

THE COAST NEWS

North County's Independent Local News Authority

For nearly 40 years, The Coast News has delivered independent journalism and trusted community reporting across coastal and inland North County San Diego.

Today, The Coast News operates as a multi-platform local media network connecting businesses with North County's most engaged audiences.



40,000+ Weekly Print Readers

375,000+ Monthly Pageviews

14,400 Email Newsletter Subscribers

38,900 Social Followers

Serving Coastal and Inland

North County San Diego

AUDIENCE PROFILE

Affluent readers who support North County businesses

The Coast News reaches an engaged audience of North County residents with strong purchasing power and demonstrated response to advertising.

Reader Engagement

73% of readers say they frequently purchase products or services from ads seen in The Coast News.

Each issue reaches an average of 3.25 readers per copy.

Average estimated readers per edition: **50,346**

Audience Snapshot

Age

- 71% of readers are age 45+
- Core readership spans 45–64

Household Income

- 63% earn \$125,000+ annually
- 29% earn more than \$200,000

Education

- 63% hold a college or advanced degree

Verified Audience Data

Audience and readership metrics independently verified through the Circulation Verification Council (CVC) readership study.

What Coast News Readers Plan to Buy

- Dining & Entertainment — 88%
- Vacations & Travel — 44%
- Medical Services / Physicians — 39%
- Furniture & Home Furnishings — 35%
- Home Improvement Services — 30%
- Home Heating & Air Conditioning — 21%
- New or Used Automobile — 22%
- Veterinarian & Pet Supplies — 22%
- Real Estate — 8%
- Financial Planner — 28%
- Jewelry — 31%

73%

of readers frequently purchase from ads seen in The Coast News.



The Coast News delivers audited, demand-driven distribution across more than 330 locations throughout North County's most affluent communities.

MARKET REACH

Deep Reach Across Coastal and Inland North County

The Coast News connects businesses with highly engaged readers across North County San Diego's most influential coastal and inland communities. Our distribution network reaches homeowners, professionals, and civic leaders who are actively engaged in local life.

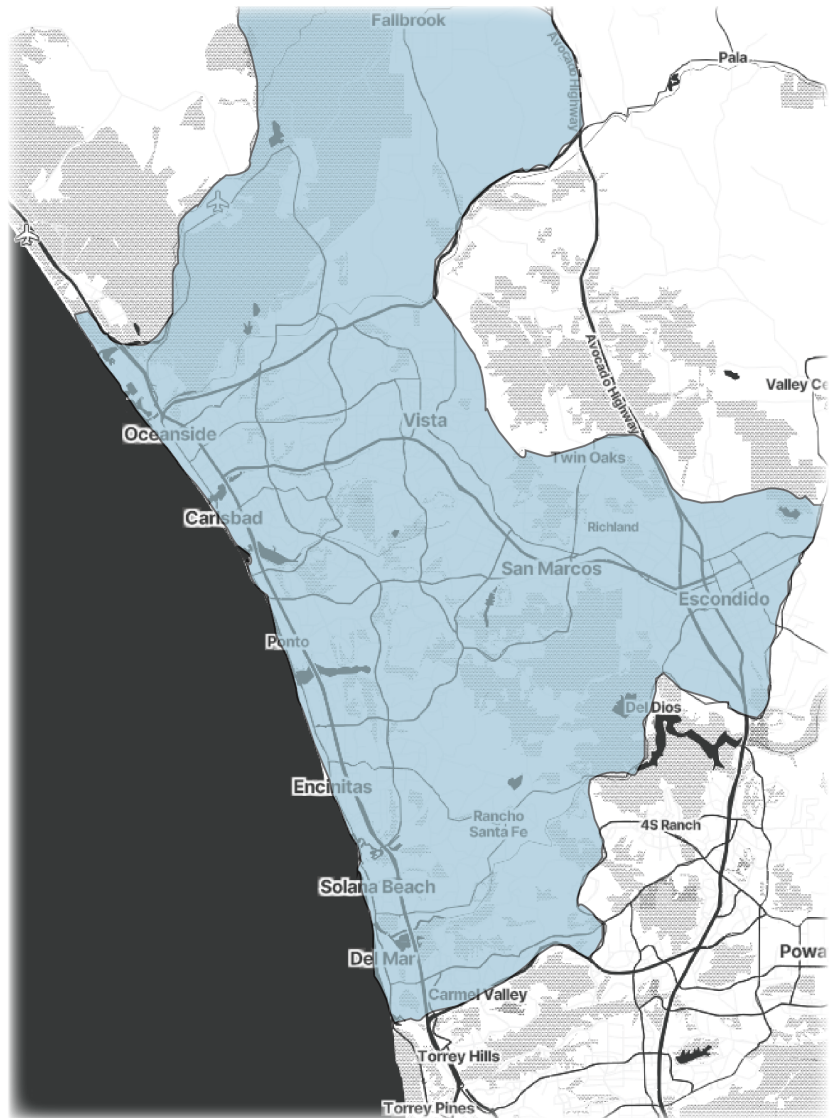
Print | Digital | Email | Social

Primary Distribution Communities Include

- Oceanside
- Carlsbad
- Encinitas
- Solana Beach
- Del Mar
- Carmel Valley
- Rancho Santa Fe
- Vista
- San Marcos
- Escondido
- Fallbrook
- Bonsall

Reader-Driven Distribution

Unlike home-delivered publications, The Coast News uses a demand distribution model, placing copies in high-traffic community locations where readers intentionally pick them up.



North County's Most Engaged Local News Audience



DIGITAL DISPLAY ADVERTISING



Local Digital Reach Across North County

TheCoastNews.com delivers more than 375,000 monthly pageviews and high-impact digital impressions across engaged North County readers on desktop and mobile.

Premium Display Units

Billboard (970×250)

Leaderboard (728×90)

Large Rectangle (300×500)

Medium Rectangle (300×250)

High-visibility placements appearing across article pages and key site sections.

In-Content Display Units

Display ads embedded directly within article content, placing your message in front of readers while they are actively engaged with local news.

High-Impact Sponsorship Units

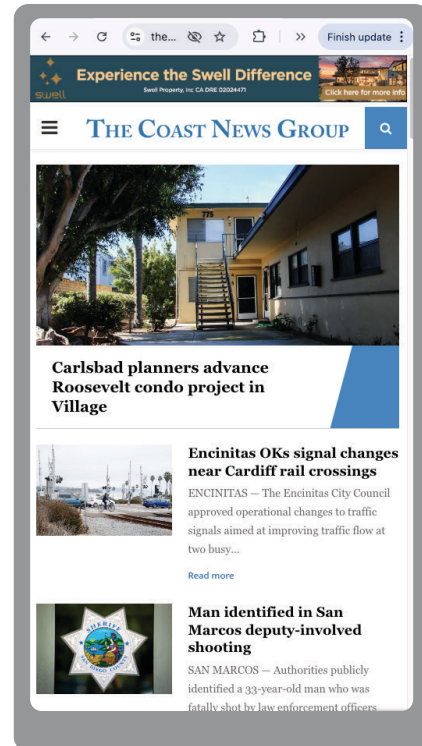
Homepage Post-It Note Takeover

3D Cube Interactive Unit

Local Authority Sponsorship Placement

Premium brand placements designed for maximum visibility and campaign impact.

Digital campaigns are sold on a CPM basis with guaranteed impression delivery and transparent performance reporting.



CPM Structure

Run-of-Site Display: starting at \$6 CPM

Premium & In-Content Placements: \$8–\$12 CPM

High-Impact Sponsorships: custom pricing

Advanced Targeting Capabilities

- ZIP-level geo targeting
- Contextual keyword targeting
- Audience segmentation
- Email retargeting
- Custom digital campaign proposals available upon request
- Transparent reporting and measurable performance tracking.

PRINT ADVERTISING



Reach North County Through Trusted Local Journalism

Print remains one of the most trusted ways to reach North County residents and decision-makers. Each issue of The Coast News is actively read, shared and saved by households and businesses throughout the region.

Standard Display Advertising

Full Page
\$1,225 - \$2,405

Half Page
\$775 - \$1,405

Quarter Page
\$405 - \$780

Eighth Page
\$225 - \$460

Rates are net per publication and may vary based on placement, frequency, use of color, and integrated campaigns.



Premium Print Placements

High-visibility placements designed to maximize brand awareness.

Front Page Strip
Starting at \$500

Front Page Double Strip
Starting at \$1,000

Page 3 Strip
Starting at \$450

Page 3 Double Strip
Starting at \$900

Legal Advertising

Court-approved publication for legal notices including fictitious business names, trustee sales, summons, and public notices. Email legals@coastnewsgroup.com.

Obituaries

Professional obituary publishing in print and online to honor and celebrate community members. Email obits@coastnewsgroup.com

Classifieds

Affordable classified listings for announcements, employment opportunities, services, and community notices. Email classifieds@coastnewsgroup.com

Many successful campaigns start in print and expand across digital and storytelling platforms.

SPONSORED STORYTELLING & NATIVE ADVERTISING



Trusted Storytelling with Lasting Search Visibility

We create sponsored editorial features that position businesses within The Coast News' trusted news environment while delivering lasting digital visibility and search authority.

Digital Sponsored Features

- 550–700 word professionally written article
- SEO optimization for long-term discoverability
- 3–5 contextual backlinks
- Placement on thecoastnews.com
- Optional social amplification

Marketplace News

- Appears in the Coast News Marketplace News section
- Approx. 700 words (1/3 page) or 320 words (1/6 page)
- Web searchable archive placement
- SEO optimization for long-term discoverability
- Optional framed reprint for display

These programs combine credible storytelling with lasting digital visibility and trusted print exposure.

Custom packages and pricing available upon request.



Health & Beauty Section

- Monthly themed section published first Friday of each month
- Reaches readers interested in health, wellness, and beauty services
- Optional “Ask the Expert” sponsored columns from local healthcare professionals
- Optional newsletter inclusion

Eat & Drink Features

Restaurants may be featured in the Lick the Plate or Taste of Food & Wine columns highlighting North County's dining scene.

BEST OF NORTH COUNTY



Annual Community Recognition Platform

Best of North County is The Coast News' annual community voting program celebrating the businesses, services and organizations that define life in North County San Diego.

The program drives nominations, voting engagement and special print and digital coverage throughout the year.

Program Includes

- Dedicated online nomination and voting platform
- Premium Best of North County glossy print magazine
- Voting promotion across Coast News digital channels
- Sponsored advertising packages during nomination and voting periods
- "Simply the Best" advertorial features showcasing winning businesses
- Event and community promotion opportunities



Best of North County delivers elevated visibility and trusted community endorsement.



Contest advertising opportunities available at ShopBestOfNorthCounty.com



TRUSTED LOCAL JOURNALISM



Independent • Community-Focused • Award-Winning

For more than three decades, The Coast News has served North County San Diego with independent local journalism that informs residents, supports local businesses and strengthens community engagement.

We reach highly engaged readers across coastal and inland communities through trusted reporting and meaningful storytelling.

Our Mission

We believe strong local journalism strengthens communities by providing transparency, highlighting local voices and supporting the small businesses that power our regional economy.

Trusted & Recognized

Circulation Verification Council (CVC) Certified

Independent auditing ensures our circulation and distribution meet verified industry standards.



Journalism Awards & Professional Recognition

The Coast News and its writers have received numerous regional awards recognizing excellence in reporting, storytelling and community coverage.



Certified Small Business

The Coast News Group is a certified small business committed to independent local journalism and supporting North County's local economy.

What Our Partners Say

“For 25 years, The Coast News has consistently delivered new clients every week, making it the best advertising investment I’ve ever made.”

— Mary Eblen, Health Insurance Agent

“The Coast News remains one of the most trusted voices in North County.”

— Bruce Ehlers, Encinitas Mayor

“The Coast News’ targeted advertising opportunities give local businesses a powerful way to reach residents directly, turning readers into customers.”

— Carol Knight, Encinitas Chamber CEO

“Families see us week after week in The Coast News, and it builds a sense of familiarity and trust that really matters.”

— Camille Hastings, Leading Note Studios

Serving North County Since 1987

Since 1987 The Coast News has been dedicated to covering the people, businesses, and issues that shape North County San Diego.

Let's Work Together

Businesses and organizations interested in reaching North County audiences can contact our team to explore advertising and storytelling opportunities.

The Coast News Group

thecoastnews.com

760-436-9737

ADVERTISING SPECIFICATIONS



Print and Digital Ad Requirements

Print Ad Specifications

Full Page

10.25" × 14.5"

Half Page

10.25" × 7.25" or 5.075" × 14.5"

Quarter Page

5.075" × 7.25"

Eighth Page

5.075" × 3.5"

Front Page & Page 3 Strip

10.25" × 2"

Front Page & Page 3 Double Strip

10.25" × 4"

Other sizes are available upon request.

Print File Requirements

- PDF/X-1a preferred
- 300 DPI images
- CMYK color mode
- Fonts embedded or outlined

Custom ad formats and sponsorship placements available upon request.

Advertising Deadlines

Digital Placements - 2 business days prior

Space Reservation - Friday at 4PM, 1 week prior

Ad Materials - Monday at 4PM week of publication

Digital Ad Specifications

Accepted File Types

JPG, PNG, Animated GIF, HTML5, and MP4
(for select rich media placements)

Destination Links

All digital ads must include a destination click-through URL.

Maximum File Size of 500 KB

Premium Interactive Units

Some high-impact advertising formats require multiple creative assets. Final specs are provided during campaign setup.

3D Cube Interactive Unit

Up to four creative panels supported. Each panel may link to a separate destination URL. Recommended panel size is 300 × 250. JPG, PNG, or HTML5 formats accepted.

Homepage Post-It Note Takeover

Floating homepage overlay placement supporting one primary creative and destination link. Static or animated creative accepted.

Local Authority Sponsorship

Large integrated display placement supporting one primary creative and optional call-to-action link.

CUSTOM STRATEGIC SOLUTIONS

Integrated Campaign Development



Beyond traditional advertising placements, The Coast News partners with businesses to develop integrated campaigns that combine print, digital, content, audio, video, and promotional strategies through trusted local production and marketing partners.

Strategic Marketing Services Available Through Coast News Partnerships Include

- SEO consultation
- Multi-media content development
- Search visibility enhancement
- AI-integrated digital strategy
- Strategic campaign planning
- Podcast and audio production
- Video storytelling and branded content
- Studio interview recording
- Sponsored podcast and audio placements

Why partner with The Coast News?

- Trusted independent journalism serving North County's most engaged coastal communities
- Reach affluent readers who actively support local businesses
- Integrated print, digital, and sponsored storytelling across Coast News platforms
- Audited distribution at 330+ locations throughout North County
- Opportunities to align your brand with community events, contests, and local initiatives
- Support the independent journalism that keeps North County informed and connected

These services support long-term partnerships and integrated campaigns across Coast News platforms and trusted regional media partners.

Start a Conversation with Our Team

Every business is different. Our team works with advertisers to develop campaigns that combine print, digital, storytelling, and strategic partnerships to reach North County audiences.

Contact us to discuss ideas, opportunities, and upcoming campaigns.

THE
COAST NEWS



advertising@coastnewsgroup.com | 760-436-9737 | thecoastnews.com