Los Angeles Business Journal

Media Kit 2023
ASSETS

THE LEADING SOURCE FOR BUSINESS NEWS IN LOS ANGELES

WEEKLY MAGAZINE

ALIGN your brand with content that is used to make business decisions.

DISTRIBUTION:
PRINT ISSUE 17,151
READERSHIP 77,138

Source: 2021 CVC Audit

LABUSINESSJOURNAL.COM

CONNECT with influential leaders that can impact your business.

MONTHLY UVS 198,769
PAGEVIEWS 324,234

Source: 2021 Google Analytics

EVENTS

DEVELOP new relationships that can help grow your business.

ANNUAL EVENTS 16

Source: 2021 Google Analytics
OUR AUDIENCE

372K
AVERAGE HOUSEHOLD INCOME

4.6M
AVERAGE NET WORTH

85%
TOP MANAGEMENT

$3.9M
PORTFOLIO

87%
COLLEGE GRADUATES

32%
POSTGRADUATE DEGREE

AVERAGE TIME SPENT WITH THE ISSUE 48 minutes
FEMALE AUDIENCE 35%
MEDIAN AGE OF SUBSCRIBERS 52

Source: 2021 CVC Audit
WEEKLY ISSUE

IN-DEPTH ANALYSIS OF LA’s COMPLEX BUSINESS LANDSCAPE

LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO SUBSCRIBE TO

- 55% The Los Angeles Times
- 50% The Wall Street Journal
- 24% The New York Times
- 16% Bloomberg Businessweek
- 15% Forbes
- 12% The Economist
- 11% Fortune
- 8% The Hollywood Reporter
- 6% Fast Company
- 6% USA Today
- 5% Barron’s
- 5% Variety
- 4% Financial Times

Source: 2019 Reader Survey - SurveyMonkey
### Special Editions

Highly-coveted Signature Issues

- **The Money Issue**
  - January

- **LA 500**
  - May

- **Wealthiest Angelinos**
  - August

- **Book of Lists**
  - December

### Money & Wealthiest Angelinos Specifications

<table>
<thead>
<tr>
<th>Layout</th>
<th>Live area</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>21.25” wide x 14.5” high</td>
<td>21.75”w x 15”h</td>
<td>22.25”w x 15.5”h</td>
</tr>
<tr>
<td>Half Page</td>
<td>10.35”w x 6.75”h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.9”w x 6.75”h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>10.875”w x 15”h</td>
<td>11.375”w x 15.5”h</td>
<td></td>
</tr>
</tbody>
</table>

### LA500 & BOL Specifications

<table>
<thead>
<tr>
<th>Layout</th>
<th>Live area</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>16” wide x 10.125” high</td>
<td>16.75”w x 10.875”h</td>
<td>17”w x 11.125”h</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.5”w x 4.875”h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625”w x 4.875”h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8.375”w x 10.875”h</td>
<td>8.625”w x 11.125”h</td>
<td></td>
</tr>
</tbody>
</table>

Ads must be high resolution PDFs. Ad resolution is 300 dpi.
Color formatting for advertisements is CMYK, if color, and grayscale, if black and white.
CUSTOM CONTENT
FOCUSED BRANDED CONTENT FROM INDUSTRY EXPERTS

SAMPLE CUSTOM CONTENT INCLUDES

- CORPORATE CITIZENSHIP & GIVING GUIDE
- HEALTH CARE ROUNDTABLE
- LEADERS OF INFLUENCE: INVESTMENT BANKERS
- LEADERS OF INFLUENCE: MINORITY ATTORNEYS
- LEADERS OF INFLUENCE: MINORITY CPAs
- LEADERS OF INFLUENCE: THRIVING IN THEIR 40s
- LEADERS OF INFLUENCE: TOP LA DOCTORS
- LEADERS OF INFLUENCE: WEALTH MANAGERS
- MBA & MASTERS GUIDE
- RETHINKING THE WORKPLACE ROUNDTABLE
- WHO’S BUILDING LA
- WOMEN OF INFLUENCE: CONSTRUCTION, ENGINEERING & ARCHITECTURE
- WOMEN OF INFLUENCE: FINANCE
- WOMEN OF INFLUENCE: ATTORNEYS
- WOMEN OF INFLUENCE: TECH
- WOMEN OF INFLUENCE: ACCOUNTANTS
- WOMEN OF INFLUENCE: HEALTH CARE
- WOMEN OF INFLUENCE: MANUFACTURING
# DISPLAY ADVERTISING

## NET 4-COLOR RATES

Frequency discounts. Rates per insertion.

Effective January 1, 2023

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Open Rate</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full coverwrap</td>
<td>$37,125</td>
<td>$31,555</td>
<td>$27,845</td>
<td>$23,205</td>
<td>$18,565</td>
</tr>
<tr>
<td>Half coverwrap</td>
<td>$28,215</td>
<td>$23,985</td>
<td>$21,160</td>
<td>$17,635</td>
<td>$14,110</td>
</tr>
<tr>
<td>2-page spread</td>
<td>$25,000</td>
<td>$21,250</td>
<td>$18,750</td>
<td>$15,625</td>
<td>$12,500</td>
</tr>
<tr>
<td>Half-page spread</td>
<td>$19,305</td>
<td>$16,410</td>
<td>$14,480</td>
<td>$12,070</td>
<td>$9,655</td>
</tr>
<tr>
<td>Full page</td>
<td>$14,850</td>
<td>$12,625</td>
<td>$11,880</td>
<td>$9,280</td>
<td>$7,425</td>
</tr>
<tr>
<td>Island</td>
<td>$11,140</td>
<td>$9,470</td>
<td>$8,355</td>
<td>$6,965</td>
<td>$5,570</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$9,505</td>
<td>$8,080</td>
<td>$7,130</td>
<td>$5,940</td>
<td>$4,755</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$5,795</td>
<td>$4,930</td>
<td>$4,350</td>
<td>$3,620</td>
<td>$2,900</td>
</tr>
<tr>
<td>Front cover banner</td>
<td>$5,000</td>
<td>$4,250</td>
<td>$3,750</td>
<td>$3,125</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

## ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (no bleed)</td>
<td>10.35”</td>
<td>13.8”</td>
</tr>
<tr>
<td>Full page (w/ bleed)</td>
<td>&quot;10.875”</td>
<td>&quot;15”</td>
</tr>
<tr>
<td>Island</td>
<td>7.5”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 page (hor)</td>
<td>10.35”</td>
<td>6.75”</td>
</tr>
<tr>
<td>1/2 page (ver)</td>
<td>4.9”</td>
<td>13.8”</td>
</tr>
<tr>
<td>1/4 (square)</td>
<td>4.9”</td>
<td>6.75”</td>
</tr>
<tr>
<td>Front cover banner</td>
<td>8.85”</td>
<td>1.75”</td>
</tr>
<tr>
<td>Front cover banner (for issues with wraps)</td>
<td>10.35”</td>
<td>1.75”</td>
</tr>
<tr>
<td>2-page spread (no bleed)</td>
<td>21.21”</td>
<td>13.8”</td>
</tr>
<tr>
<td>2-page spread (w/ bleed)</td>
<td>&quot;21.75”</td>
<td>&quot;15”</td>
</tr>
</tbody>
</table>

*Please add .25” bleed on all sides

- Ads must be submitted as high resolution PDFs (300 dpi, PDFx1a preferred).
- Color formatting for ads is CMYK, if color, and grayscale, if black and white.
- Please convert all black text to 100% black.
DELIVER YOUR MESSAGE TO LA'S BUSINESS COMMUNITY
We help you tailor your digital campaign. Choose from a variety of advertising units.

- Run-of-Site
- Interstitials
- Homepage Takeover
- Branded content
- Dedicated Email Marketing
- Daily Digital Newsletters
ONLINE AUDIENCE

IN-DEPTH ANALYSIS OF LA’S COMPLEX BUSINESS LANDSCAPE

LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO VISIT

48% LAtimes.com
36% Wsj.com
30% NYTimes.com
15% Forbes.com
14% BloombergBusinessWeek.com
9% BizJournals.com/LosAngeles
8% TechCrunch.com
7% HollywoodReporter.com
6% LAmag.com
5% FastCompany.com
5% Wired.com

Source: 2019 Reader Survey - SurveyMonkey
INTERSTITIAL

A **HIGH IMPACT** DIGITAL UNIT THAT LEADS INTO THE EDITORIAL CONTENT

- Maximum size: 640 x 480
HOMEPAGE TAKEOVER

SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. 100% SOV.

• 3,500 daily page views
• Limited to one advertiser per day
BRANDED CONTENT allows for articles either written by your web content experts to appear alongside our editorial headlines.

Branded Content also provides opportunities to drive SEO to company and content.
• Up to 2 articles in a 30-day period • 2-3 photos

Branded Content positions include:
1. Headline and article will be posted among the editorial well.
2. Art and headline noted on homepage clicks through to article on website. Campaign will be live for 30 days.

Homepage inventory is subject to availability. All custom content is labeled “Branded Content” in print and web. All materials are subject to approval. Advertising terms and conditions apply.
DEDICATED EMAIL MARKETING

SPREAD YOUR COMPANY’S MESSAGE TO OUR 51,000+ E-NEWS SUBSCRIBERS

- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it “Subject line”
The subject line will appear after the phrase:
LABJ Sponsored Content: (Your text here)
- Materials are due 7 business days prior to blast date
- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers’ inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.
DAILY DIGITAL NEWSLETTERS

KEEPING THE BUSINESS COMMUNITY UPDATED ON ALL BUSINESS NEWS IN THE REGION

TWICE DAILY DIGITAL NEWSLETTERS

- Up to 45,000 recipients

- Choose from either 1 billboard (970 x 250) or 1 island (300 x 250) opportunity

- Delivered to subscribers in the morning and in the afternoon
# Digital Advertising

## Net Rates

### Run of Site

Rates apply to the 728 x 90, 970 x 250, 300 x 600, 300 x 250 and 320 x 50 ad units

<table>
<thead>
<tr>
<th>Advertising Impressions</th>
<th>Month Net Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>150,000</td>
<td>$45 CPM</td>
</tr>
<tr>
<td>200,000</td>
<td>$40 CPM</td>
</tr>
</tbody>
</table>

### High Impact Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Takeover</td>
<td>$12,000 per day</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td>$6,000 per day</td>
</tr>
<tr>
<td>Interstitial</td>
<td>$2,000 per day</td>
</tr>
<tr>
<td>Interstitial Video</td>
<td>$2,000 per day</td>
</tr>
</tbody>
</table>

### Branded Content

- 4-week campaign
  - $8,500
  - 700 words
  - 2-3 photos
  - Format: DOC, JPEG, HTML code

### Los Angeles Business Journal Daily Digital Newsletters

<table>
<thead>
<tr>
<th>NET RATES</th>
<th>OPEN</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,200</td>
<td>$850</td>
<td>$700</td>
<td>$600</td>
<td></td>
</tr>
</tbody>
</table>

### Dedicated Email Marketing

Net Rate: $6,500
DIGITAL ADVERTISING

SPECIFICATIONS

FILE SIZES: RUN OF SITE
Leaderboard: 728 x 90; Billboard: 970 x 250;
Medium Rectangle: 300 x 250; Skyscraper: 300 x 600;
Mobile Super Leaderboard: 320 x 50
Maximum Recommended File Size for both: 150k

DAILY DIGITAL NEWSLETTERS
Billboard: 970 x 250; Medium Rectangle: 300 x 250
We cannot accept any tracking pixels or 3rd party tags for newsletters. Static only (no animation), jpg/gif/png files under 125kb in files size and a click url.

INTERSTITIAL
• Maximum size: 640 x 480

DEDICATED EMAIL MARKETING
• Size: No wider than 800 pixels, length of your choice
• Creative for Body: JPEG, PNG or GIF
• Subject Line: provide text and label it “Subject line”
The subject line will appear after the phrase:
LABJ Sponsored Content: (Your text here)
• Materials are due 7 business days prior to blast date
• File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers’ inboxes.
• Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

AD FORMAT/CREATIVE TYPES
• No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties, or that they need to click on the box (ad) to eliminate the message from their screen.
• If third party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF. Back-up GIFs must always be provided.
• Ads must not modify any elements of a user’s browser or computer settings. Ads must not resemble the Los Angeles Business Journal’s editorial content (exact or close replica). Ads must not include references to the Los Angeles Business Journal unless part of previously arranged co-promotion.

GENERAL GUIDELINES BORDER
If ads are on a white background, they must include black, encasing one pixel rule. The length of the website is 2575 px.

TESTING
Creative must be delivered 7 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple versions of all major browsers. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

STANDARD CREATIVE
GIF, JPEG, PNG. Third-party internal redirect tags accepted. No INS tags accepted.

RICH MEDIA
DFA, Atlas, Bluestreak, Eyeblast, Point Roll
• See Digital Advertising Rates

RICH MEDIA SPECS
We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

BRANDED CONTENT
Format: DOC, JPG, HTML code
WE BRING BUSINESS ELITES TOGETHER, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.

For more info on our events, please visit labusinessjournal.com/events.