

INSIDE IRVINE

2026 | Connect With the Irvine Community ADVERTISING

Inside Irvine is the official quarterly magazine and recreation guide for the City of Irvine. This 100-page publication delivers City of Irvine news, events, and community programming to its residents.

By advertising in *Inside Irvine*, you will reach hundreds of thousands of potential clients within and outside the City.



View previous issues
at [insideirvine.org](https://www.insideirvine.org).

105,000+

PRINT DISTRIBUTION
DIGITAL EDITION AVAILABLE ONLINE



Mailed to all Irvine residents
and targeted mailing lists

Displayed and distributed
to City community
centers and libraries

Digital edition accessible
at [insideirvine.org](https://www.insideirvine.org)

315,000+

CITY OF IRVINE
COMMUNITY POPULATION



The target audience for
Inside Irvine is Irvine residents,
which includes a wide range of
age groups and diverse cultures.
For demographic details, visit
[cityofirvine.org/demographics](https://www.cityofirvine.org/demographics).

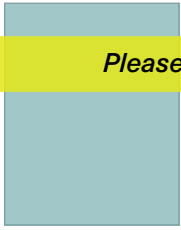
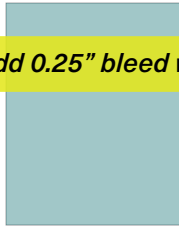
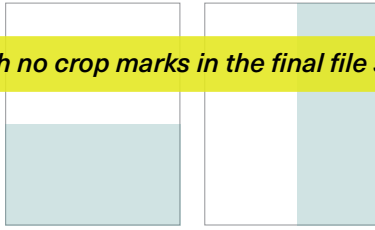
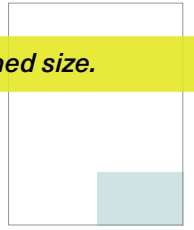
Get started at [insideirvine.org](https://www.insideirvine.org).

To get started, fill out the *Inside Irvine* Advertisement Interest Form, found at [insideirvine.org](https://www.insideirvine.org). For more information, please contact advertising@cityofirvine.org.



NEW

INSIDE IRVINE AD SIZES & PRICING

Inside Back Cover
8.25" w x 10.875" h**Per Issue** \$3,335
Annual Agreement
Paid In-full: \$11,406
Billed per Issue: \$12,006**Full-page**
8.25" w x 10.875" h**Per Issue** \$2,875
Annual Agreement
Paid In-full: \$9,833
Billed per Issue: \$10,350**1/2-page**
7.95" w x 5.3" h
Horizontal
3.875" w x 10.875" h
Vertical**Per Issue** \$1,610
Annual Agreement
Paid In-full: \$5,506
Billed per Issue: \$5,796**1/4-page**
7.95" w x 2.65" h
Horizontal
3.875" w x 5.3" h
Vertical**Per Issue** \$1,208
Annual Agreement
Paid In-full: \$4,130
Billed per Issue: \$4,347**1/8-page**
3.875" w x 2.65" h**Per Issue** \$863
Annual Agreement
Paid In-full: \$2,950
Billed per Issue: \$3,105

Please add 0.25" bleed with no crop marks in the final file submitted. Dimensions listed are finished size.

DESIGN SPECIFICATIONS

Final ad file must be submitted as follows:

- Include 0.25" bleed in PDF or JPG with no crop marks
- File formats accepted: PDF or JPG (Compression: "high" or "maximum")
- 300 dpi minimum resolution, CMYK color mode

DATES & DEADLINES

	Spring 2026	Summer 2026	Fall 2026	Winter 2026-27
Payment & Commitment Due	12/5	3/13	6/12	9/11
Print-Ready Artwork Due	12/12	3/20	6/19	9/18
Publication Distribution Date	2/15	5/15	8/15	11/15

DESIGN SERVICES

Custom Ad Creation: Graphic design services: \$132 per hour

Editing Existing Ads: Editing services: \$66 per hour

Customers are responsible for additional costs, such as the purchasing of specific fonts, photos, etc. Prices subject to change.

Ad Placement

Advertisements are placed in the appropriate Activity Guide sections as follows:

Early Childhood	Newborn to 5 years
Children	Ages 5-12
Teens	Ages 12-18
Adults	Ages 18+
Older Adults	Ages 50+
Arts	All Ages

Best efforts are made to accommodate advertisers' placement preferences, but we cannot guarantee section placement. Ads are provided on a first-come, first-served basis.

Space is limited. Priority is given to existing advertisers, space/size availability, and advertisers with print-ready material and payments submitted on time.

Advertising Content

Advertisements must be relevant to the Irvine community and not contrary or detrimental to the City's mission, organizational values, image and interests. Types of advertisements prohibited include, but are not limited to, promotion of tobacco, alcohol, pornography, obscenity, and messages of a political or religious nature or connotation. Content promoting products for medical or medicinal use is not permitted.

Interested in Advertising?

Fill out the Inside Irvine Advertisement Interest Form, found at [insideirvine.org](https://www.insideirvine.org). Allow one business day to be contacted.