

The Coast News Group

# MEDIA KIT



Serving  
North County  
for over  
33 years

## INSIDE:

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- Advertising Specials/Features
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## COAST NEWS GROUP

The Coast News • The Rancho Santa Fe News • Inland Edition

Newspapers people love **760.436.9737**

# ABOUT US

## 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 into a successful newsgroup covering a 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, from print to multimedia platforms, while upholding its journalistic integrity that has gained our reputation as being the papers 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.

Reach the North County Coastal affluent community in the 75k + range. Our readers' income are 40% more than market demographics on average.



315 S. Coast Hwy. 101, Suite W  
Encinitas, CA 92024

(760) 436-9737

advertising@coastnewsgroup.com

PO Box 232550 Encinitas, CA 92023-2550

## OUR HISTORY

Reach over 150,000 affluent readers through The Coast News Group. The Coast News delivers: Camp Pendleton, Oceanside, Carlsbad, La Costa, Encinitas, Olivenhain, Cardiff, Solana Beach, Del Mar and Carmel Valley. The Coast News Inland Edition serves: Vista, San Marcos and Escondido. The Rancho Santa Fe News serves: Rancho Santa Fe, Santaluz, Fairbanks Ranch and Rancho Pacifica. This is the only newspaper group that guarantees 100% coverage of these three extremely affluent communities.

The Coast News Group is locally owned. It was started over 33 years ago by a single father with a 3 year old son who is now the associate publisher and sales manager. Our roots run deep. We really care about the communities we serve. We care about our readers and our advertisers. We are dedicated to making your ads work. We have many advertisers that have been with us over 20 years - true testimonials to the results we can bring to your business. Our graphics and editorial people are the best in the business, and we have received many editorial excellence awards. It is no brag to say our papers are among the finest in the USA at this very moment.

## Papers people love.

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

— **Jim Kydd**, Publisher

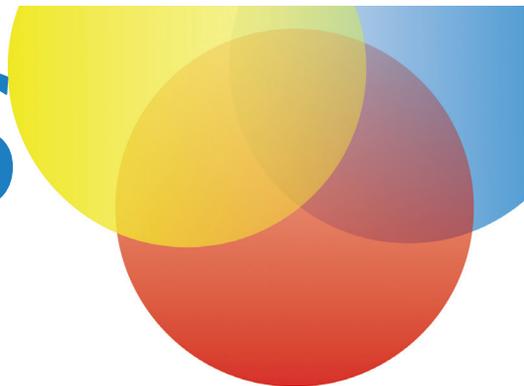
## KEY FACTS:

- Reach over 150,000 print + online readers per week with a total income of nearly \$2 billion per year, ready and able to buy your products and service
- North county encompasses 40 golf courses, 30 miles of beaches, Southern California's only five-star and five-diamond restaurants, and one of the most famous racetracks in the world
- Real estate in many of the cities within the Coast News distribution area have a residential price average of over \$1 million
- 71% of Coast News readers frequently purchase products & services from ads seen in The Coast News

**Serving  
North County  
over 33 years**



# DEMOGRAPHICS



## AUDIT & READERSHIP REPORT – 2019

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.

## The Coast News Group

### CIRCULATION & READERSHIP

#### 1. Average net circulation

**Coast News - 19,514**

**Rancho Santa Fe News - 9,868**

**Inland Edition - 12,000 or 15,000**

#### 2. 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)**

#### 3. Do you frequently purchase products or services from ads seen in the (The Coast News)?

**74% Yes; 26% No**

#### 4. How long do you keep it before discarding?

**36% 1-2 Days; 29% 3-4 Days; 16% 5-6 Days; 19% 1+ Weeks**

#### 5. 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.....	00%	06%	45-54.....	23%	19%
21-24.....	03%	08%	55-64.....	22%	15%
25-34.....	15%	19%	65-74.....	14%	08%
35-44.....	20%	17%	75+.....	03%	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.....	00%	08%	\$75-\$99,999.....	17%	13%
\$15-\$24,999.....	01%	06%	\$100-\$124,999.....	12%	10%
\$25-\$34,999.....	03%	08%	\$125-\$149,999.....	10%	07%
\$35-\$49,999.....	08%	12%	\$150-\$199,999.....	14%	09%
\$50-\$74,999.....	19%	16%	over \$200,000.....	16%	11%

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

GENDER	READER DEMOS	MARKET DEMOS
Male readers.....	44%	50%
Female readers.....	56%	50%

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

EDUCATION LEVEL	READER DEMOS	MARKET DEMOS
Some High School or Less.....	00%	14%
Graduated High School.....	15%	6%
Some College.....	36%	32%
Graduated College.....	31%	23%
Completed Master Graduate.....	13%	10%
Completed Professional Degree.....	04%	10%
Completed Doctorate Graduate.....	01%	02%

#### 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



# RATE CARD

## DISPLAY AD RATES

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
BANNER	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
BANNER	A1 \$500						

### THE RANCHO SANTA FE NEWS

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
BANNER	A1 \$500						

### COST TO ADD INLAND EDITION OR RSF TO COAST NEWS

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

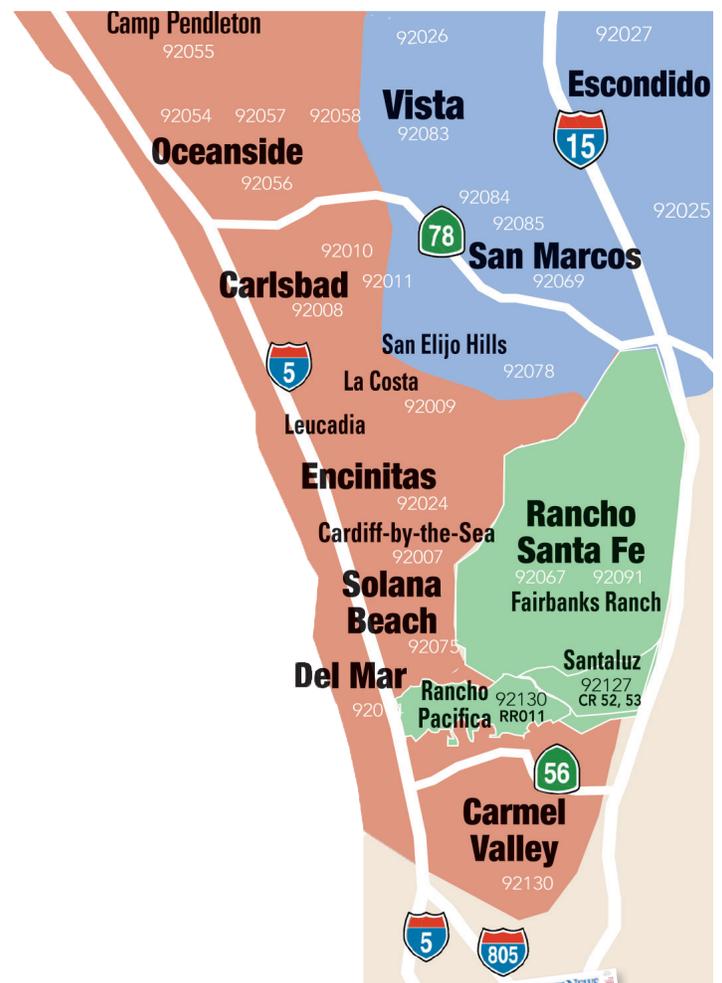
classified display rates

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 all 3 papers - 110,000 print readers. 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

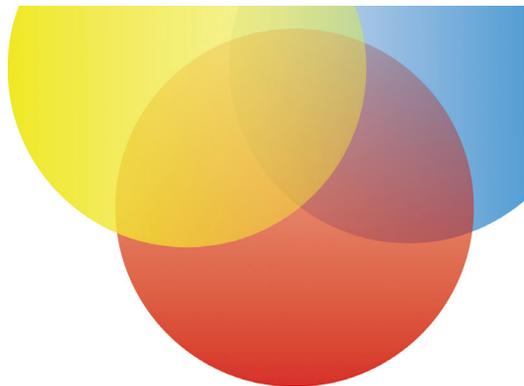


email: [advertising@coastnewsgroup.com](mailto:advertising@coastnewsgroup.com)  
 website: [www.coastnewsgroup.com](http://www.coastnewsgroup.com)



# DIGITAL AD RATES

Capture your digital audience with  
The Coast News Group MOBILE-FRIENDLY website.  
Feature your ad prominently on all devices and  
browsers to over 60,000 users per month.



## CoastNewsGroup.com advertising Rates

3 month agreement **10% off**

6 month agreement **20% off**

12 month agreement **30% off**

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

### 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

### Large Box

300(w) x 500(h) pixels

**\$600/mo**

### Medium Box

300(w) x 250(h) pixels

**\$300/mo**

## eNewsletter Rates

6,000+ recipients

Highlight new promotions, events, sales, happy hours etc. in eNewsletters to our list of 6,000 local business owners in North San Diego County. This list has not been purchased from an outside sources, but has been built organically over the years from loyal readers and advertisers

### Food & Wine (Tuesdays)

Food & Wine updates of the week from columnist & wine connoisseur Frank Mangio of Taste of Wine & columnist David Boylan of Lick the Plate & Bill Vandenburg, North County Craft Beer columnist

### Top Stories (Thursdays)

Local News highlights and reviews from the upcoming printed edition before it hits newsstands!

### 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.

*\*Rates are per email.*

*Clients may purchase up to 2 emails per week.*

### Medium Ad

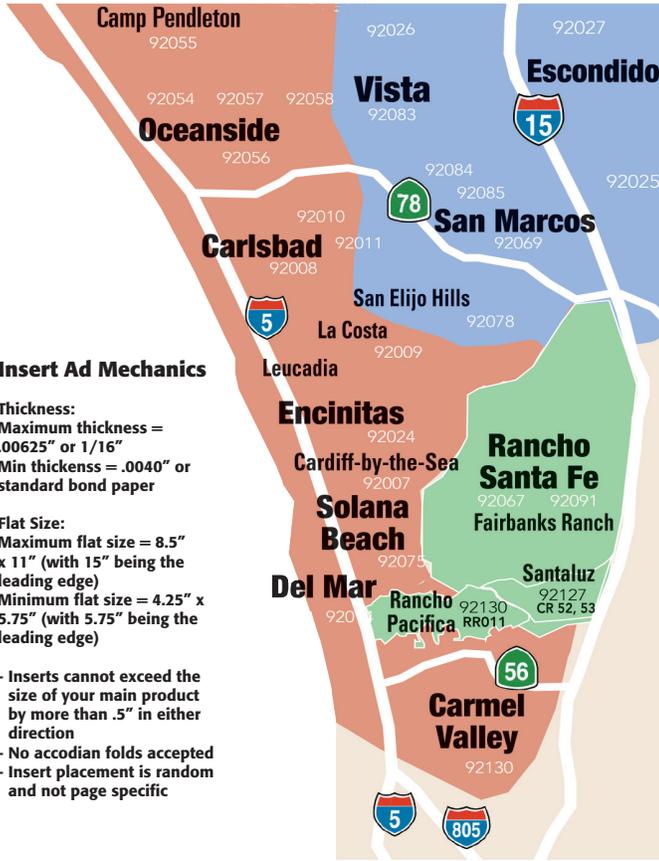
300(w) x 250(h) pixels

**\$300/mo**

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



# INSERT/AD SPECIFICATIONS



## Insert Ad Mechanics

- Thickness:**  
 Maximum thickness = .00625" or 1/16"  
 Min thickness = .0040" or standard bond paper
- Flat Size:**  
 Maximum flat size = 8.5" x 11" (with 15" being the leading edge)  
 Minimum flat size = 4.25" x 5.75" (with 5.75" being the leading edge)
- Inserts cannot exceed the size of your main product by more than .5" in either direction
  - No accordion folds accepted
  - Insert placement is random and not page specific

## CUSTOM INSERT PRICING

Printing sold separately...see your rep for a quote

- The Coast News** ..... **\$800** 20,000, all zip codes, no zoning
- Rancho Santa Fe News** ..... **\$600** 10,000, additional weight fees
- Coast Inland Edition** ..... **\$600** 13,000, all zip codes, no zoning

## FREQUENCY DISCOUNT:

Frequency discounts available for 6x or more in the year

**6x = 10%    12x = 15%    26x = 20%**

## DEADLINE:

Inserts should arrive 7 days prior to the publication date. Printing of inserts requires a minimum of 14 days prior to the insertion date.

Deliver inserts to: Advanced Web Offset  
 2260 Oakridge Way, Vista, CA 92081 \* 760-727-1700

<p><b>1/8 PAGE</b></p> <p>3 col. 5.075" x 3.75"</p> <p>2 col. 3.35" x 5.75"</p> <p>1 col. 1.625" x 11.5"</p>	<p><b>1/4 PAGE</b></p> <p>3 col. 5.075" x 7.25"</p> <p>4 col. 6.8" x 5.5"</p> <p>2 col. 3.35" x 10.75"</p>	<p><b>1/2 PAGE</b></p> <p>5 col. 8.525" x 8.75"</p>
<p><b>1/2 PAGE</b></p> <p>3 col. 5.075" x 14.5"</p> <p>6 col. 10.25" x 7.25"</p>	<p><b>1/2 PAGE</b></p> <p>4 col. 6.8" x 10.75"</p>	<p><b>FULL PAGE</b></p> <p>6 col. 10.25" x 14.5"</p> <p><b>BANNER</b> 6 col. - 10.25" x 2"</p>

## DISPLAY AD SPECIFICATIONS

**DEADLINES:** Space reservation and ad copy deadline is Friday at 3:00 PM, 7 days prior to the publication date.

**GUARANTEED POSITIONS:**  
**Banner/Strip Ads** (10.25" x 2" 4-color):

**COAST NEWS: A1: \$550, B1: \$450; A3: \$400; Back page or double-truck: \$100 surcharge, color forced-buy; A2 or B2: \$75 surcharge.**

**INLAND EDITION: PAGE 1: \$500; PAGE A3: \$400**

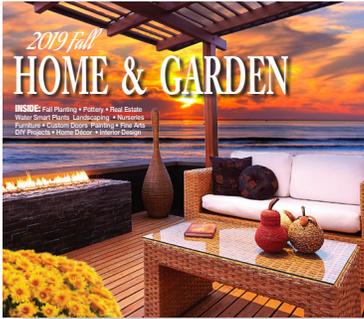
**RANCHO SANTA FE: PAGE 1: \$500; PAGE A3: \$400**

Ask your rep for position on feature pages.

**GRAPHIC GUIDELINES:** PDF files preferred (EPS, JPEG, InDesign, & Photoshop files accepted). CMYK color, fonts outlined and image layers flattened.



# ADVERTISING SPECIALS/FEATURES



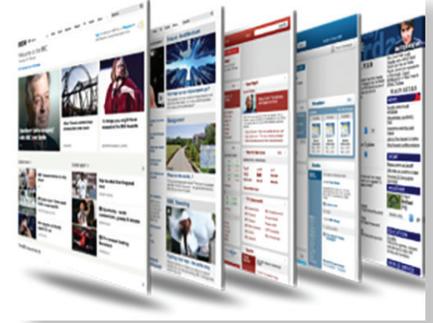
## Spring/Fall Home & Garden

In early spring & fall a special supplement to the paper includes exclusively home and garden ads and content. Advertisers can get editorial and discounted ads with this promotion.



## Food & Wine

Promote your restaurant along side Lick the Plate restaurant feature by David Boylan, world-famous Wine Connoisseur, Frank Mangio, and beer columnist Bill Vanderberg as they highlight local dining on a weekly basis.



## Website Design & Hosting

Small businesses in need of a website will find our web design & maintenance programs affordable and easy.



## Marketplace News

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.coastnewsgroup.com](http://www.coastnewsgroup.com)

## Other Features:

- Summer Special May - July
- Holiday Special Nov - Dec
- Non Profit Rates
- Classifieds
- Inserts

email:  
[advertising@coastnewsgroup.com](mailto:advertising@coastnewsgroup.com)  
for rates



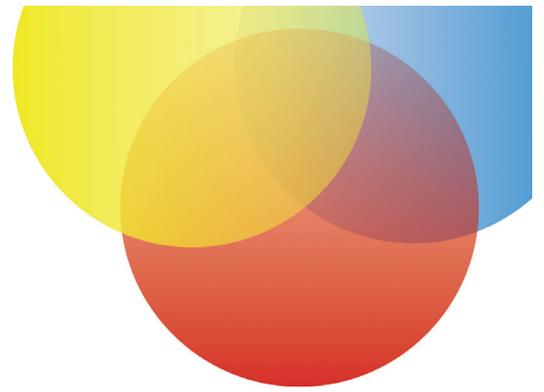
## Educational Opportunities & Summer Fun

These popular features includes ads next to editorial allowing parents to learn about local educational programs in North County. Summer Fun is available May-July only.



# How to get YOUR NEWS in...

The Coast News • The Rancho Santa Fe News • Inland Edition



## PUBLICATION DAYS

The Coast News publishes every Friday  
The Rancho Santa Fe News and Inland Edition publish every other Friday, on alternating weeks

2019

■ The Coast News & Inland Edition ■ The Coast News & The Rancho Santa Fe News

July							August							September						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

October							November							December						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

2020

January 2020							February 2020							March 2020						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

April 2020							May 2020							June 2020						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

July 2020							August 2020							September 2020						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

October 2020							November 2020							December 2020						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

## PRESS RELEASES

If you would like to submit materials for publication, the items should be sent to Community News Editor Jean Gillette at [news@coastnews-group.com](mailto:news@coastnews-group.com).

Submitted press releases should be no longer than 400 words; if including a photograph, the format should be in a jpeg file with a minimum resolution of 180dpi.

Please include name of the photographer if available, for proper credit. All people in the photo should be identified by first and last name, their positions in the photo designated with from "left to right."

Also, please specify which publication(s) you would like your release to run in. We only run releases one time, and usually closer to the day of the event you are promoting.

## EDITORIAL CONTENT DEADLINES

The deadline to submit press releases is 14 days prior to publication

## EDITORIAL CONTACTS

**Managing Editor**

Abraham Jewett

[editor@coastnews-group.com](mailto:editor@coastnews-group.com)

**Community News Editor**

Jean Gillette

[news@coastnews-group.com](mailto:news@coastnews-group.com)

**Distribution Issues**

[distribution@coastnews-group.com](mailto:distribution@coastnews-group.com)

## CALENDAR

If you have an event you'd like listed in our Community Calendar, please send your Who, What, When and Where to: [calendar@coastnews-group.com](mailto:calendar@coastnews-group.com) at least 14 days prior to publication. For a listing in our online event calendar, please add your event at <http://thecoastnews.com/calendar>

## ADVERTISING INFORMATION

The primary e-mail for advertising inquiries is: [advertising@coastnews-group.com](mailto:advertising@coastnews-group.com). The deadline for all publications is the Friday, one week before publication by 4:00 p.m.

The advertising rate card and media kit are available for download online at: <http://thecoastnews.com/media-kit> or call for your area representative at 760.436.9737



# GOOD COMPANY

You are in good company  
when you advertise with us!

UC San Diego Health



CONCIERGE AUCTIONS

