

TM  
**SEASIDE**



# Reach The Most Affluent Luxury Home Consumers in Greater Los Angeles

## THE BEST MARKET TO PROMOTE YOUR HAWAII LISTINGS!

DIGS is the authority on architecture, design, luxury real estate and travel destinations for the most discerning home consumers.

With over \$1 billion of luxury properties advertised by top agents on our media platform every month, DIGS is the ideal place to reach your mainland California market. ***With a monthly audience reach of over 100,000 per month***, including over 42,000 luxury print magazines delivered to the finest homes in the South Bay of Los Angeles, DIGS provides unparalleled market exposure where over 38% of all Hawaii home purchases begin!

# REACH THE PREMIER MARKETS IN GREATER LOS ANGELES

Leverage the power and scale of DIGS media platform to reach luxury home enthusiasts in the most affluent markets in Southern California.

Playa Vista  
Playa del Rey

El Segundo

## South Bay

Manhattan Beach

North Redondo Beach

Hermosa Beach

South Redondo Beach

Hollywood Riviera

Palos Verdes Estates

Rolling Hills Estates

Rolling Hills

Rancho Palos Verdes

## Luxury Real Estate Happens Here

- 23,000+ luxury magazines distributed to the most affluent neighborhoods
- 18,000+ copies delivered directly to the most affluent homes
- 4,000+ copies delivered to 350 unique high-traffic retail/business locations

## Display Advertising South Bay DIGS Magazine

|               |         |
|---------------|---------|
| 2-PAGE SPREAD | \$1,595 |
| FULL PAGE     | \$895   |
| 1/2 PAGE      | \$525   |
| 1/4 PAGE      | \$285   |

# PREMIUM ADVERTISING PLACEMENTS



## SWEET DIGS | Cover & Feature Article Package

Includes front cover and 5-page feature article on home written by DIGS Editorial Director – includes architectural photo shoot of property for editorial, article placement on digs.net, feature cover home on DIGS THIS WEEK eNewsletter, and social media blitz on DIGS digital platform.

**COVER & 5-PAGE ARTICLE PACKAGE: \$3,995.00**

## LIMELIGHT | Feature Article on Luxury Listing

DIGS LIMELIGHT is a 2-page/4-page article on an active listing, new development, or coming soon “off market” listing. Every home has a unique story to tell – LIMELIGHT tells it and differentiates the listing agent with an elevated marketing strategy.

**LIMELIGHT 2-PAGE ARTICLE: \$1,995.00**

**LIMELIGHT 4-PAGE ARTICLE: \$2,995.00**



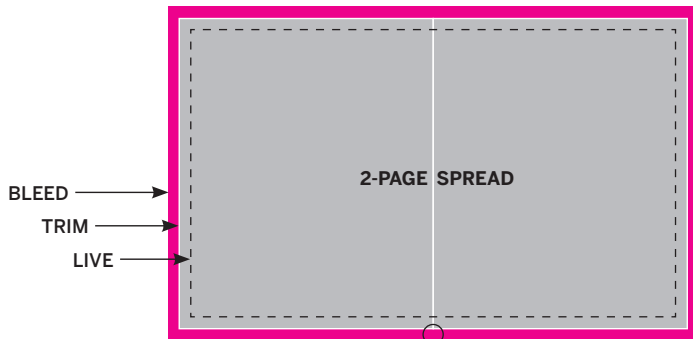
## INFLUENCER | Realtor Profile

Feature 2-page editorial in DIGS magazine that tells your influencer story and allows you to communicate your industry/market expertise to our highly engaged audience across both print and digital.

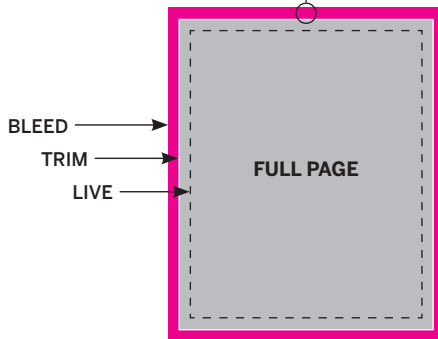
**INFLUENCER 2-PAGE ARTICLE: \$1,995.00**



# Advertising Specs



**Note:** 2-page spread and full page ads **must include bleed.**  
No crop and/or registration marks are necessary.



## 2-Page Spread

Bleed..... **17.25" W X 11.375" H Final Size**  
Trim..... 16.75" W X 10.875" H  
Live..... Allow .25" Safety From Trim

## Full Page

Bleed..... **8.875" W X 11.375" H Final Size**  
Trim..... 8.375" W X 10.875" H  
Live..... Allow .25" Safety From Trim

## Half Page Horizontal

7.875" W X 5" H (No Bleed)

## Half Page Vertical

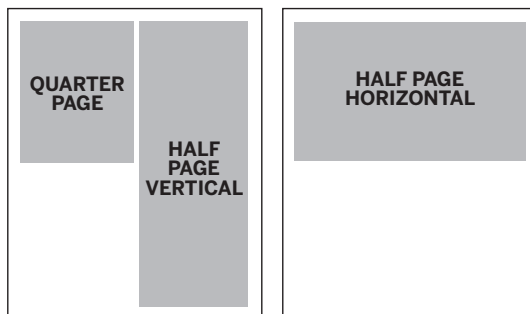
3.875" W X 10" H (No Bleed)

## Quarter Page

3.875" W X 5" H (No Bleed)

## Digital Requirements Format

- » High Resolution PDF (300 Dpi)
- » Fonts Must Be Embedded
- » CMYK Color Mode



# South Bay DIGS™

## 2023 MAGAZINE SCHEDULE

| JANUARY |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|
| S       | M  | T  | W  | T  | F  | S  |
|         | 2  | 3  | 4  | 5  | 6  | 7  |
| 8       | 9  | 10 | 11 | 12 | 13 | 14 |
| 15      | 16 | 17 | 18 | 19 | 20 | 21 |
| 22      | 23 | 24 | 25 | 26 | 27 | 28 |
| 29      | 30 | 31 |    |    |    |    |



| MARCH |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|
| S     | M  | T  | W  | T  | F  | S  |
|       |    |    | 1  | 2  | 3  | 4  |
| 5     | 6  | 7  | 8  | 9  | 10 | 11 |
| 12    | 13 | 14 | 15 | 16 | 17 | 18 |
| 19    | 20 | 21 | 22 | 23 | 24 | 25 |
| 26    | 27 | 28 | 29 | 30 | 31 |    |

| APRIL |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|
| S     | M  | T  | W  | T  | F  | S  |
|       |    |    |    |    |    | 1  |
| 2     | 3  | 4  | 5  | 6  | 7  | 8  |
| 9     | 10 | 11 | 12 | 13 | 14 | 15 |
| 16    | 17 | 18 | 19 | 20 | 21 | 22 |
| 23    | 24 | 25 | 26 | 27 | 28 | 29 |
| 30    |    |    |    |    |    |    |

| JUNE |    |    |    |    |    |    |
|------|----|----|----|----|----|----|
| S    | M  | T  | W  | T  | F  | S  |
|      |    |    |    | 1  | 2  | 3  |
| 4    | 5  | 6  | 7  | 8  | 9  | 10 |
| 11   | 12 | 13 | 14 | 15 | 16 | 17 |
| 18   | 19 | 20 | 21 | 22 | 23 | 24 |
| 25   | 26 | 27 | 28 | 29 | 30 |    |

**Special Hawai'i Edition:  
July 28, 2023**

| JULY |    |    |    |    |    |    |
|------|----|----|----|----|----|----|
| S    | M  | T  | W  | T  | F  | S  |
|      |    |    |    |    |    | 1  |
| 2    | 3  | 4  | 5  | 6  | 7  | 8  |
| 9    | 10 | 11 | 12 | 13 | 14 | 15 |
| 16   | 17 | 18 | 19 | 20 | 21 | 22 |
| 23   | 24 | 25 | 26 | 27 | 28 | 29 |
| 30   | 31 |    |    |    |    |    |

| AUGUST |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|
| S      | M  | T  | W  | T  | F  | S  |
|        |    | 1  | 2  | 3  | 4  | 5  |
| 6      | 7  | 8  | 9  | 10 | 11 | 12 |
| 13     | 14 | 15 | 16 | 17 | 18 | 19 |
| 20     | 21 | 22 | 23 | 24 | 25 | 26 |
| 27     | 28 | 29 | 30 | 31 |    |    |

| SEPTEMBER |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|
| S         | M  | T  | W  | T  | F  | S  |
|           |    |    |    |    | 1  | 2  |
| 3         | 4  | 5  | 6  | 7  | 8  | 9  |
| 10        | 11 | 12 | 13 | 14 | 15 | 16 |
| 17        | 18 | 19 | 20 | 21 | 22 | 23 |
| 24        | 25 | 26 | 27 | 28 | 29 | 30 |

| OCTOBER |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|
| S       | M  | T  | W  | T  | F  | S  |
| 1       | 2  | 3  | 4  | 5  | 6  | 7  |
| 8       | 9  | 10 | 11 | 12 | 13 | 14 |
| 15      | 16 | 17 | 18 | 19 | 20 | 21 |
| 22      | 23 | 24 | 25 | 26 | 27 | 28 |
| 29      | 30 | 31 |    |    |    |    |

| NOVEMBER |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|
| S        | M  | T  | W  | T  | F  | S  |
|          |    |    | 1  | 2  | 3  | 4  |
| 5        | 6  | 7  | 8  | 9  | 10 | 11 |
| 12       | 13 | 14 | 15 | 16 | 17 | 18 |
| 19       | 20 | 21 | 22 | 23 | 24 | 25 |
| 26       | 27 | 28 | 29 | 30 |    |    |

| DECEMBER |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|
| S        | M  | T  | W  | T  | F  | S  |
|          |    |    |    |    | 1  | 2  |
| 3        | 4  | 5  | 6  | 7  | 8  | 9  |
| 10       | 11 | 12 | 13 | 14 | 15 | 16 |
| 17       | 18 | 19 | 20 | 21 | 22 | 23 |
| 24       | 25 | 26 | 27 | 28 | 29 | 30 |
| 31       |    |    |    |    |    |    |

**SPACE RESERVATION DEADLINE**

**CAMERA READY ART DUE/  
FINAL ARTWORK APPROVAL**

**ART DUE IF DIGS WILL DESIGN AD**

**ISSUE COVER DATE**

**OBSERVED HOLIDAY**

**OFFICE CLOSURE**

• RESERVE NOW – [CLICK HERE](#) •