



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
- ★ LagunaBeachIndependent.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 (\$198 Deposit, \$99 per month - for 10 months)

HIGHLIGHTS

- ★ Full-Page Menus
- ★ Happy Hour Directory
- ★ Night Life Directory
- ★ City Dining Map



MODERN COMFORT IN LAGUNA

Modern Comfort informs everything we do at Reunion. It's innovative interpretations on the food you love. It's the skill and precision our bartenders bring to crafting you the perfect cocktail. It's the exhibition 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 complements and a belief that the dining experience should never be tight but always relaxing, 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: 11:30am - 10:30pm
Sat: 9am - 10:30pm
Sun: 9am - 9:30pm

DELIVERY THROUGH
DOORDASH

RESERVATIONS THROUGH
OPENTABLE

SNACK PLATES	
ASIAN CRISPY RIBS baby back ribs sweet & spicy chili sauce Thai peanut slaw	13.95
REUNION SPICY WINGS bleu cheese slaw bleu cheese dressing double order	16.95 9.95
PARMESAN BRUSCHETTA roma tomato garlic basil onion balsamic	9.25
BACON WRAPPED JALAPENOS asada's recipe cream cheese raspberry jam caution advised	MP
GRILLED ARTICHOKE (SEASONAL) tomato relish parmesan lemon butter garlic aioli	14.95
AHI POKE STACK siracha cream avocado mango relish soy ginger sauce	13.95
CRISPY FRIED CALAMARI house made tartar ranch slaw	13.95
SHORT RIB SLIDERS crispy onions horseradish cream	24.95
REUNION FAVORITES Add house or caesar salad or cup of soup with entrée 5.25	
SLOW BRAISED SHORT RIBS rich demi glace horseradish cream mashed potatoes vegetables firestick onions	24.95
PAN ROASTED SALMON whole grain mustard cream brown rice capers roasted vegetables fresh lemon	24.95
SHORT RIB STROGANOFF buttered egg noodles onion cream cremini mushrooms garlic toast	25.95
BARBECUED RIB STACK tender baby back ribs smoky barbecue sauce warm potato salad Thai peanut slaw	25.95
BARBECUED GLAZED MEAT applewood smoked bacon wrapped roasted vegetables mashed potatoes & gravy garlic toast	18.95
PRIME FLAT IRON STEAK 8 oz. sliced london broil style rich demi glace bleu cheese mashed baby asparagus	34.95
HONEY BLONDE FISH & CHIPS hand-dipped fried crisp salt & pepper shoe strings Thai peanut slaw house made tartar sauce	21.95

FRESH PRODUCE + SOUPS	
FRESH HOMEMADE SOUPS cup 5.25 bowl 7.25	
french onion or boston clam chowder	17.95
POKE BOWL yakisoba noodles or brown rice cucumber mango relish avocado kale carrots red peppers crispy wontons sesame dressing	17.95
HEIRLOOM & BURRATA vine ripened heirlooms soft burrata fresh basil balsamic reduction chive oil cracked pepper add chicken 4.95	13.95
BARBECUED CHICKEN COBB barbecued chicken avocado bacon tomato egg bleu cheese crumbles crispy onions chipotle ranch	half 12.95 full 16.95
SLICED STEAK & POTATO SALAD mustard bacon dressing warm potato salad baby greens red onion roasted peppers avocado	19.95
BABY BLEU WEDGE crisp mini iceberg bleu crumbles tomato bacon red onion bleu cheese dressing great protein style add chicken 4.95 add cheeseburger patty 5.95	10.95

BURGERS + SANDWICHES	
choose salt & pepper shoe strings, crunchy slaw or warm potato salad	
CRUNCHY CHICKEN SANDWICH grilled or fried rustic baguette applewood smoked bacon cheddar cheese lettuce tomato garlic mayo broken potato chips	13.95
BLACKENED HALIBUT SANDWICH center cut fillet crunchy cabbage slaw tomato watercress crispy onion house made tartar brioche	20.95
CLASSIC CHEESEBURGER 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	13.95
HOUSE MADE VEGGIE BURGER secret recipe avocado Swiss cheese baby spinach sliced tomat o alfalfa sprouts garlic mayo cracked whole wheat bun	14.95
GRILLED MEATLOAF SANDWICH parmesan grilled sourdough applewood smoked bacon American cheese shredded lettuce sliced tomato garlic mayo great with grilled onions	14.95

★ Digital Updates Available Quarterly



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2018 ADVERTISING RATES

All Rates Posted are Based on a Two-time Commitment
For one-time rates please inquire with your sales representative

Print Ad Description	Per Issue
Full-Page Menu Highlight (PrePay) <i>Note: Two-time commitment:</i>	\$550
Full-Page Menu Highlight (Monthly) <i>Note: Monthly payment option: \$99 for 12 months (requires two-month deposit (\$198) followed by 10 monthly payments)</i>	\$594
Half-Page Menu Highlight <i>Note: Two-time commitment:</i>	\$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
Map Sponsor	\$300	\$250
Map Icon	\$60	\$50

*Cover image subject to creative review

DEADLINES

FALL/WINTER 2018/19

SEPTEMBER 28: Space reservation closing
OCTOBER 3: Asset materials deadline
OCTOBER 19: Available, in market

SPRING/SUMMER 2019

MARCH 29: Space reservation closing
APRIL 3: Asset materials deadline
APRIL 19: Available, in market



PHOTOGRAPHY

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



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HAPPY HOUR & NIGHTLIFE DIRECTORY

Happy Hour Directory Listing	\$149	\$99	(with Purchase of Menu Ad)
Nightlife Directory Listing	\$149	\$99	(with Purchase of Menu Ad)

(all listings are 1/4-page size)

NIGHT LIFE DIRECTORY

SKYLOFT

1234 Pacific Coast Highway, Laguna Beach
949-123-4567

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THE SANDPIPER

1234 Pacific Coast Highway, Laguna Beach
949-123-4567

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MARINE ROOM

1234 Pacific Coast Highway, Laguna Beach
949-123-4567

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MOZANBIQUE

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Recipes & Chef Profiles

Recipe Feature	\$99	(with Purchase of Menu Ad)
Chef Profile	\$99	(with Purchase of Menu Ad)

CHEF PROFILE

SAMUEL WILLIAMS

EXECUTIVE CHEF

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CHEF PROFILE

MANUEL PEREZ

EXECUTIVE CHEF

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RECIPE

PAN-SEARED FILET MIGNON WITH BURGUNDY MUSHROOM SAUCE

INGREDIENTS

- 4 oz Filet Mignon (Rings 2x)
- 2 Tbsp Butter
- 1/2 cup White Wine
- 1/2 cup Burgundy
- 1/2 cup Mushroom Slices
- 1/2 cup Heavy Cream
- 1/2 tsp Salt
- 1/2 tsp Pepper

DIRECTIONS

1. In a large skillet, melt butter over high heat. Season mushrooms, garlic, and port wine and cook, stirring occasionally until mushrooms are nice and golden. Transfer mushrooms to a separate plate. Add wine to pan and reduce by half. Add mushrooms and port wine and reduce by half. Add mushrooms and port wine and reduce by half.

RECIPE

SEAFOOD LINGUINI WITH SHRIMP AND CLAMS

INGREDIENTS

- 1/2 lb Shrimp
- 1/2 lb Clams
- 1/2 lb Linguini
- 1/2 cup Olive Oil
- 1/2 cup White Wine
- 1/2 cup Heavy Cream
- 1/2 tsp Salt
- 1/2 tsp Pepper

DIRECTIONS

1. In a large skillet, melt butter over high heat. Season mushrooms, garlic, and port wine and cook, stirring occasionally until mushrooms are nice and golden. Transfer mushrooms to a separate plate. Add wine to pan and reduce by half. Add mushrooms and port wine and reduce by half. Add mushrooms and port wine and reduce by half.

Digital Ad Description

Digital Ad Description	1X	2X
Banner Ad ROS	\$225	\$200
e-Newsletter Sponsored Edit	\$275	\$250
Dedicated Email	\$450	\$400
Social Post (4/month)	\$300	
Online Directory Listing (Annual)	\$199	

No Charge for Advertisers

