



ON THE   

Menu

LAGUNA BEACH

MEDIA KIT

The Premier Restaurant Menu Guide





ON THE Menu LAGUNA BEACH



ABOUT

On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors alike. Featuring menus from all the key restaurants in town, this resource guide will be the one-stop source for diners to decide "where to eat tonight."

CELEBRATING THE LAGUNA CULINARY SCENE

On The Menu Laguna Beach is printed bi-annually and is circulated throughout Laguna Beach as well as delivered to every single-family home in town. By partnering with *On The Menu*, you will ensure that your message will reach the consumer that is actively seeking culinary information in Laguna. *On the Menu* is also part of the Firebrand network, which actively promotes the local culinary scene through *Laguna Beach Magazine*, *Laguna Beach Independent*, and numerous digital assets.

CIRCULATION

15,250 Copies Per Print Edition
50,000+ Readers Per Print Edition

Highly targeted and effective distribution in Laguna Beach allows advertisers to reach a qualified and valuable audience of residents, visitors and local influencers.

DISTRIBUTION

- ★ Home Delivery (every single-family home in Laguna)
- ★ Hotels
- ★ Restaurants, Retailers & Real Estate Offices
- ★ Other Strategic Locations

DIGITAL DOWNLOADS

Digital Edition of the magazine will be available for download at

- ★ LagunaBeachMagazine.com
- ★ LagunaBeachIndy.com
- ★ OnTheMenuOnline.com

Additional digital exposure and opportunities through websites, e-newsletters, social push through our 35,000+ social subscribers.

WHAT YOU GET

FULL-PAGE MENU

- ★ LOGO
- ★ IMAGE
- ★ DESCRIPTION OF RESTAURANT/FOOD
- ★ MENU ITEMS
- ★ ADDRESS/CONTACT INFORMATION
- ★ SOCIAL ICON CONTACTS
- ★ RESERVATIONS/ORDER ONLINE/DELIVERY

**ONLY
\$99*
PER
MONTH**

*Get 2 ads - one in each issue for only \$99
(12 Payments of \$99 per month)

HIGHLIGHTS

- ★ Full-Page Menus
- ★ Happy Hour Directory
- ★ Night Life Directory
- ★ Mobile-Friendly Website

REUNION KITCHEN + DRINK

MODERN COMFORT IN LAGUNA
Modern Comfort infuses everything we do in Laguna. It's innovative, it's prestigious, it's the food you love. It's the skill and precision our bartenders bring to crafting you the perfect cocktail. It's the exhibitive style kitchen that allows you to see and hear the passion our chefs bring to creating every dish. It's a design aesthetic that doesn't distract, but compliments and a belief that the dining experience should never be right but always relevant, allowing you to enjoy the company of family and friends.

REUNION KITCHEN + DRINK
1234 Broadway Street
Laguna Beach, CA
949-123-4567

HOURS
Mon Closed
Tue - Thurs 11:30am - 9:30pm
Fri, Sat 11:30am - 10:30pm
Sun 9am - 10:30pm

DELIVERY THROUGH
DOOR-TO-DOOR

RESERVATIONS THROUGH
RESERVATIONS

SNACK PLATES

ASIAN CRISPY RIBS 13.95
baby back ribs | sweet & spicy chili sauce | Thai peanut slaw

BECK'S SPICY WINGS 13.95
New cheese slaw | bleu cheese dressing | double order 16.95

PARMESAN BRUSCHETTA 9.95
roma tomato | garlic | basil | onion | balsamic

BACON WRAPPED JALAPENOS 9.25
avocado's recipe | cream cheese | raspberry jam | caution advised

GRILLED ARTICHOKE (SEASONAL) 14.95
tomato relish | parmesan | lemon butter | garlic aioli

AVO POKÉ STACK 14.95
sriracha cream | avocado | mango relish | soy ginger sauce

CRISPY FRIED CALAMARI 13.95
house made tartar | ranch slaw

SHORT RIB SLIDERS 13.95
crispy onion | horseradish cream

REUNION FAVORITES
Add house or center salad or cup of soup with entrée 5.25

SLOW BRAISED SHORT RIBS 24.95
rich demi glace | horseradish cream | mashed potatoes | roasted vegetables | frenchie onions

PAN ROASTED SALMON 24.95
whole grain mustard cream | brown rice | capers | roasted vegetables | fresh lemon

SHORT RIB STROGANOFF 25.95
buttered egg noodles | oyster cream | cream mushrooms | garlic toast

BARBECUED RIB STACK 25.95
tender baby back ribs | smoky barbecue sauce | warm potato salad | Thai peanut slaw

BARBECUED GLAZED MEAT 18.95
applewood smoked bacon wrapped | roasted vegetables | mashed potatoes | gravy | garlic toast

PRIME FLAT IRON STEAK 34.95
8 oz. sliced London broil style | rich demi glace | bleu cheese | mashed | baby asparagus

HONEY BLONDE FISH & CHIPS 21.95
hand-dipped fried critter | salt & pepper shoe strings | Thai peanut slaw | house made tartar sauce

FRESH PRODUCE + SOUPS

FRESH HOMEMADE SOUPS

cup 5.25 | bowl 17.25
French onion or Boston clam chowder

POKE BOWL 17.95
yakiboba noodles or brown rice | cucumber | mango relish | avocado | kale | carrots | red peppers | crispy wontons | sesame dressing

WHEELROOM & BURRITO 13.95
vine ripened tomatoes | soft burrital | fresh basil | balsamic reduction | olive oil | cracked pepper | add chicken 4.95

BARBECUED CHICKEN COBB half 12.95 | full 18.95
barbecued chicken | avocado | bacon | tomato | egg | bleu cheese | crumbles | crispy onions | chipotle ranch

SLICED STEAK & POTATO SALAD 18.95
mustard | Bacon dressing | warm potato salad | baby greens | red onion | roasted peppers | avocado

BABY BLEU WEDGE 18.95
crisp mini iceberg | bleu crumbles | tomato | bacon | red onion | bleu cheese dressing | great parmesan style | add chicken 3.95 | add cheeseburger patty 5.95

BURGERS + SANDWICHES

choose salt & pepper shoe strings, crunchy slaw or warm potato salad

CRUNCHY CHICKEN SANDWICH 13.95
grilled or fried | rustic tangier | applewood smoked bacon | cheddar cheese | lettuce | tomato | avocado | garlic mayo | broken potato chips

BLACKENED HALIBUT SANDWICH 20.95
center cut fillet | crunchy cabbage slaw | tomato | watercress | crispy onion | house made tartar | ketchup

CLASSIC CHEESEBURGER 13.95
1/2 pound ground chuck | double thick cheese | sliced tomato | crisp lettuce | dill pickle | house sauce | custom made bun | add avocado 2.95 | add bacon 2.95 | add fried egg 2.95

HOUSE MADE VEGGIE BURGER 14.95
secret recipe | avocado | Swiss cheese | baby spinach | sliced tomato | alfalfa sprouts | garlic mayo | cracked whole wheat bun

GRILLED MEATLOAF SANDWICH 14.95
parmesan | grilled meatloaf | applewood smoked bacon | american cheese | shredded lettuce | sliced tomato | garlic mayo | great with grilled onions

★ Digital Updates Available Quarterly



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2019 ADVERTISING RATES

Premium Ad Positions	1X	2X
Full Page	\$715	\$594
Half Page	\$420	\$350

Premium Ad Positions	1X	2X
Inside Front Cover	\$1,200	\$1,000
Inside Cover Spread	\$2,340	\$1,950
Back Cover	\$1,500	\$1,250
Inside Back Cover	\$1,200	\$1,000
Center Spread	\$2,100	\$1,750
Opp TOC, Opp Masthead, Pre TOC	\$865	\$745
Cover Image*	\$2,500	N/A

*Cover image subject to creative review

DEADLINES

SUMMER/FALL 2019

MAY 17: Space reservation closing

MAY 20: Asset materials deadline

JUNE 7: Available, in market

WINTER/SPRING 2019/20

JANUARY 3: Space reservation closing

JANUARY 10: Asset materials deadline

JANUARY 24: Available, in market



PHOTOGRAPHY

Do you need great food shots for your website and your social media channels? Our photographers can come help bring your food to life online.

Photography services available for \$99
(includes 5 images and all usage rights)

580 Broadway Street, Ste. 301 | Laguna Beach, CA 92651 | 949-715-4100 | firebrandmediainc.com





ASSET MATERIALS FORM

MENU EXAMPLE FULL-PAGE

MENU EXAMPLE HALF-PAGE

LOGO

IMAGE
(You provide images, or
we can shoot for you)

DESCRIPTION OF
RESTAURANT/
FOOD (75 words)

ADDRESS/
CONTACT
INFORMATION

WEBSITE
INFO LINK

SOCIAL
ICON
CONTACTS



RESERVATIONS/
ORDER ONLINE/DELIVERY

LOGO

IMAGE
(You provide images, or
we can shoot for you)

DESCRIPTION OF
RESTAURANT/
FOOD (75 words)

ADDRESS/
CONTACT
INFORMATION

WEBSITE
INFO LINK

SOCIAL
ICON
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CHEF PROFILE

ASSETS REQUIRED:

- ☐ PHOTO OF CHEF (300 dpi)
- ☐ RESTAURANT LOGO (300 dpi)
- ☐ NAME OF CHEF
- ☐ FULL TITLE OF CHEF
- ☐ CHEF DESCRIPTION:
(Up to 200 words)
- ☐ CHEF SIGNATURE
DISH IMAGE (Horizontal - 300 dpi)
- ☐ CHEF SIGNATURE DISH NAME
- ☐ CHEF SIGNATURE
DISH DESCRIPTION:
(Up to 40 words with spaces)

RECIPE

ASSETS REQUIRED:

- ☐ PHOTO OF DISH
(Horizontal - 300 dpi)
- ☐ RESTAURANT LOGO (300 dpi)
- ☐ NAME OF DISH
- ☐ INGREDIENTS LIST
& DIRECTIONS*

* Suggested word count up to 200 words

NIGHTLIFE & HAPPY HOUR

ASSETS REQUIRED:

- ☐ PHOTO (300 dpi)
- ☐ RESTAURANT/BAR LOGO (300 dpi)
- ☐ BUSINESS NAME
- ☐ ADDRESS, PHONE, WEBSITE
- ☐ DESCRIPTION
(Up to 110 words max)

SALES QUESTIONS CONTACT:

advertising@firebrandmediainc.com

949-715-4100 ask for sales

AD MATERIAL QUESTIONS CONTACT:

TINA LEYDECKER: tina@firebrandmediainc.com

949-715-4100 #217