

A sunset over the ocean with a wooden lifeguard stand in the foreground. The sun is low on the horizon, casting a warm orange glow across the sky and water. The lifeguard stand is silhouetted against the bright light of the sunset. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue.

MALIBUTIMES

MAGAZINE

2022
Media Kit

Cover Image by Jennifer McDougall @jenmcdougall

THE MAGAZINE

ABOUT US

Publishing the Malibu lifestyle since 2003, **Malibu Times Magazine** delivers fashion, food, homes, and profiles of Malibu to the visitors of the historic and timeless beach city. The magazine evolved over 18 years as a voice for the lifestyle and spirit of a small and resilient community. Our readers trust us to deliver, and we deliver that trust to our advertisers.

DISTRIBUTION

Malibu Times Magazine distributes 25,000 copies quarterly for Spring, Summer, Autumn and Winter. 20,000 dropped at high-traffic areas and 5,000 copies mailed to high-income residents of Malibu and the adjacent areas:

- Pacific Palisades
- Santa Monica
- Westlake Village
- Agoura Hills
- Thousand Oaks
- Calabasas
- Santa Barbara
- Montecito
- Pepperdine
- Ventura/Ojai

Our visitors are the best in the world, and our mailing list has a median income of \$240,000+.

COMMUNITY

The *Malibu Times Magazine* represents the fabric of the Malibu community through a commitment to signature events, media sponsorships, and volunteer programs that strengthen and build the character of individuals and community.

EXCELLENCE

The history and mystique of Malibu is an attraction that stands on its own. The sand, surf and social life have a magical impact on visitors and residents that call for excellence in its magazine namesake.

Malibu Times Magazine distinguishes itself with almost two decades of excellence serving Malibu.

Office: 24955 Pacific Coast Highway, Suite A102, Malibu, CA 90265 • Phone: 310-456-5507
Mailing: P.O. Box 1127, Malibu, CA 90265 • Sales Rep: sales@malibutimes.com

THE READERSHIP

ABOUT OUR AUDIENCE

Influential, educated, traveled. Our readers are high earners, highly creative, influential producers. Our audience looks to *Malibu Times Magazine* for the latest in culture, trends and people that influence consumer decisions among California's highest income earners.

MALIBU | 90265

12,871

GREATER MALIBU

19,599

MALIBU ADJACENT

80,569

OUR READERS

Readers of *Malibu Times Magazine* are home owners, business executives, successful creatives, and professionals. They travel, wine & dine, enjoy entertainment & experiences, and invest in their businesses and homes.

Whether they are visitors to Malibu or adjacent residents, the readers of *Malibu Times Magazine* are in a class of their own.

TOURISM

15,000,000

MEDIAN INCOME*

\$242,791

MEDIAN HOME VALUE**

\$3,014,300

DIRECT MAIL | 5,000+

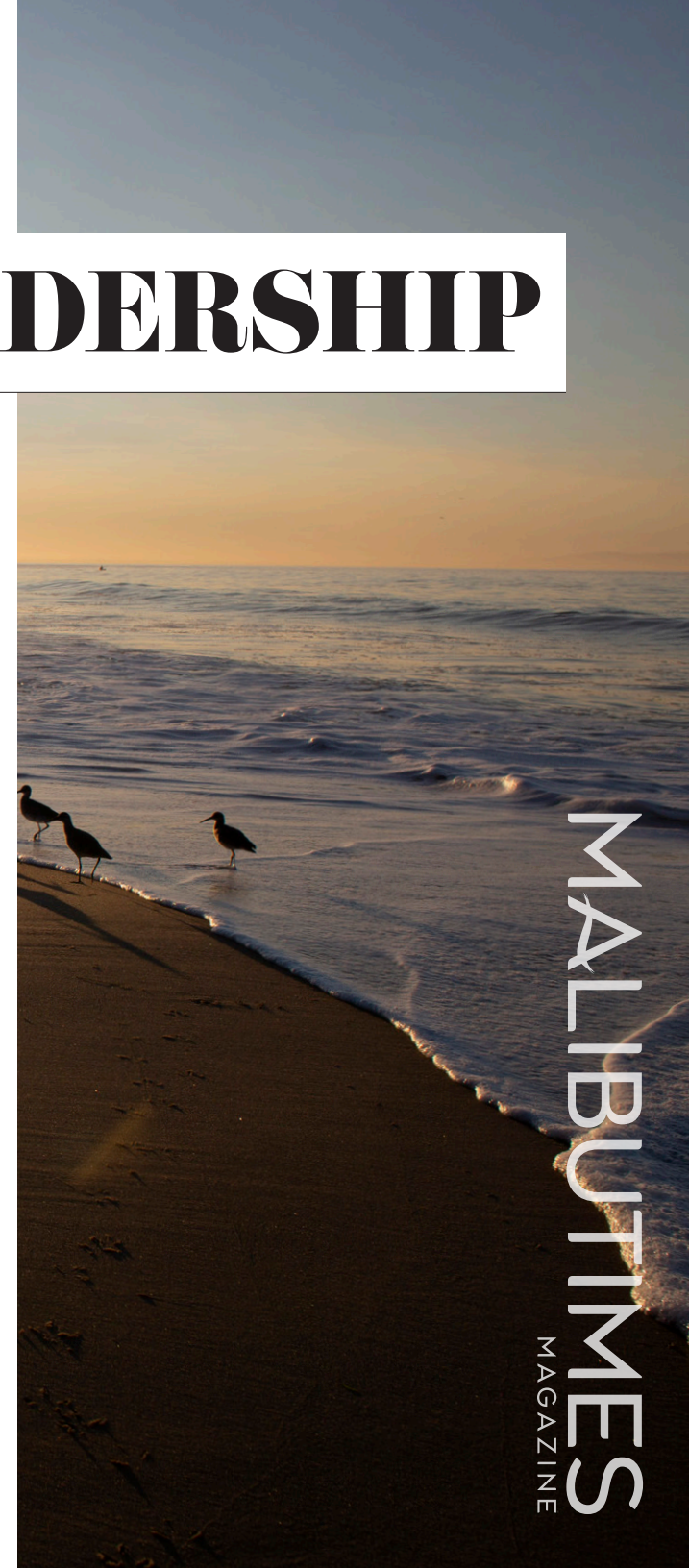
Mailed to top income earners and exclusive neighborhoods in Malibu and adjacent areas.

STRATEGIC LOCATIONS | 20,000

Delivered to more than 150 targeted local locations.

** Income reflects those of our direct mail readers*

*** Home value reflects that of Malibu, 90265*





INSIDE INFORMATION

ISSUE CONTENTS

Our readers expect to be informed, entertained, impressed, and intrigued. *Malibu Times Magazine* provides content across a range of topics of interest to residents, visitors, and shoppers in the Malibu and adjacent communities. Every issue includes:

MALIBU HOME

Creating & enhancing your indoor and outdoor living spaces

HEALTH & WELLNESS

Expert advice, new trends, new products, tried and true remedies

FOOD & WINE

Restaurants, vineyards, venues

MALIBU COMMUNITY & CULTURAL PROFILES

Individuals contributing to and enriching our Malibu lifestyle

TRAVEL/ENTERTAINMENT

What to Do in Malibu™ & the world beyond

ART & DESIGN

Creators, galleries, events

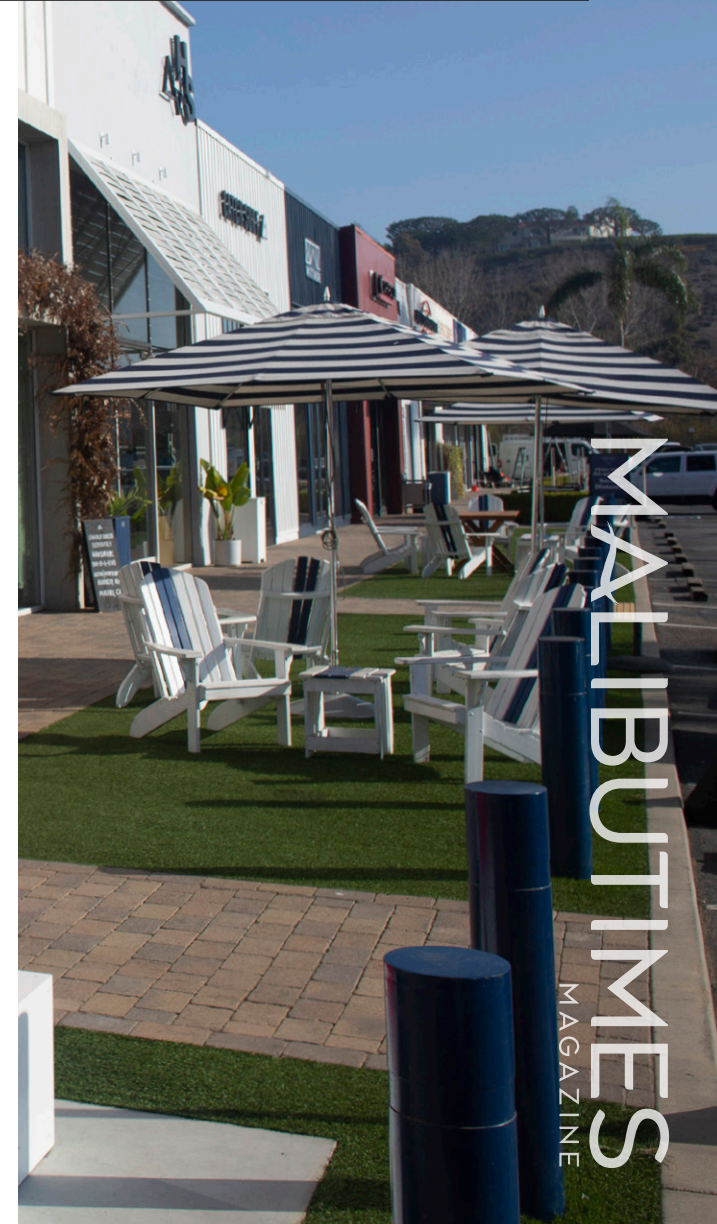


EDITORIAL CALENDAR

2022 SEASONAL CONTENT

Malibu Times Magazine celebrates the seasons in style, with new content about the times, trends, events, and people. Each season brings something special to Malibu and our commitment is to present it in a way that gets to the heart and soul of what makes Malibu.

ISSUE	ADVERTISING SECTIONS	AD DEADLINE	DELIVERY
SPRING	Self Care – Mind, body, spirit Spring Dreams: Day trips, domestic vacation, foreign shores MalibuHome: Smart improvements and green living	FEB. 10	MAR. 1
SUMMER	Fun in the sun in Malibu <i>What to do in Malibu</i> Double Issue Summer Dreams: Day trips, domestic vacation, foreign shores MalibuHome: Outdoor lifestyle	MAY 10	JUN. 1
AUTUMN	New boutiques & business showcases Taste of Malibu: Dining out & entertainment MalibuHome: Furnishings and finishes	AUG. 10	SEP. 1
WINTER	Health & wellness Holiday Gift Guide MalibuHome: Creating efficient and organized spaces	OCT. 10	NOV. 1

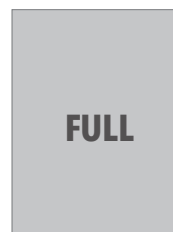


AD RATES

PRICING AND PAGE SIZES

We deliver to homes and businesses in exclusive neighborhoods in Malibu and nearby areas — Calabasas, Agoura Hills, Santa Monica, Westlake Village, Thousand Oaks, Topanga, Pacific Palisades, Ventura-Ojai, Santa Barbara-Montecito, Pepperdine University.

PRINT	OPEN RATE*	ANNUAL*
Covers	Contact Rep	Contact Rep
Full Page	\$2035	\$1650
1/2 Page	\$1520	\$975
1/3 Page	\$850	\$775
1/4 Page	\$700	\$555
<i>*All rates net</i>		



ONLINE	MONTHLY RATE
Super Banner**	\$995
Home Banner**	\$495
Sidebar***	\$395
1200x200px * 400x400px JPGs	



PAGE SIZE	SPECS
Full Page	8.375x10.875 [†]
1/2 Page V	3.8125x10.125
1/2 Page H	7.75x5
1/3 Page	2.5x10.125
1/4 Page	3.8125x5
[†] bleed .25" on each side	

MAGAZINE SPECS
Perfect Bound; 4/4 CMYK
Trim 8.375x10.875
PDF, JPG (300 DPI) or EPS
All dimensions are inches

TERMS & CONDITIONS

THE FINE PRINT

BILLING

Invoices will be sent out upon order. Payment due upon receipt with a 30-day grace period. Late fees apply to payments more than 30 days after due date. Upon establishing credit, accounts can be set up with NET30+ terms. Credit card payments more than \$1000 may be subject to a 3% fee. *Please provide accurate, updated contact information for your accounts payable department.*

PRICING

All prices are net contract rates. Annual rates apply to 4+ insertions in a 12-month period.

ARTWORK & DESIGN

Ads designed by 13 Stars Media are made to order for advertisers, and shared property between the publisher and advertiser upon approval. There shall be no restrictions of use by either the publisher and advertiser. More than three advertiser-prompted revisions will incur design fees of 10% of total ad cost.

CANCELLATIONS

Must be made in writing prior to reservation deadline. Cancellations after deadline incur a fee of 50% of the canceled ad price.

INDEMNITY

Advertisers and their agencies are solely responsible for the contents and claims of their advertisements. Advertisers and their agencies shall indemnify 13 Stars Media, their owners and their affiliates of any and all harm caused by their advertising, and shall pay any and all costs related.

GENERAL

All ads are subject to approval by the Publisher. Text-heavy ads may be subject to "Advertisement" label.

MALIBUTIMES

MAGAZINE

