25 x 6.5
1/2 horizontal	7.25 x 4.625
1/2 vertical	3.5 x 9.75
1/3 vertical	2.25 x 9.75
1/3 horizontal	7.25 x 3.125
1/4 vertical	3.5 x 4.75

AD SIZES WITH BLEED

Full page: 8.375"w x 10.875"h
plus .25" bleed on all sides

2-page spread: 16.75"w x
10.875"h plus .25" bleed on all
sides

Bleed: *Minimum 0.25" image
area required on all sides
beyond trim.*

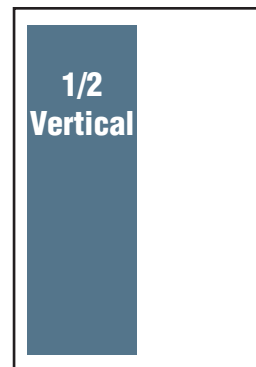
Live Area: *All type or graphics
not intended to trim must be
positioned 0.25" from trim.*

AD SIZES



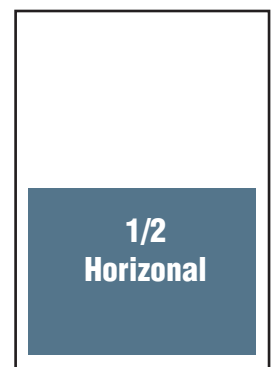
Full Page

7.25 x 9.75



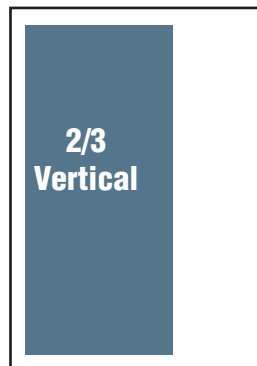
1/2
Vertical

3.5 x 9.75



1/2
Horizontal

7.25 x 4.625



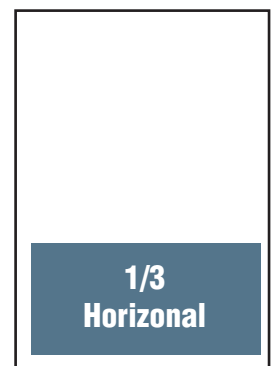
2/3
Vertical

4.75 x 9.75



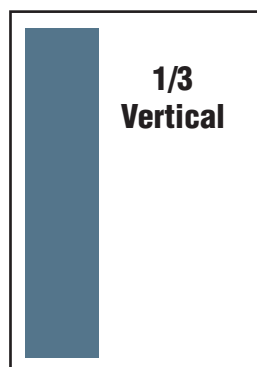
2/3
Horizontal

7.25 x 6.5



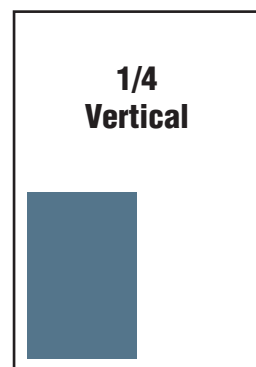
1/3
Horizontal

7.25 x 3.125



1/3
Vertical

2.25 x 9.75



1/4
Vertical

3.5 x 4.75

2021 EDITORIAL CALENDAR

with Editorial and Advertising Deadlines

JANUARY: DINING ISSUE

Editorial submission deadline:

Wednesday, Nov. 25, 2020

Ad space reservation deadline and ad material deadline:

Monday, Nov. 30, 2020

Ad completion and approval deadline:

Thursday, Dec. 3, 2020

MAY: HEALTH & WELLNESS

Editorial submission deadline:

Wednesday, March 17, 2021

Ad space reservation deadline and ad material deadline:

Tuesday, March 30, 2021

Ad completion and approval deadline:

Monday, April 5, 2021

SEPTEMBER: DINING ISSUE

Editorial submission deadline:

Wednesday, July 14, 2021

Ad space reservation deadline and ad material deadline:

Friday, July 30, 2021

Ad completion and approval deadline:

Wednesday, Aug. 4, 2021

FEBRUARY: BUILDING & DESIGN

Editorial submission deadline:

Thursday, Dec. 17, 2020

Ad space reservation deadline and ad material deadline:

Wednesday, Dec. 30, 2020

Ad completion and approval deadline:

Tuesday, Jan. 5, 2021

JUNE: OUTDOOR LIVING

Editorial submission deadline:

Wednesday, April 14, 2021

Ad space reservation deadline and ad material deadline:

Friday, April 30, 2021

Ad completion and approval deadline:

Wednesday, May 5, 2021

OCTOBER: ARTS ISSUE

Editorial submission deadline:

Wednesday, Aug. 18, 2021

Ad space reservation deadline and ad material deadline:

Tuesday, Aug. 31, 2021

Ad completion and approval deadline:

Friday, Sept. 3, 2021

MARCH: ARTS & LITERACY

Editorial submission deadline:

Thursday, Jan. 14, 2021

Ad space reservation deadline and ad material deadline:

Friday, Jan. 29, 2021

Ad completion and approval deadline:

Thursday, Feb. 4, 2021

JULY: PATRIOTIC/COMMUNITY

Editorial submission deadline:

Wednesday, May 12, 2021

Ad space reservation deadline and ad material deadline:

Tuesday, May 25, 2021

Ad completion and approval deadline:

Tuesday, June 1, 2021

NOVEMBER: SHOP LOCAL

Editorial submission deadline:

Wednesday, Sept. 15, 2021

Ad space reservation deadline and ad material deadline:

Friday, Oct. 1, 2021

Ad completion and approval deadline:

Tuesday, Oct. 7, 2021

APRIL: GARDEN ISSUE

Editorial submission deadline:

Thursday, Feb. 11, 2021

Ad space reservation deadline and ad material deadline:

Friday, Feb. 26, 2021

Ad completion and approval deadline:

Wednesday, March 3, 2021

AUGUST: SURFING ISSUE

Editorial submission deadline:

Wednesday, June 16, 2021

Ad space reservation deadline and ad material deadline:

Tuesday, June 29, 2021

Ad completion and approval deadline:

Monday, July 5, 2021

DECEMBER: HOLIDAY ISSUE/GIVING BACK

Editorial submission deadline:

Wednesday, Oct. 13, 2021

Ad space reservation deadline and ad material deadline:

Friday, Oct. 29, 2021

Ad completion and approval deadline:

Wednesday, Nov. 3, 2021

Note: Editorial calendar and deadlines are subject to change.