

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.
- Available in high traffic areas all over town, in city racks, community centers, the Coronado Visitor Center, the Ferry Landing, select stores, boutiques, bars & coffee shops.

The only publication for Coronado distributed at:

- Downtown San Diego at the Waterfront Visitor Center, the Santa Fe Train Station and 7 locations at the San Diego International Airport.
- Exclusively provided for guests inside every hotel room at 14 local hotels, including the **Hotel del Coronado!**



## CORONADO DEMOGRAPHICS

### Population

28,521

### Median Resident Age

41 years

### Median Household Income

\$108,967

### Median Home Price

\$2.2 M

### Median Gross Rent

\$2,479

## RATES PER MONTHLY INSERTION

	12x	6x	1x
*IFC / IBC } Page 1	\$1,170	\$1,390	\$1,665
2-Page Spread	\$1,640	\$2,080	\$2,630
Full Page	\$870	\$1,090	\$1,365
2/3 Page	\$710	\$890	\$1,115
1/2 Page	\$460	\$575	\$720
1/3 Page	\$380	\$475	\$595
1/4 Page	\$300	\$375	\$470

\* IFC / IBC stand for Inside Front Cover and Inside Back Cover. Other specific interior page locations may also be requested.

Information is subject to change.

## 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

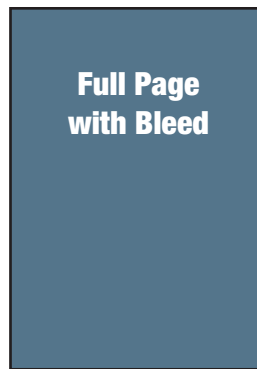
**Full page:** 8.375"w x 10.875"h  
plus .25" bleed on all sides

**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.*

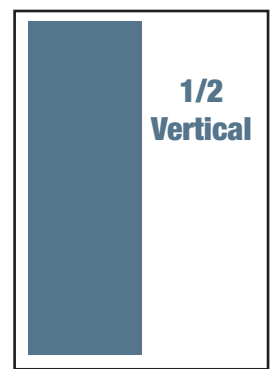
## AD SIZES



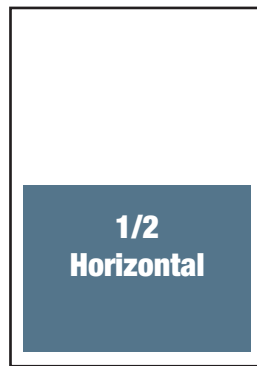
8.375 x 10.875



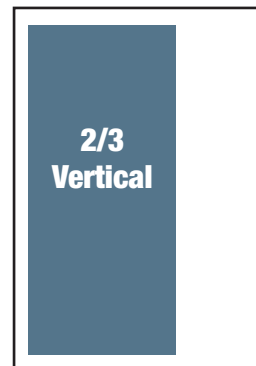
7.25 x 9.75



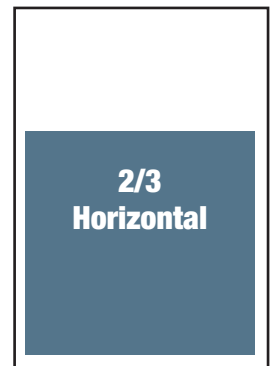
7.25 x 4.625



7.25 x 4.625



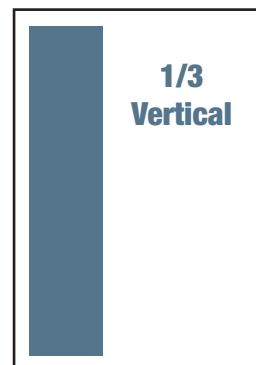
4.75 x 9.75



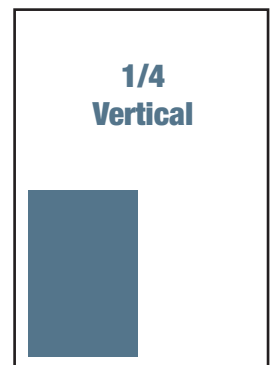
7.25 x 6.5



7.25 x 3.125



2.25 x 9.75



3.5 x 4.75

# 2022 EDITORIAL CALENDAR

## with Editorial and Advertising Deadlines

### JANUARY

Editorial submission deadline:

*Wednesday, Nov. 9, 2021*

Ad space reservation deadline and ad material deadline:

*Monday, Dec. 1, 2021*

Ad completion and approval deadline:

*Monday, Dec. 6, 2021*

### FEBRUARY

Editorial submission deadline:

*Wednesday, Dec. 14, 2021*

Ad space reservation deadline and ad material deadline:

*Friday, Dec. 31, 2021*

Ad completion and approval deadline:

*Wednesday, Jan. 5, 2022*

### MARCH

Editorial submission deadline:

*Wednesday, Jan. 12, 2022*

Ad space reservation deadline and ad material deadline:

*Tuesday, Feb. 1, 2022*

Ad completion and approval deadline:

*Friday, Feb. 4, 2022*

### APRIL

Editorial submission deadline:

*Wednesday, Feb. 9, 2022*

Ad space reservation deadline and ad material deadline:

*Tuesday, March 1, 2022*

Ad completion and approval deadline:

*Friday, March 4, 2022*

### MAY

Editorial submission deadline:

*Wednesday, March 9, 2022*

Ad space reservation deadline and ad material deadline:

*Friday, April 1, 2022*

Ad completion and approval deadline:

*Tuesday, April 5, 2022*

### JUNE

Editorial submission deadline:

*Wednesday, April 13, 2022*

Ad space reservation deadline and ad material deadline:

*Monday, May 2, 2022*

Ad completion and approval deadline:

*Thursday, May 5, 2022*

### JULY

Editorial submission deadline:

*Wednesday, May 11, 2022*

Ad space reservation deadline and ad material deadline:

*Monday, May 30, 2022*

Ad completion and approval deadline:

*Friday, June 3, 2022*

### AUGUST SURFING ISSUE

Editorial submission deadline:

*Wednesday, June 8, 2022*

Ad space reservation deadline and ad material deadline:

*Friday, June 24, 2022*

Ad completion and approval deadline:

*Thursday, July 30, 2022*

### SEPTEMBER

Editorial submission deadline:

*Wednesday, July 13, 2022*

Ad space reservation deadline and ad material deadline:

*Monday, August 1, 2022*

Ad completion and approval deadline:

*Friday, August 5, 2022*

### OCTOBER

Editorial submission deadline:

*Wednesday, Aug. 10, 2022*

Ad space reservation deadline and ad material deadline:

*Thursday, Sept. 1, 2022*

Ad completion and approval deadline:

*Monday, Sept. 5, 2022*

### NOVEMBER

Editorial submission deadline:

*Wednesday, Sept. 14, 2022*

Ad space reservation deadline and ad material deadline:

*Friday, Sept. 30, 2022*

Ad completion and approval deadline:

*Tuesday, Oct. 5, 2022*

### DECEMBER

Editorial submission deadline:

*Wednesday, Oct. 12, 2022*

Ad space reservation deadline and ad material deadline:

*Tuesday, Nov. 1, 2022*

Ad completion and approval deadline:

*Friday, Nov. 4, 2022*