



# CORONADO 365

## MEDIA KIT 2022



WHAT EVERYONE IS TALKING ABOUT





# About Us



**CORONADO 365** has a guaranteed print distribution of 10,000 each month, targeting both residents and visitors and reaches thousands more across platforms.

Our monthly print magazine has three channels of distribution:

- **IN THE MAILBOX.** The magazine is mailed to every residential and business address in the 92118 ZIP code including the Coronado Cays and Coronado Shores.
- **AROUND TOWN.** Copies are available at the Chamber of Commerce, Visitors Center, Community Center, Public Library, Bay Books and more.
- **HOTELS.** At El Cordova and in-room at Hotel Marisol and 1906 Lodge.

**CORONADO**  
**365**

WHAT EVERYONE IS TALKING ABOUT

## EXPERIENCE COUNTS DETAILS MATTER

**FRESH • ACCURATE • INSIGHTFUL  
IN PRINT • ONLINE • SOCIAL**

Coronado's long history is filled with interesting characters, visionary thinking and creative innovations.

We believe these qualities continue to make Coronado the inspiring place it is today.

It's time to discover your community in a new way. Our print and online publications will connect you with the heart of Coronado.

Contact: [advertising@coronado365.com](mailto:advertising@coronado365.com)

# The Numbers



Coronado has been named among the most affluent cities in San Diego County.  
Our readers have wealth and spending power.

**\$165,468**

AVERAGE  
HOUSEHOLD  
INCOME

**\$2,778,198**

MEDIAN  
HOME VALUE

**9,500**

ADDRESSES IN  
92118 ZIP CODE

**2.4**

AVERAGE NUMBER  
OF PEOPLE PER  
HOUSEHOLD

**40.6**

MEDIAN AGE

**64.8%**

BACHELOR'S  
DEGREE OR HIGHER

**14.2%**

VETERANS

**59%**

MARRIED

## Coronado 365 media platforms

- **coronado365.com:** a dynamic website with practical up-to-date information, including restaurant listings, events calendar.
- **e-edition** for access anytime, anywhere.



**CORONADO**  
**365**

WHAT EVERYONE IS TALKING ABOUT

## PRINT AD SIZES

### FULL PAGE:

- With bleed: 7.75" x 9.75"  
Final trim size: 7.5" x 9.5"
- No bleed: 6.375" x 8.375"

### TWO-PAGE SPREAD:

- With bleed: 15.25" x 9.75"  
Final trim size: 15" x 9.5"

### HALF PAGE :

- vertical: 3" x 8.375"
- horizontal: 6.375" x 4"

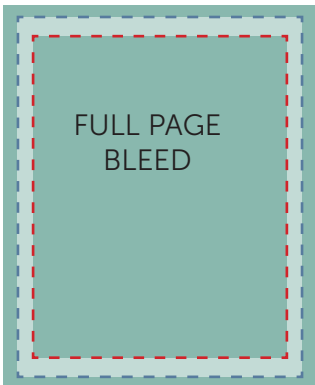
### QUARTER PAGE:

3" x 4"

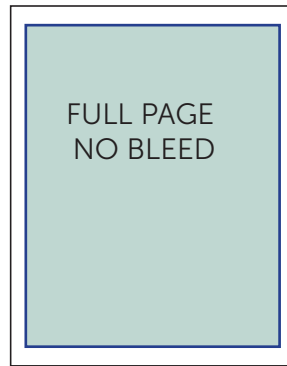
### PREMIUM POSITIONS:

- inside front cover, page 3,  
inside back cover, back cover

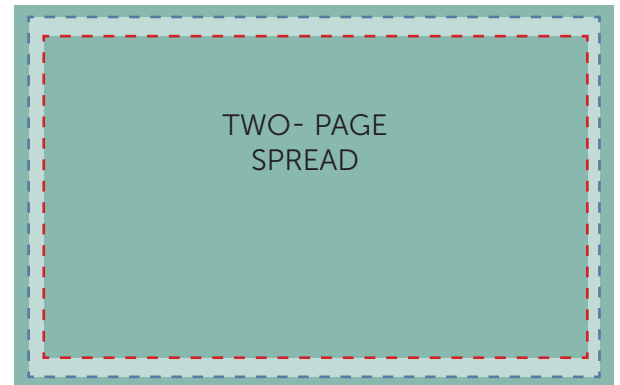
## SPECS



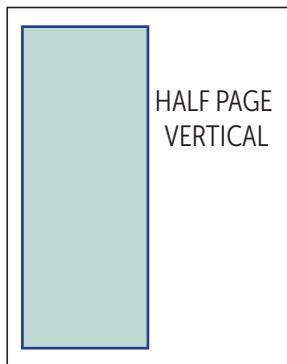
- 0.125" bleed: 7.75x9.75"
- Trim: 7.5x9.5"
- Live area: 6.5"x8.5"



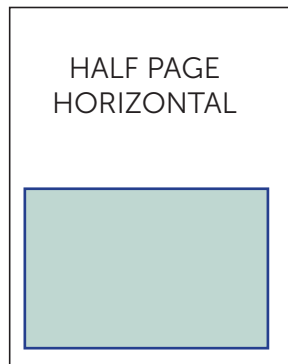
6.375" x 8.375"



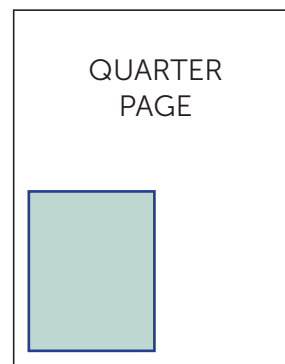
- 0.125" bleed: 15.25"x9.75"
- Trim: 15"x9.5"
- Live area: 14"x8.5"



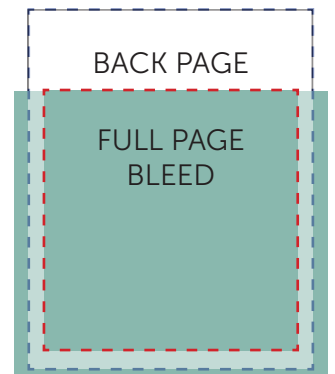
3" x 8.375"



6.375" x 4"



3" x 4"



- 0.125" bleed: 8"x8.25"
- Trim: 7.5"x8"
- Live area: 6.5"x7.5"