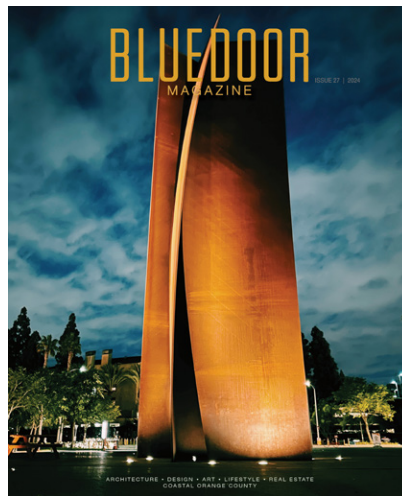
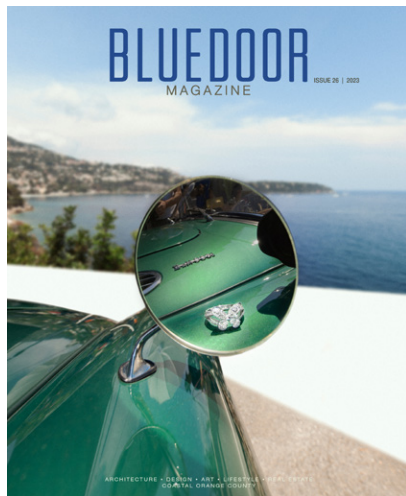




2025 MEDIA KIT



A Lifestyle Magazine
Celebrating Coastal Orange County

ARCHITECTURE • DESIGN • ART • LIFESTYLE • REAL ESTATE



Mission Statement

At *Blue Door Magazine*, we capture the essence of coastal Orange County's luxury lifestyle through editorial storytelling that celebrates architecture, real estate, art, fashion, and design. As the only free luxury magazine dedicated to these industries, we deliver sophisticated, visually stunning, and thought-provoking content that resonates with Orange County's most affluent residents and tastemakers.

We offer an exceptional advertising platform for brands looking to connect with high-net-worth individuals, presenting luxury consumer brands, high-end fashion, and world-class real estate in an elevated, exclusive, and aspirational environment. Our magazine is synonymous with the epitome of luxury, making it the ideal platform for brands looking to engage with this elite audience.

Why Advertise with Blue Door Magazine?

- Premium, high-grade paper stock for a luxurious, coffee-table-worthy presence.
- Exclusive distribution in high-net-worth neighborhoods with homes valued from \$4 million to \$100 million.
- Editorial storytelling that connects with discerning readers passionate about art, fashion, and luxury lifestyle.
- Integrated media platform featuring print, digital, film, social media, and events to provide maximum exposure.



Our Multi-Channel Reach

Blue Door Magazine offers a highly curated and engaged audience across multiple platforms, allowing for a 360-degree brand marketing strategy.

- 14,000 print copies distributed across Orange County's most affluent communities.
- 30,000 digital subscribers receiving exclusive content, e-blasts, and digital issues.
- 6,000 social media followers across Instagram, Facebook, and LinkedIn.
- Film & Event Division creating intimate brand activations, curated gatherings, and high-impact video storytelling.

Our Editorial Storytelling

Blue Door Magazine is recognized for its exclusive editorial content that immerses readers in the world of luxury living, high fashion, contemporary art, and designer brands.

Art & Design

- In-depth features on renowned artists, galleries, and collectors, bringing global and local art influences to our sophisticated audience.
- Exclusive interviews with world-class architects and interior designers, showcasing cutting-edge design trends and ultra-luxury residential projects.

Fashion & Luxury Brands

- Partnerships with leading fashion houses, such as Loewe, Ferragamo, Baccarat, Maison Margiela, and Missoni, featuring editorial campaigns, high-fashion shoots, and behind-the-scenes brand stories.
- Coverage of exclusive runway events, capsule collections, and emerging luxury trends in Orange County and beyond.
- Features on iconic fashion photographers and designers who shape the luxury fashion industry.

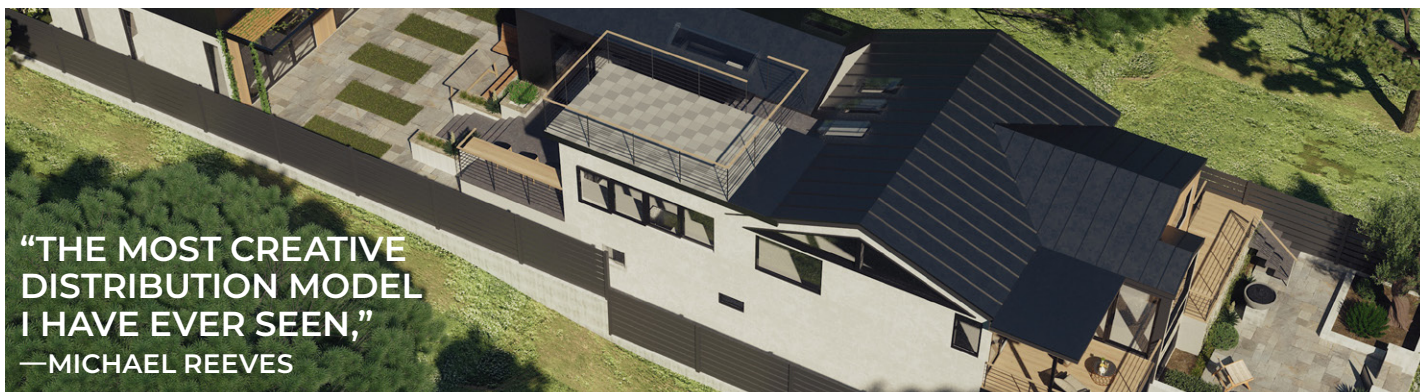
Real Estate & Architecture

- Showcasing the most exclusive homes and estates, from coastal mansions to architecturally significant properties.
- Collaborations with luxury real estate professionals, interior designers, and developers, offering a curated look at the finest properties in OC.
- Exclusive access to private tours, new developments, and iconic residences.



BLUEDOOR
MAGAZINE





**"THE MOST CREATIVE
DISTRIBUTION MODEL
I HAVE EVER SEEN,"**
—MICHAEL REEVES

DISTRIBUTION

14,000 copies | 6 issues per year

Blue Door Magazine employs a **hybrid distribution model**, ensuring strategic placement in the most **prestigious homes and communities** in Orange County.

Targeted Mailing & Door Drops:

- **Newport Peninsula & Surrounding Islands** (Lido, Balboa, Harbor, Linda)
- **Dover Shores & Newport Heights**
- **One Ford Road & Corona del Mar** (Gated & Non-Gated Communities)
- **Newport Coast & Crystal Cove**
- **Emerald Bay & Laguna Beach** (North Laguna, The Village, Top of the World, South Laguna, Three Arch)

Targeted Mailing & Door Drops:

Average Age: 46

College Graduates: 90%

Average Home Value: \$3.2 Million

Average Household Income: \$1.8 Million

Average Properties Owned: 2.1

RATES

AD SIZE	x1	x3	x6	x10
Back Cover	5,800	5,200	4,750	4,000
Inside FC	5,200	4,600	4,000	3,700
Inside BC	4,800	4,250	3,750	3,100
Spread	3,400	2,600	2,300	2,000
Full Page	2,100	1,800	1,600	1,300

PARTNER WITH BLUE DOOR MAGAZINE

Leverage our **prestigious readership**, **exclusive distribution network**, and **integrated media platform** to position your brand among **Orange County's most influential and affluent residents**.

FOR MORE INFORMATION CONTACT

FOUNDER Justin Williams

208.720.2142 | justin@bluedoormagazine.com



Deadlines

ISSUE 31

All ads due: Friday, March 28th

Delivery date: Tuesday, April 15th

ISSUE 32

All ads due: Tuesday, June 3rd

Delivery date: Wednesday, June 18th

ISSUE 33

All ads due: Monday, August 4th

Delivery date: Tuesday, August 19th

ISSUE 34

All ads due: Tuesday, October 7th

Delivery date: Friday, October 24th

ISSUE 35

All ads due: Monday, December 15th

Delivery date: Wednesday, December 31st

