

The Magazine of South Bay People

Beach

INFORMATION INCLUDED

RATE CARD | CIRCULATION | ACTIVE... UPSCALE | PUBLICATION CALENDAR



THE MAGAZINE OF THE South Bay People

BEACH magazine presents in depth profiles of prominent Hermosa Beach, Manhattan Beach and Redondo Beach residents. Recent subjects have included Olympic Gold medal volleyball players Kerri Walsh and Eric Fonoimoana, Laker Luke Walton, Beach Business Bank founder Bob Franko, architect Grant Kirkpatrick, and U.S. surfing champion Mike Purpus.

Each month BEACH also documents in its photo pages the community events that are the fabric of the beach cities. These include the Sandpipers and American Martyrs Sophisticated Snoops home tours, Taste of the South Bay, Education Foundation galas and Men and Women of the Year awards dinners in each of the three beach cities, and benefits for such charities as the Richstone Family Center, Relay for Life and the Little Company of Mary and Torrance Memorial medical foundations.

BEACH's community calendar is the definitive guide to upcoming events for the beach cities. Its 50,000 circulation is home delivered to every home in Hermosa Beach, Manhattan Beach, Redondo Beach and Riviera Village where education levels and per capital incomes are among the highest in the United States. Over 40 percent of BEACH readers possess post graduate degrees and their average home prices exceed \$1 million.

50,000 Circulation

The Magazine of South Bay People Beach

P.O. Box 427, Hermosa Beach, CA 90254

Email: displayads@easyreader.info

Phone: 310-372-4611

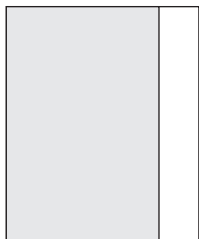
Fax: 424-212-6788 • www.easyreadernews.com

RATE CARD

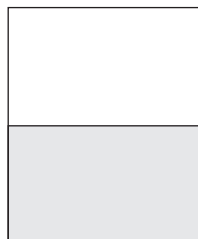
UPDATED: JANUARY 2011



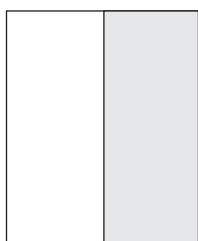
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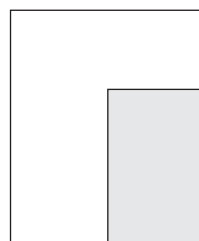
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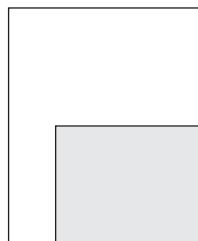
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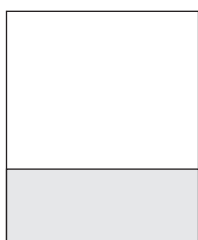
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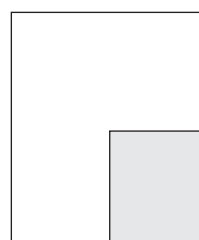
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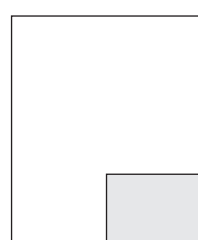
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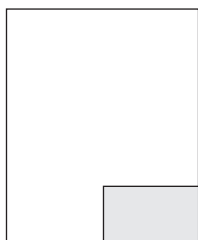
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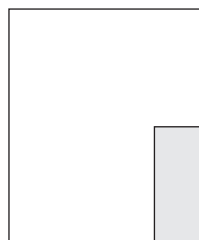
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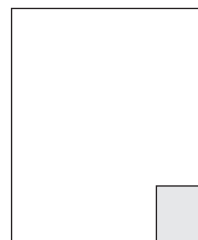
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1/8 Horizontal
4" x 2.25"



1/8 Vertical
1.875" x 4.75"



1/16 Vertical
1.875" x 2.25"

Cost per ad

	1x	6x	12x
BACK PAGE	2500	2200	2100
PAGE 2	2000	1800	1600
INSIDE BACK PAGE	1900	1700	1520
FULL PAGE	1800	1600	1450
3/4 PAGE	1425	1275	1150
1/2 PAGE	1000	900	800
1/3 PAGE	700	625	550
1/4 PAGE	550	500	450
1/6 PAGE	375	325	300
1/8 PAGE	300	275	250
1/16 PAGE	150	140	130

Beach combo rate for Easy Reader contract advertisers

One time contract

Advertise one time in *Beach* and *Easy Reader* in the same month and pay the *Easy Reader* one time rate for each ad.

Six time contract

Advertise each month for six months in *Beach* and *Easy Reader* and pay the *Easy Reader* eight time rate for each ad.

Twelve time contract

Advertise 12 times in *Beach* and *Easy Reader* and pay the *Easy Reader* 13 time rate for each ad.

TRIM SIZE: 9.25" x 10.875"
BLEED SIZE: 9.75" x 11.375"

PUBLICATION SCHEDULE: Published monthly combined with Easy Reader

DISPLAY ADVERTING DEADLINE:

All ad space must be reserved by **5pm**, two Fridays prior to publication.

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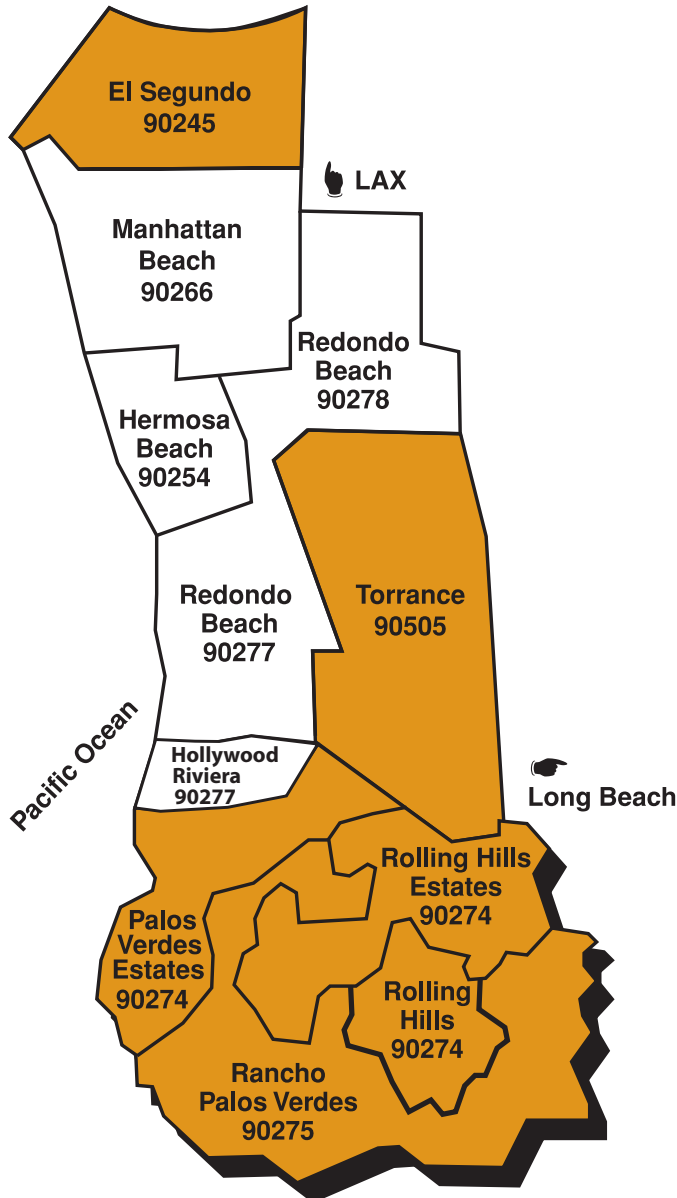
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The Most Sought After Market in California

Beach is a full color magazine for and about the people who live, work and play in one of the most beautiful communities in the country. It's 50,000 circulation is delivered the third thursday of each month.

The South Bay, with it's breathtaking ocean views, conveniently located fifteen minutes southwest of LAX and ten minutes west of the 405 Fwy, has one of the highest per capita incomes in the United States. The magazine profiles people who make an impact in their community. It also includes upcoming events, shopping, dining, theatre, art, book reviews, and photo essay pages of the visual highlights of the community.



Circulation and Distribution

BREAKDOWN BY ZIP CODE

HOME DELIVERY

Manhattan Beach	13,300
Hermosa Beach	6,400
South Redondo Beach	7,100
North Redondo Beach	11,350
Hollywood Riviera	2,000
HOME DELIVERY TOTAL	40,150

NEWS STANDS / SHOPS / RESTAURANTS

CITY TOTALS

Manhattan Beach	2,500	15,800
Hermosa Beach	2,600	9,000
South Redondo Beach	1,300	8,400
North Redondo Beach	1,200	12,550
Hollywood Riviera	0	2,000
Torrance	1,000	1,000
Palos Verdes	350	350
El Segundo	900	900
Newsstands/Shops TOTAL	9,850	50,000

 **Beach Home Delivery & Businesses**

 **Beach Businesses Delivery Only**

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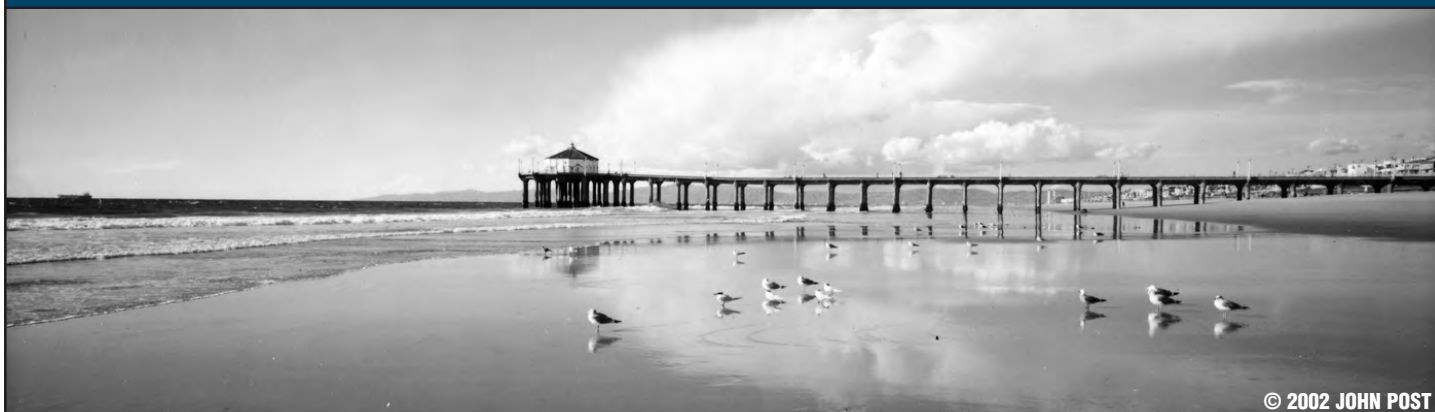
A glossy magazine for and about the people who live, work and play in one of the most beautiful communities in Southern California.

The South Bay, with its beautiful ocean views and clean air, conveniently situated fifteen minutes southwest of LAX and ten minutes west of the 405 freeway, has one of the highest per capita incomes in the entire United States. Profiles about people who make a difference in their community are a regular feature.

Also included are upcoming events, shopping, dining, theatre, art, book reviews and photo essay pages covering the events that highlight what makes the South Bay come alive.

Audited 50,000 Circulation

Delivered to every single-family home in Manhattan Beach, Hermosa Beach, Redondo Beach and Hollywood Riviera. With 9,850 being distributed through street racks.



2011 PUBLICATION DATES

Beach is **published 12 times** a year

PUBLICATION DATE	AD DEADLINE	THEME
January 20	January 6	Health & Fitness
February 10	January 28	South Bay Style, Brides/Valentine
March 10	February 25	Best of Beach
April 7	March 25	Home & Garden, Camp/Schools
May 12	April 29	Summer Calendar
June 9	May 27	Financial Leaders/Family Business
July 7	June 24	Women in Business, Happy Hour Guide
August 11	July 29	ER Anniversary
September 8	August 26	Home & Garden
October 6	September 23	Dining Guide/Meet your Merchant
November 10	October 28	Gift Guide/Financial Planning
December 8	November 25	Gift Guide

50,000 Circulation

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Beach

WWW.EASYREADERNEWS.COM

Active... Upscale

Beach's readers live along 10 miles of the most desirable white sand beaches in the world. Their homes are bordered on the north by the Los Angeles International Airport and on the south by the beautiful Palos Verdes Peninsula and Los Angeles Harbor.



INCOME

Beach readers' household incomes make the South Bay one of the most sought after consumer markets in the nation.

Average household income: \$130,000

Manhattan Beach	\$173,833
Hermosa Beach	\$126,227
Redondo Beach	\$91,155

Average Home Price: .. \$1,050,000

El Segundo	\$909,750
Manhattan Beach	\$1,300,000
Hermosa Beach	\$1,205,000
Redondo Beach	\$787,000

AGE

Beach readers are strongly represented in all adult age groups.

18-34	36.1%
35-49	39.7%
Over 49	23.9%

OCCUPATION

Beach readers don't just surf. They are decision makers.

Professional	46%
Managerial	14%
Technical	13%

EDUCATION

Beach readers are well educated.

College educated	90.9%
College degree	61.7%
Post-graduate study	26.2%

SEX & MARITAL STATUS

Male	48%
Female	52%
Married	44.7%

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2011 Beach Issue Calendar

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Jan. 20	Jan. 6	Health & Fitness
Feb. 10	Jan. 28	South Bay Style Valentine / Bridal
Mar. 10	Feb. 25	Best of the Beach
April 7	Mar. 25	Home & Garden Camps / Schools
May 12	April 29	Summer Calendar
June 9	May 29	Women in Business Happy Hour Guide
July 7	June 24	Financial Lenders Family Business Issue
Aug. 11	July 29	ER Anniversary Issue
Sept. 8	Aug. 26	Home & Garden
Oct. 6	Sept. 23	Dining Guide Meet your Merchant
Nov. 10	Oct. 28	Gift Guide Financial Planning
Dec. 8	Nov. 25	Gift Guide