



BEACH CITIES MEDIA

YOUR COASTAL CONCIERGE TO DINE, SHOP, PLAY, AND STAY
2026 MEDIA GUIDE



beachcities-media.com



TRAVELERS TRUST BEACH CITIES MAGAZINE TO GUIDE THEM WHERE TO DINE, SHOP, EXPLORE, AND HAVE FUN!



Traveling Households

In 2023, the **average income of U.S. households that traveled** was approximately **\$154,000**, which is nearly double the national median household income of \$78,538 during the same period ¹

Print Resources in Travel Planning

44.8% of American leisure travelers reported using printed materials—such as brochures, magazines, and guidebooks—for trip planning within the past year ³

Additionally, **40% of travelers utilized a print resource to plan their trip** last year, highlighting the continued relevance of print in travel planning ³

Percentage of Travelers Who Overspend

53%

OF AMERICANS
— always go over budget —
on travel spending ²

Why Print Still Matters

Despite the dominance of digital platforms, print materials offer unique advantages:

Trustworthiness and Tangibility: Many travelers find printed materials to be reliable sources of information that are easy to reference during their journeys ⁴

Influence at Destinations: A significant number of visitors pick up brochures while traveling, with **73% influenced by them** at their destination ⁴

Cross-Generational Appeal: Print resources are appreciated across various age groups, including younger travelers who value the curated and concise information they provide ⁴

REFERENCES:

- 1 CTM Travel Services
- 2 Beach 2025 survey
- 3 LinkedIn
- 4 Radiant Copywriting

Beach Cities Media is a proud and active member of the following:



beachcities-media.com





ONLINE PUBLICATION

features digital version of the magazine, more extensive client content, more photos and banner ads available for purchase



BUSINESS SPOTLIGHT LISTING

A written description of your business including your address, phone number, website and hours of operation



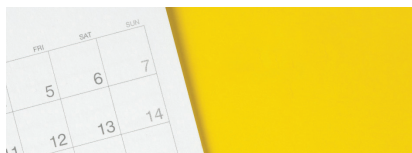
CUSTOM MAPS

Local maps that pinpoint all of our distribution points including hotels, visitor centers and all of our local advertisers



SOCIAL MEDIA

We promote your business at no extra cost, on all of the major SM platforms including Facebook, Instagram, LinkedIn and TikTok



CALENDAR OF EVENTS

We feature quarterly, local promotional and seasonal events with links to the event websites so locals and travelers can connect and attend



EMAIL MARKETING

We connect our clients to over 100,000 affluent local households every quarter. Area residents love our magazine so they too can find the best places to dine, shop, play and stay!



QR CODE

Easily access our website and digital e-magazine on the go from the QR code on the cover and from displays in every distribution point throughout the greater Long Beach area



For a quarter of a century now, it has been my pleasure to call Long Beach home. Therefore, it's a passion of mine to connect the travelers and locals to all the great places to dine, shop, and play in our local markets to the North and South of us. You know how hard it is to reach the affluent hotel guest. We put your message in front of them before they make a decision on where they'll spend their time and money. Allow me to share with you our multimedia approach to growing your business!

– Dan Lipton, CEO and Publisher



Greg Guthrie, GM Hotel Maya

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BEACH CITIES MEDIA ADVERTISING RATES:

DIGITAL ADS

Quarterly Email	Quarterly Rate	Annual Rate
(to 120K Local Households)	\$295	\$995
Website Banner Ads	Monthly Rate	
Homepage 728x90px, 300x600px	\$50	
Other pages 728x90px	\$25	

*Minimum six month commitment, with 2 updates allowed during commitment

PREMIUM POSITIONS

Ad Sizes	Cost per Quarter	Cost per Month
Front Cover	\$5985	\$1995
Inside Front Cover	\$4185	\$1395
Centerspread (middle two, side-by-side pages)	\$6585	\$2195
Inside Back Cover	\$3885	\$1295
Back Cover	\$4995	\$1665

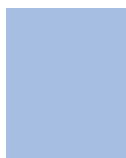
DISPLAY ADS

Ad Sizes	Cost per Quarter	Cost per Month
Full Page	\$3585	\$1195
Half Page	\$2085	\$695
Quarter Page	\$1185	\$395
Theme Page	\$855	\$295

*10% discount for a two-year agreement

*15% discount for a three-year agreement

Beach Cities Magazine is published on a quarterly basis



Full Page

5.75" x 8.5" (bleed size)

Bleed trim size is 5.25" x 8"

Keep all live matter at least .25" from trim



1/2 Page

4.75" x 3.65"



1/4 Page

2.3" x 3.65"

MATERIAL SPECIFICATIONS

DIGITAL-READY Adobe Acrobat PDF (Press Optimized, CMYK, no OPI) Adobe Illustrator (Illustrator EPS) Adobe Photoshop (PSD, TIFF or EPS format)

RESOLUTION 300 DPI, minimum. Line art saved at 600 DPI.

Images from web sites are 72 DPI and should not be scaled to 300 DPI, due to excessive quality deterioration. Website images will be rejected.

COLORS CMYK format ONLY; no RGB, indexed color, duotone, etc. Save black & white art as grayscale, line art as bitmapped.

DOT GAIN Beach Cities Media prints on heat-set web presses. Please allow for a 25% dot gain to ensure appropriate adjustments for pleasing color-process printing.

FONTS Use Adobe Postscript fonts. TrueType fonts are not acceptable. Please include all fonts with ad submission.



2025-26 Publication Deadlines

Spring 2026

Deadline: March 7, 2026

Summer 2026

Deadline: June 6, 2026

Fall 2026

Deadline: Sept 5, 2026

Winter 2027

Deadline: Dec 6, 2026

POLICIES

RATES

All rates are per month. Issues are printed quarterly. First issue must be paid in advance.

PAYMENT TERMS

Invoice due upon receipt. Checks are payable to Beach Cities Media LLC. All major credit cards accepted. Advertiser agrees to pay all legal fees, court and/or collection costs on accounts delinquent over 90 days.

CONTRACTS

Advertising contracts and insertion orders with Beach Cities Media are non-cancellable.

AGENCIES

Recognized advertising agencies are entitled to a 15% commission on ads placed at full rate card prices with camera ready art.

PRODUCTION

Advertisers shall provide Beach Cities Media with appropriate digital-ready materials within stated guidelines. Late material will incur a \$100 charge. If advertiser is unable to provide digital-ready ad, Beach Cities Media will produce the ad for a fee to be determined upon receipt of raw materials. All ads are subject to Publisher's approval.

Dan Lipton

CEO and Publisher

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