BACKSTAGE
SOCAL

MEDIA KIT
2026

55,000+
page views in the past 12 months

4 channels
Instagram, TikTok, Facebook and YouTube

Since 2017
covering Orange County and surrounding areas

ABOUT BACKSTAGE SOCAL

Backstage SoCal is an independent, Orange County–based online magazine that goes "digitally backstage" with original interviews and event features on concerts, theater, comedy, festivals and food across Orange County and surrounding areas, including Los Angeles, the Inland Empire and San Diego. The site was voted the **#1 Blog of Orange County** at the 2019 OC Press Club Excellence in Journalism Awards.

THE PUBLISHER

Jackie Moe is a veteran entertainment journalist who has written features for the Orange County Register, Press-Enterprise and Los Angeles Times, and served as an editor for the Orange County Business Journal, Inland Empire Magazine and Parenting OC.

Her interviews include Jay Leno, Herb Alpert, Gloria Gaynor, Marie Osmond, Adam Sandler, Melissa Etheridge, CeeLo Green, Trace Adkins, Joss Stone, Teller of Penn & Teller and Broadway legend Betty Buckley, plus the touring casts of major Broadway shows.

OUR READERS

- Theatergoers, concertgoers and comedy fans across Orange County, Los Angeles, the Inland Empire and San Diego
- Locals planning nights out, festivals and dining
- Readers who follow venues such as Segerstrom Center for the Arts, Laguna Playhouse and local concert stages

ADVERTISING OPPORTUNITIES

Header banner
Premium 728 × 90 placement at the top of every page.

Homepage banner
Full-width placement on the Backstage SoCal homepage.

Sidebar display ad
Shown beside stories on article and section pages.

Newsletter sponsor
"Presented by" placement with logo and link in our email newsletter.

Ideal for venues, restaurants, local businesses and events reaching an engaged Southern California audience. Placements can be scheduled around your event dates.

OUR STANDARDS

Ads are clearly labeled and kept separate from our stories. Advertising does not buy coverage or influence it; our editor chooses interviews and features independently. See backstagesocal.com/editorial-standards.

Rates and booking on page 2
Book online at backstagesocal.com/advertise

backstagesocal@gmail.com
backstagesocal.com

BACKSTAGE
SOCAL

RATE CARD
2026

ADVERTISING PACKAGES

SPOTLIGHT BUNDLE · Best value

Homepage banner + sidebar ad for one month, two newsletter sponsorships and one Event Push

$300
per month ($450 value)

Header Banner

Premium 728 × 90 banner at the top of every page, right beside our logo. Our most-seen placement.

$200
per month

Homepage Banner

Full-width banner on the Backstage SoCal homepage, seen by every visitor who starts there.

$150
per month

Sidebar Display Ad

Shown beside stories on article and section pages across the site.

$100
per month

Newsletter Sponsor

"Presented by" placement with your logo, a short message and link in our email newsletter.

$50
per issue

Event Push

A sponsored listing in The Lineup, our monthly things-to-do guide, plus an Instagram Story with a link to your tickets or site. Clearly labeled "Sponsored."

$100
per event

Sponsored Content

A feature article by Jackie Moe ($250), plus Instagram and TikTok promotion ($400), or social only ($150). Always labeled "Sponsored."

from $150
per package

HOW TO BOOK

1. Tap "Email us to book" at backstagesocal.com/advertise
2. We confirm dates and send an invoice
3. Send your artwork. We'll go live on your start date

AD SPECS

Header banner	728 × 90 px
Homepage banner	970 × 250 px, plus 320 × 100 px for mobile
Sidebar ad	300 × 250 px
Newsletter	Logo (PNG), up to 30 words, one link
Event Push	Event name, date, venue, 1 photo, ticket link

Ready to reach SoCal's arts and entertainment fans?

Book at backstagesocal.com/advertise or email backstagesocal@gmail.com

Backstage SoCal
Interviews and event features from Orange County and surrounding areas

backstagesocal@gmail.com
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