

OrangeCoast

UNPARALLELED AUDIENCE

PRIMARY READER

TOTAL AUDIENCE		200,489
MALE / FEMALE		37% / 63%
MARRIED / SINGLE		69% / 31%
COLLEGE GRADUATE		72%
POST GRADUATE WITH DEGREE		25%
AGE:		
	18-34	7%
	35-44	25%
	45-54	27%
	55+	41%
AVERAGE AGE		52
MANAGERIAL / PROFESSIONAL		70%
AVERAGE HOUSEHOLD INCOME		\$301,000
(130% Greater than that of Affluent Heads of Households)*		
AVERAGE NET WORTH		\$2,198,000
AVG INVESTMENT PORTFOLIO		\$1,651,000
OWN A HOME		91%
AVG HOME VALUE		\$1,497,000



SOURCE: Research USA, Inc. Reader Study, 2005; Monroe Mendelsohn Reader Survey, January 2008.

*Data on Comparable 2007 Mendelsohn Affluent Survey.

**The Media Audit - Orange County 2010

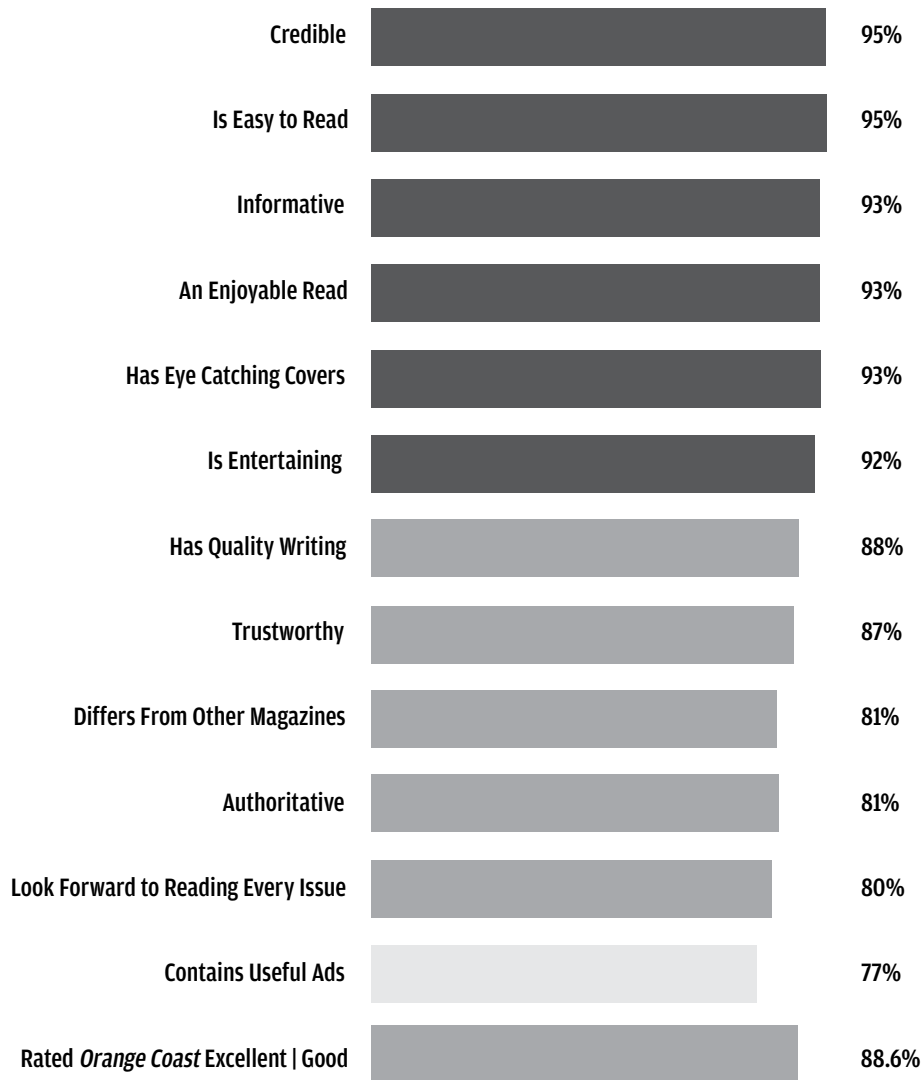
ORANGECOAST.COM

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OUR MAGAZINE

Orange Coast magazine's subscribers have the following perceptions of *their* magazine



SOURCE: 2008 *Orange Coast* magazine subscriber study, Monroe Mendelsohn Research (MMR)

LIFESTYLES & INTERESTS

Orange Coast magazine subscribers are:

RETAIL DRIVEN:

- 60 Days average spent shopping
- 35% Spent \$1,000+ on Watches/Jewelry
- 33% Spent \$3,000+ on Women's Apparel
- 26% Spent \$2,000+ on Men's Apparel

INFLUENTIAL:

- 70% hold professional/managerial positions
- 42% are owners/partners in their own business
- 23% are members of a Board of Directors/Trustees

CONNOISSEURS:

- Our readers spent an average of \$4k per year on dining
- 10 meals eaten in a restaurant averaged in the past month
- 80% ordered a drink by brand
- 47% bought wine or liquor by the case

TRAVEL ORIENTED:

- 92% took a Domestic Trip in the past 12 months
- \$8,740 average spent on travel in the past 12 months
- 83% of subscribers plan on taking a trip/vacation in the next 12 months
- 25% of subscribers plan on taking a cruise in the next 12 months
- 62% travel internationally for pleasure

AFFLUENT CONSUMERS:

- 33% plan to purchase a new vehicle in the next 12 months
- 27% own vacation/second homes (Average value: \$953,000)
- 39% plan to remodel or renovate in the next 12 months
- \$32,000 was the average total spent on home-related expenditures in the past 12 months
- 34% spent \$1,000+ on alcoholic beverages in the past 12 months

SOURCE: 2008 *Orange Coast* magazine subscriber study, Monroe Mendelsohn Research (MMR)

CONNOISSEURS

Orange Coast magazine subscribers enjoy the finer things in life and they are devoted foodies - Dining out in restaurants, hotels, and clubs an average of 10 times in the past 30 days and spending an average of \$4,000 on dining in the Orange County region in the past 12 months.

- 99% dined at a restaurant, hotel or club in the last 30 days
- 46% dined at a restaurant, hotel or club 10+ times in the last 30 days
- 80% ordered a drink by brand

As a result of reading *Orange Coast* magazine, subscribers took the following action in the last 12 months

- 66% Dined at a specific restaurant
- 27% Recommended a restaurant/product/service/store

ENTERTAINERS

Orange Coast subscribers own fabulous homes and therefore they like to host fabulous soirées, whether they are for friends or their favorite charity.

- 80% Entertained at Home in the past 30 days
- 27% Entertained at Home 5+ times in the past 30 days

Average Number of Days Entertained at Home (Past 30 days): 5

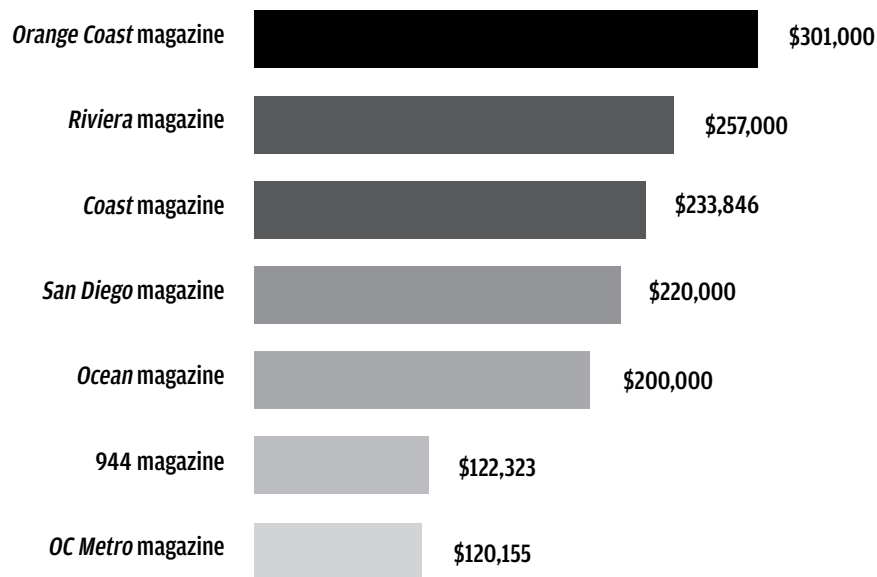
Average number of times participated in gourmet/fine cooking past year: 46

- 47% Bought wine or liquor by the case in the past 12 months
- 41% of Subscribers were Influenced by *Orange Coast* on their food habits
- 17% Hired a Caterer in the past 12 months

SOURCE: 2008 *Orange Coast* magazine subscriber study, Monroe Mendelsohn Research (MMR)

HOUSEHOLD INCOME RANKER

Orange Coast magazine subscribers have a higher Average Household Income than the readers of any other regional publication.



SOURCE: *Orange Coast* magazine, Monroe Mendelsohn, Reader Survey, January 2008; *Riviera* magazine, 2010 media kit; *Coast* magazine, Media Kit, 2010; *San Diego* magazine, MMR Subscriber Study, 2007; *Ocean* magazine, 2008 media kit; 944 magazine, 2010-2011 online media kit; Freedom Communications, 2010 media kit

REACHING MORE OF ORANGE COUNTY

Orange Coast is the largest paid subscriber-based magazine and the most widely circulated local luxury lifestyle publication in the region.

We cover all of Orange County's most affluent zip codes and reach influential and educated consumers with buying power.

TOTAL CIRCULATION



SOURCE: *Orange Coast*: ABC Verified Circulation Statement, Dec. 2010; *Coast*: 2010 Media Kit; *Riviera Orange County*: ABC Verified Circulation Statement, June 2007.

HOTEL PLACEMENT




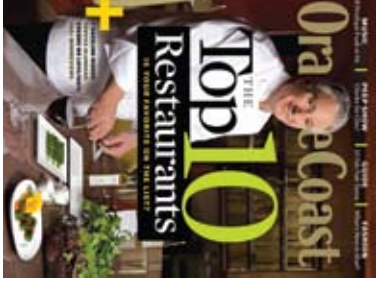


Southern California's Orange Coast is an international destination for those seeking world-class shopping, nouveau and classic cuisine and some of the best arts and entertainment venues in the country. *Orange Coast* magazine reaches high-end travelers who come to experience the "OC Lifestyle." These luxurious destinations place *Orange Coast* in-room; guaranteeing that each copy is seen by visitors.






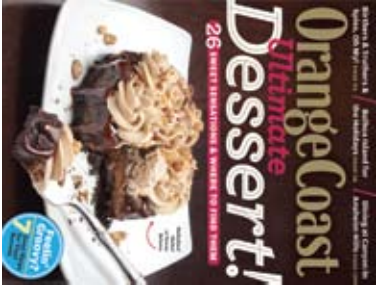
- TOTAL VISITORS TO ORANGE COUNTY: 42.7 million in 2009
- TOTAL VISITOR SPENDING: 7.1 billion in 2009
- TOTAL PASSENGERS AT JOHN WAYNE AIRPORT: 8,705,199 in 2009

- ANAHEIM MARRIOTT, Anaheim
- BALBOA BAY CLUB & RESORT, Newport Beach
- BEST WESTERN, Santa Ana
- DOLPHIN BAY RESORT & RESIDENCES, Pismo Beach
- DOUBLETREE, Santa Ana
- FAIRMONT HOTEL, Newport Beach
- HYATT REGENCY NEWPORT BEACH, Newport Beach
- HYATT REGENCY RESORT & SPA, Huntington Beach
- THE ISLAND HOTEL, Newport Beach
- LAGUNA CLIFFS MARRIOTT RESORT & SPA, Dana Point
- MARRIOTT NEWPORT BAYVIEW HOTEL, Newport Beach
- MISSION INN HOTEL & SPA, Riverside
- MONTAGE LAGUNA BEACH, Laguna Beach
- MORONGO CASINO RESORT & SPA, Cabazon
- NEWPORT BEACH MARRIOTT HOTEL & SPA, Newport Beach
- RESIDENCE INN, Irvine
- ST. REGIS RESORT & SPA, Monarch Beach
- SURF & SAND RESORT, Laguna Beach
- WOODFIN SUITES, Brea
- WOODFIN SUITES, Cypress

HOTEL DISTRIBUTION: 6,000 average

Source: Orange County Airport Commission, 2009;
Anaheim/Orange County CVB, 2008 CIC Research Inc.

					
JAN. 2011					
<p>EDITORIAL</p> <p>Cover Story Orange County's Top Docs</p>	<p>EDITORIAL</p> <p>Cover Story Best Pizza</p>	<p>EDITORIAL</p> <p>Cover Story Real Estate! Really! & Spring Fashion</p>	<p>EDITORIAL</p> <p>Cover Story Top 10 Restaurants</p>	<p>EDITORIAL</p> <p>Cover Story 12 Great Summer Road Trips</p>	<p>EDITORIAL</p> <p>Cover Story Dream Backyards</p>
FEB. 2011					
MAR. 2011					
APR. 2011					
MAY. 2011					
JUN. 2011					
<p>SPECIAL SECTIONS</p> <p>advertising deadline: 12-1-10</p> <ul style="list-style-type: none"> • Top Medical Professionals Profiles 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 12-29-10</p> <ul style="list-style-type: none"> • Super Lawyers • Valentines Day Gift Guide • Senior Living Guide • 2011 OC Wedding Planner • Hawaii Travel Guide 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 1-26-11</p> <ul style="list-style-type: none"> • Orange Coast HOME: <ul style="list-style-type: none"> - Spring Market Trends - In the Mind of Design - Remodeling Concepts • FIVE STAR Wealth Management Special Section 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 3-2-11</p> <ul style="list-style-type: none"> • Chef, Restaurateur, Bartender Profiles • Attorneys of Distinction • Palm Springs Travel Guide • San Diego Travel Guide 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 3-30-11</p> <ul style="list-style-type: none"> • Top Medical Professionals • OCMA Physicians Referral Guide 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 4-28-11</p> <ul style="list-style-type: none"> • Orange Coast HOME: <ul style="list-style-type: none"> - Outdoor Living - In the Mind of Design • Hawaii Travel Guide
<p>EVENTS</p> <p>Physicians of Excellence Reception</p>	<p>EVENTS</p> <p>Super Lawyers Recognition Reception</p>	<p>EVENTS</p> <p>FIVE STAR Wealth Management Reception</p>	<p>EVENTS</p>	<p>EVENTS</p>	<p>EVENTS</p>

					
JUL. 2011					
<p>EDITORIAL</p> <p>Cover Story Best of 2011</p>	<p>EDITORIAL</p> <p>Cover Story Insider's Guide to Orange County</p>	<p>EDITORIAL</p> <p>Cover Story Food and Wine Lovers Guide & Fall Fashion</p>	<p>EDITORIAL</p> <p>Cover Story Top Shops</p>	<p>EDITORIAL</p> <p>Cover Story The New Airport Guide</p>	<p>EDITORIAL</p> <p>Cover Story 50 Dishes to Try Before You Die</p>
AUG. 2011					
<p>SPECIAL SECTIONS</p> <p>advertising deadline: 6-1-11</p> <ul style="list-style-type: none"> • Best of Orange Coast Gate Fold • Premier Hospitals Profiles 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 6-29-11</p> <ul style="list-style-type: none"> • OC LOOK Special Section • Body, Mind & Soul Profiles • Premier Business Leaders 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 7-28-11</p> <ul style="list-style-type: none"> • Orange Coast Home • Hawaii Travel Guide • Learning Curve-Education Profiles • Premier Dentists 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 8-31-11</p> <ul style="list-style-type: none"> • Tribute to Nurses • Women's Health Section • Breast Cancer Awareness • San Diego Travel Guide 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 9-28-11</p> <ul style="list-style-type: none"> • Orange Coast Home: ASID Design Award Winners - In the Mind of Design • Hawaii Travel Guide • Powder: Luxury Ski Jaunts • Arizona Travel Guide • Fido Frenzy Special Section 	<p>SPECIAL SECTIONS</p> <p>advertising deadline: 10-27-11</p> <ul style="list-style-type: none"> • Holiday Travel Guide/ OC Traveler • Holiday Gift Guide • Palm Springs Travel Guide • FIVE STAR Real Estate Special Section
SEPT. 2011					
OCT. 2011					
NOV. 2011					
DEC. 2011					
<p>EVENTS</p> <p>OC Look Party</p>	<p>EVENTS</p>	<p>EVENTS</p> <p>Fido Frenzy</p>	<p>EVENTS</p>	<p>EVENTS</p>	<p>EVENTS</p>

Orange Coast Magazine Mission Statement

Orange Coast magazine is the premier local lifestyle magazine of the region, bringing together Southern California's most affluent communities through smart, fun, and timely editorial content, compelling photographs and quality advertising. Each issue features an award-winning blend of profiles, service journalism, and authoritative articles on dining, fashion, home design, and travel. As Orange County's leading paid subscription local lifestyle magazine with circulation figures guaranteed by the Audit Bureau of Circulation, Orange Coast is the definitive guidebook into Orange County's luxury lifestyle.



OrangeCoast
THE MAGAZINE OF ORANGE COUNTY

ORANGECOAST.COM

OrangeCoast

2011 EDITORIAL CALENDAR

2011 EDITORIAL CALENDAR

JANUARY 2011

Top Docs in O.C.

FEBRUARY 2011

Best Pizza

MARCH 2011

Real Estate! Really!

- Orange County real estate held up remarkably well during the Great Recession. For example, Newport Beach was just named in an annual Coldwell Banker survey as the priciest home spot in America based on the \$1.8 million average cost of a four-bedroom, two-bath home, and Mission Viejo and Irvine also were on the list. We show you what your money can buy, give details about some of OC's most iconic homes, suggest why now's the time to buy, and more!

Spring fashion

APRIL 2011

Top 10 Restaurants

MAY 2011

12 Great Summer Road Trips

- Fresh ideas for three-day getaways

JUNE 2011

Dream Backyards

- Built SoCal fantasies, including coolest O.C. pools, outdoor kitchens, backyard entertainment centers, patio furniture, landscape designers, and more!

JULY 2011

Best of 2011

- Our popular annual catalog of the very best that Orange County has to offer.

AUGUST 2011

Insider's Guide to Orange County: 50 great ways to show TV tourists and visiting relatives what we're really about

SEPTEMBER 2011

Food and Wine Lovers Guide

- Bakeries! Butchers! Artisan cheese shops!

Fall Fashion

OCTOBER 2011

Top Shops

- 35 intriguing shops and boutiques, as well as surprising discoveries in the county's high-end malls.

NOVEMBER 2011

The New Airport Guide, including a foldout map!

- Everything you need to know about upgraded John Wayne Airport, which opens soon, including a whole new crop of local restaurants in the airport, specialty services, private member clubs, transportation and parking guides, hotel recommendations, a lost luggage primer, comparisons to other regional airports in So Cal, and sidebar profiles of the people who make the place work, including bomb sniffing dog handlers, controllers, and fire crews.

DECEMBER 2011

50 Dishes to Try Before You Die

- The creations by local chefs that you simply don't want to miss in this lifetime



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PUBLISHING EXCELLENCE

Orange Coast magazine is published by one of the nation's most respected diversified communications companies - Emmis Communications Corporation. Emmis is an Indianapolis-based diversified media firm with radio broadcasting and magazine publishing operations throughout the country. The publishing division of Emmis is one of the largest and most recognized publishers of city and regional magazines in the country. Emmis Publishing includes *Los Angeles* magazine, *Orange Coast* magazine, *Texas Monthly*, *Indianapolis Monthly*, *Cincinnati* magazine, *Atlanta* magazine and *Country Sampler*. The publications are highly regarded for their editorial clout in the industry, as well as CRMA award winners.

Emmis also owns 21 FM and two AM domestic radio stations serving the nation's largest markets of New York, Los Angeles and Chicago, as well as a radio network, international radio division, an interactive business and ancillary businesses in broadcast sales.



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