



Serving North County
San Diego since 1987

2022

MEDIA KIT

THE COAST NEWS GROUP

THE COAST NEWS • THE INLAND EDITION

THECOASTNEWS.COM



THE COAST NEWS GROUP

Serving North County over 34 years

We've got you covered North County.



THE COAST NEWS

PUBLISHES: EVERY FRIDAY

COVERAGE AREA: Oceanside, Carlsbad, Encinitas, Solana Beach, Del Mar, Carmel Valley, & Rancho Santa Fe.

CIRCULATION: 20,000



THE INLAND EDITION

PUBLISHES: EVERY OTHER FRIDAY

COVERAGE AREA: Vista, Escondido & San Marcos

CIRCULATION: 10,000

Expand your reach with our affiliate papers: San Diego News Group



MISSION STATEMENT:

The Coast News has been delivering high-quality news, community voice and storytelling since its inception in 1987. Since then, the news organization has grown to cover the majority of San Diego's populous North County region.

The Coast News Group continues to evolve in the way it disseminates the original reporting that is important to the communities it serves. TheCoastNews.com website, daily E-newsletters, North County Beat Podcast, Twitter, Facebook and Instagram pages expand the reach of our news while upholding the journalistic integrity that has gained the trust of readers, and the reputation as a newspaper people love.

The journalism that is found in The Coast News Group's papers can be relied on as being based in fact, informed, fair and comprehensive, and speaks to our duty to serve the thousands of readers that seek out our publications.

The Coast News Group will always strive to play an important part in informing and contributing to the lives of its readers.

READERS WITH MORE MONEY TO SPEND.

The Circulation Verification Council (CVC) recently reported that the Coast News is one of the top read community newspapers in the entire nation!

Papers people love.

"Readers are constantly telling me and my employees they 'love our papers.' Isn't that cool?"

— Jim Kydd, Publisher

Advertising with The Coast News Group gets Results!

**Print
Readership:**

Coast News

60,000

Inland Edition

30,000

71%

of Coast News
readers regularly
shop from ads in
our publications
(that's 64,000
shoppers!)

**Affluent
Audience**

20%

have HHI of
\$200,000+

“As a community bank, we advertise in the Coast News every week. It keeps us connected to locals who own and operate the businesses we are here to serve.” — Mary Purviance

**EXCLUSIVE
READERSHIP**

only 18.5% read
the UT

<1% read the
SDReader

**ENGAGED
AUDIENCE**

award-winning
editorial, and
in-depth local
news coverage

**GROWING
DIGITAL**

readership
of over
200,000
website users

Demographics

Consumers over age 45 control over 80% of all discretionary income and buying power.

— Harvard Business Review



The Coast News Group AUDIT & READERSHIP REPORT

As a publication audited by the Circulation Verification Council (CVC), we have a clear understanding of our impact, including the number of households we reach, how much we're read, and our influence on purchasing decisions. When it comes to serving readers and advertisers, CVC is the gold standard 3rd party audit source for community newspapers.

CIRCULATION & READERSHIP

- Average net circulation
Coast News - 19,514
Inland Edition - 10,600
- The Coast News is distributed regularly in your area. Do you or someone in your household normally read or look through The Coast News?
YES (503 survey respondents)
- Do you frequently purchase products or services from ads seen in the (The Coast News)?
71% YES, 29% NO
- How long do you keep it before discarding?
41% 1-2 Days; 32% 3-4 Days; 15% 5-6 Days; 12% 1+ Weeks
- Which of the following publications do you consider your primary source for community news and advertising?*

The Coast News 76.3%
The San Diego Union Tribune 18.5%
San Diego Reader 00.0%
Other 05.2%

AGE, INCOME, GENDER, EDUCATION

6. Age: Please select the category that best describes your age.

AGE	READER DEMOS	MARKET DEMOS	AGE	READER DEMOS	MARKET DEMOS
18-20	1%	06%	45-54	24%	19%
21-24	1%	08%	55-64	25%	15%
25-34	11%	19%	65-74	17%	08%
35-44	17%	17%	75+	5%	05%

*Data from 2017-2019 CVC audits

7. Income: What category best describes your combined annual household income for last year?

INCOME	READER DEMOS	MARKET DEMOS	INCOME	READER DEMOS	MARKET DEMOS
Under \$15,000	0%	08%	\$100-\$125,000	9%	13%
\$15-\$25,000	1%	06%	\$125-\$150,000	14%	10%
\$25-\$50,000	4%	08%	\$150-\$200,000	16%	07%
\$50-\$74,999	19%	12%	\$200,000+	20%	09%
\$75-\$99,999	17%	16%			

8. Gender: (Voice recognition - Gender Bias Rotation)

GENDER	READER DEMOS	MARKET DEMOS
Male readers	45%	50%
Female readers	55%	50%

9. What is the highest level of education you have obtained?

EDUCATION LEVEL	READER DEMOS	MARKET DEMOS
High School or Less	17%	14%
Graduated High School	15%	6%
Some College	34%	32%
Graduated College	32%	23%
Completed Master Graduate	15%	10%
Completed Professional Degree	4%	10%
Completed Doctorate Graduate	3%	2%

10. Which of the following products or services do you plan to purchase during the next twelve months?

21% New Automobile, 19% Used Automobile, **14% Antiques/Auctions**, **43% Furniture/Home Furnishings**, **19% Major Home Appliance**, **18% Computers/Tablets/Laptops**, **32% Home Improvements/ Home Improvement Supplies**, **34% Television/Electronics**, **16% Carpet/Flooring**, **58% Automobile Accessories (Tires, Brakes & Service)**, **42% Lawn & Garden Supplies**, **33% Florist/Gift Shops**, **18% Home Heating & Air Conditioning (Service, New Equipment)**, **63% Vacations/Travel**, **10% Real Estate**, **65% Men's Apparel**, **72% Women's Apparel**, **40% Children's Apparel**, **03% Boats/Personal Watercraft**, **15% Art & Crafts Supplies**, **16% Childcare**, **32% Education/Classes**, **10% Attorney**, **29% Veterinarian**, **19% Chiropractor**, **28% Financial Planner (Retirement, Investing)**, **66% Tax Advisor/Services**, **42% Health Club/Exercise Class**, **48% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)**, **14% Weight Loss**, **36% Lawn Care Service (Maintenance & Landscaping)**, **30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)**, **65% Pharmacist/Prescription Service**, **28% Cell Phone Or Smart Phone (New Service Or Update Service)**, **88% Dining & Entertainment**, **28% Jewelry**, **09% Wedding Supplies**, **35% Athletic & Sports Equipment**, **04% Motorcycles / ATV's**

Advertising Rates

Prices effective July 2021

All rates are NET per ad per week.



THE COAST NEWS

published weekly

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$1840	\$1450	\$1350	\$1270	\$1170	\$1070	\$300
1/2 page	\$1020	\$890	\$830	\$770	\$690	\$680	\$250
1/4 page	\$550	\$490	\$460	\$420	\$380	\$355	\$150
1/8 page	\$350	\$250	\$235	\$225	\$215	\$200	\$75
per col. in.	\$37	\$28	\$26	\$24	\$22	\$20	\$7
STRIP AD	A1 \$550	B1 \$450	A3 \$400				

INLAND EDITION

published every other week

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$1490	\$1180	\$1100	\$1030	\$940	—	\$300
1/2 page	\$840	\$730	\$670	\$610	\$560	—	\$250
1/4 page	\$450	\$390	\$360	\$340	\$320	—	\$150
1/8 page	\$280	\$200	\$190	\$180	\$170	—	\$75
per col in.	\$30	\$22	\$20	\$19	\$17	—	\$6
STRIP AD	A1 \$500						

MULTI-PAPER RATES

50% off space and 50% off color per paper

SIZE	1-2wks	3wks	6wks	12wks	26wks	52wks	color
Full page	\$745	\$680	\$550	\$515	\$470	—	\$150
1/2 page	\$420	\$365	\$335	\$305	\$280	—	\$125
1/4 page	\$225	\$190	\$180	\$170	\$160	—	\$75
1/8 page	\$140	\$100	\$95	\$90	\$85	—	\$35
per col in.	\$15	\$11	\$10	\$9	\$8	—	\$3

CLASSIFIED AD RATES

classified display rates

PER PAPER	1-3wks	6wks	12wks	12wks	26wks	52wks
Display PCI	\$40	\$36	\$32	\$28	\$28	\$24

CLASSIFIED LINE AD RATES

Place your own line ad online at thecoastnews.com. Classified ads run online and in both printed publications. Line ads placed online are \$7.50 per week for first 15 words, \$0.25 for each additional word. Line ads placed in-house or over the phone are \$1 per word per week

reach even more customers when you *Advertise Online*

Unparalleled Local Content

Breaking News • Exclusive Reporting • Event Listings

Capture an engaged digital audience at thecoastnews.com, our increasingly popular mobile-friendly website. Get over 150,000 impressions in front of over 65,000 unique users per month on desktop, tablet, and smart phones.

175K

page views
per month

75K

unique visitors
per month

Digital Rates

Large Box

300(w) x 500(h) pixels

\$900/mo

Medium Box

300(w) x 250(h) pixels

\$500/mo

3 month prepaid

10% off

6 month prepaid

20% off

12 month prepaid

30% off

NOTE: Early termination will result in being billed the difference between discounts contracted for and discount actually earned.

Digital Specs

AD REQUIREMENTS:

File types accepted are
JPG, PNG, GIF, HTMLs

File must be in RGB color

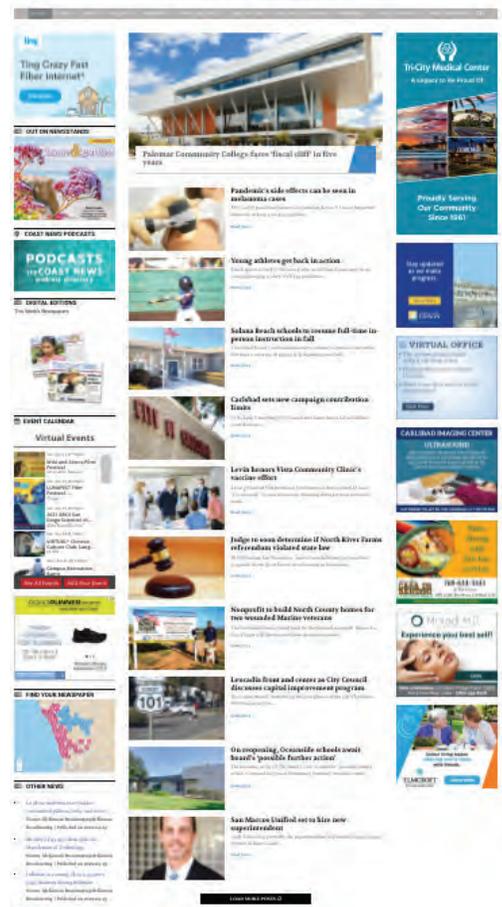
Maximum file size is
1000 kb

The Coast News Group will build your digital ad at no additional cost. Logo and any additional art or fonts to be used must be provided by advertiser.

3 rotations per ad position
or minimum of
33% share-of-voice

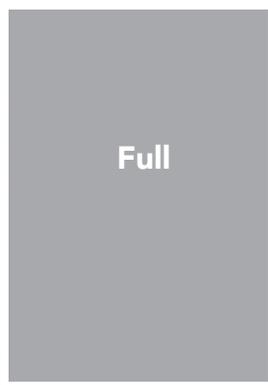
Contact your ad rep for
more details

THE COAST NEWS GROUP
The Coast News | The Island Edition



Artwork

print specs & production information



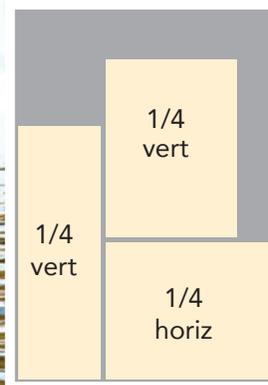
FULL PAGE
10.25"x14.5"



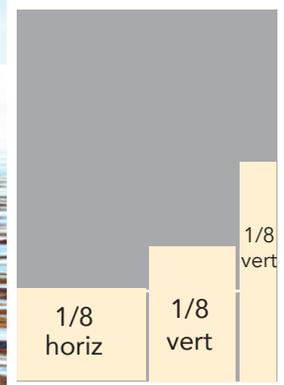
HALF PAGE
5.075"x14.5"



HALF PAGE
10.25"x7.25"
8.525"x8.75" not shown



QUARTER PAGE
3.35"x10.75"
5.075"x7.25"
6.8"x5.5"



EIGHTH PAGE
5.075"x3.75"
3.35"x5.75"
1.625"x10.75"

Preferred file format:

CMYK PDF

Outline fonts and flatten images

Accepted file format:

InDesign, Illustrator + EPS,
Photoshop + EPS, TIFF, JPG

(minimum dpi: 200)

**DO NOT INCLUDE
CROP MARKS**

**Deadline to reserve space is
Friday at 4:00pm PST, 1 week
prior to publication.**

**Artwork due by
Tuesday @ 2pm week of
publication**

**Ask your rep for position on
feature pages (surcharge may
apply).**

***The deadline for free ad
design is 12 p.m. the Friday
prior to the issue date.
A \$50 design fee will be
applied for late artwork.**



FRONT PAGE COVER STRIP ADS
10.25"x2"

Take advantage of our free ad design services

Our experienced marketing professionals will consult with you to create a concise and powerful message that achieves your specific marketing goal. Next our artists will translate that message in to an appealing and effective advertisement for your business.

eNewsletter Rates

Highlight new products, seasonal promotions, events, sales, and more in a professional e-Newsletter delivered Monday thru Friday to over 7,000 local

business owners in San Diego county. Our email list was built organically and gets excellent open rates since we are a local news authority.

ICYM (Mondays) In Case You Missed It over the weekend, catch up on weekend news and highlights from Friday's publication

Food & Wine (Tuesdays) Get ahead of Friday's paper with a sneak peak at our Lick the Plate restaurant feature, as well as Wine Bytes from Frank Mangio, and our popular Cheers!North County beer column and podcast.

Podcast Blast (Wednesdays) Tune in for the latest episodes of the North County Beat with Kelli Kyle, Headlines with Ryan Woldt, and Cheer's North County, our bi-weekly beer podcast. Podcast advertising sold separately from the newsletters.

Top Stories (Thursdays) Local News highlights and reviews from the upcoming printed edition before it hits newsstands!

To Do This Weekend (Fridays) Discover local events, art, entertainment, festivals, and more to kick off your weekend!

Rate per email	1wk	3wks	6wks	12wks	26+wks
300x250 pixel ads Medium Box	\$195	\$175	\$155	\$135	\$115
Sponsored Content	\$195	\$175	\$155	\$135	\$115
MP News Add On	\$100	\$95	\$90	\$85	\$80

Ad Requirements

Acceptable file formats are jpeg, gif, or png File must be in RGB color, 1000kb max file size
The Coast News Group will build your digital ad at no additional cost.
Animation OK

The most effective eNewsletter ads are simple, with large text stating a clear message or a call to action.
Many eNewsletters function to drive visitors to a website for further action. If this is the case, please provide a click-thru link (URL) for you company or website.

Coast News Eblast
Get a dedicated email sent by the Coast News promoting your business, service, or event.

\$595/ea



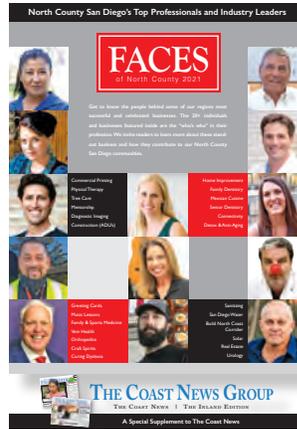
*Prices effective May 2021

Features & Special Sections



SPRING/FALL HOME & GARDEN

In early spring & fall a special supplement to the paper includes exclusively home and garden ads and content. Advertisers enjoy editorial and discounted ads.
Fall 2021: Sept. 24th
Spring 2022: March 25th



FACES OF NORTH COUNTY

Faces of North County is a special feature published in The Coast News and online at thecoastnews.com. The goal is to celebrate your success and assert your place at the top of your industry.
January 28th, 2022



FOOD & WINE

Promote your restaurant along side Lick the Plate restaurant column by David Boylan, world-famous Wine Connoisseur, Frank Mangio, and Cheers! North County beer columnist Ryan Woldt as they highlight local dining & spirits on a weekly basis.



MARKETPLACE NEWS ADVERTORIALS

Buy a story on your business. Our native advertising solution, this editorial-style advertising feature comes in 2 sizes and goes in print and online at www.thecoastnewsgroup.com PDF and framed copy of story provided, and keywords accepted for SEO.

Other Features:

Non Profit Rates

Classifieds

Inserts

Digital Advertising

Content Creation

Search Engine Marketing

Digital Video Production"



SUMMER FUN & EDUCATIONAL OPPORTUNITIES

These popular features offer advertisers FREE EDITORIAL next to each ad informing parents about local educational programs. Summer Fun is available May-July only.