MEDIA KIT 2024
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
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 8% The Hollywood Reporter
50% The Wall Street Journal 6% Fast Company
24% The New York Times 6% USA Today
16% Bloomberg Businessweek 5% Barron’s
15% Forbes 5% Variety
12% The Economist 4% Financial Times
11% Fortune

Source: 2019 Reader Survey - SurveyMonkey
# SPECIAL EDITIONS

HIGHLY-COVETED **SIGNATURE ISSUES**

**THE MONEY ISSUE**  
**JANUARY**

**LA 500**  
**MAY**

**WEALTHIEST ANGELENOS**  
**AUGUST**

**BOOK OF LISTS**  
**DECEMBER**

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### MONEY & WEALTHIEST ANGELENOS SPECIFICATIONS

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

### LA500 & BOL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Spread Live area: 16” wide x 10.125” high</th>
<th>Trim: 16.75”w x 10.875”h</th>
<th>Bleed: 17”w x 11.125”h</th>
<th>Half Page 7.5”w x 4.875”h</th>
<th>Quarter Page 3.625”w x 4.875”h</th>
<th>Full Page 8.375”w x 10.875”h</th>
<th>Trim: 8.625”w x 11.125”h</th>
</tr>
</thead>
</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.
Welcome to the 2022 installment of our annual roundup of some of the best and most successful professionals. These are the experts that really get our great ideas and concepts on the right track. The right investment banker does more than provide an infusion of cash for your business. He or she – and trusted advisor can be one of the key ingredients for any company’s success. Working with a leader of influence: Investment Bankers who possesses the right skill set can actually help set growth in motion for businesses in virtually any industry.

LA's Leaders of Influence: Minority Attorneys

California State Bar has reported that “having a diverse legal profession positively impacts the administration of justice, ensures fairness, and promotes the rule of law.” Los Angeles is truly a national leader when it comes to influencing professions with minority backgrounds – and the field of law is certainly no exception. There are many superb attorneys in the LA region who happen to be minorities, which is an important benchmark for an effective legal landscape. The demand for such expertise can be competitive. Fortunately, Los Angeles is home to a growing group of such established experts – and the numbers of young people training to become such professionals are up. In our region, there is no shortage of excellent advisors, many of whom happen to be in their 40s. We’ve alphabetically listed 96 of the very best of those professionals here, along with insights and information about their careers, attributes and accomplishments. For our coverage in this issue, we have profiled those standout minority attorneys considered to be particularly impactful on the legal scene while serving as trusted advisors in the LA region. Congratulations to the attorneys who made this list and thank you for working to keep the people and businesses of Los Angeles on the right track.
LABJ MEDIA KIT
2024

DISPLAY ADVERTISING

RATES AND SPECIFICATIONS

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>
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<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>*10.875”</td>
<td>*15”</td>
</tr>
</tbody>
</table>
* Please add .25” bleed on all sides

Island                | 7.5” | 10”  |

1/2 page (hor)        | 10.35” | 6.75” |
1/2 page (ver)        | 4.9” | 13.8” |
1/4 (square)          | 4.9” | 6.75” |
Front cover banner    | 8.85” | 1.75” |
Front cover banner    | 10.35” | 1.75” |
(for issues with wraps)
2-page spread (no bleed) | 21.21” | 13.8” |
2-page spread (w/ bleed) | *21.75” | *15” |
* 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.
LABUSINESSJOURNAL.COM
WE CONNECT LA'S ENTREPRENEURS

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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>LAtimes.com</td>
</tr>
<tr>
<td>36%</td>
<td>Wsj.com</td>
</tr>
<tr>
<td>30%</td>
<td>NYTimes.com</td>
</tr>
<tr>
<td>15%</td>
<td>Forbes.com</td>
</tr>
<tr>
<td>14%</td>
<td>BloombergBusinessWeek.com</td>
</tr>
<tr>
<td>9%</td>
<td>BizJournals.com/LosAngeles</td>
</tr>
<tr>
<td>8%</td>
<td>TechCrunch.com</td>
</tr>
<tr>
<td>7%</td>
<td>HollywoodReporter.com</td>
</tr>
<tr>
<td>6%</td>
<td>LAmag.com</td>
</tr>
<tr>
<td>5%</td>
<td>FastCompany.com</td>
</tr>
<tr>
<td>5%</td>
<td>Wired.com</td>
</tr>
</tbody>
</table>

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.**

- 3,000 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.
LABJ SELECT

DEDICATED EMAIL MARKETING: OUR READERS. YOUR MESSAGE. CO-BRANDED.

Co-branding your message to the readership of the Los Angeles Business Journal is one of the most strategic and effective ways to market your products and services. LABJ readers are C-Suite executives, top managers, and hold leadership positions in companies of all sizes and industries. Outside of the office, they are also affluent consumers. LABJ SELECT allows our marketing partners to reach our audience in a meaningful and impactful way.

Our dedicated email marketing campaigns align your brand with ours – delivering your message directly into their inboxes. Our digital subscribers are never curated through random purchased lists. Our digital readership is comprised of only opt-in subscribers who choose to receive our digital content on their phones, laptops and desktops. They’ve opted-in because they consider the LABJ as their trusted source for business news.

GUARANTEED DELIVERED EMAILS:
42,000 (minimum)

AVERAGE OPEN RATE:
24.2%

LABJ Select marketing is limited to 2 client emails per week, based on availability.
DAILY DIGITAL NEWSLETTERS

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

TWICE DAILY DIGITAL NEWSLETTERS

- Your billboard ad unit appears on top of a featured editorial article
- Three billboard sizes available (970 x 250)
- Delivered to subscribers in the morning and in the afternoon
- Up to 45,000 recipients
# 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

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

### LABJ Select (Dedicated Email Marketing)

Net Rate: $3,500
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: 150k

DAILY DIGITAL NEWSLETTERS
Billboard: 970 x 250 ad size only
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

LABJ SELECT (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 JGP 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 JGP 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, Eyeblater, 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
EVENTS CALENDAR

WE BRING BUSINESS ELITES TOGETHER, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.

FEBRUARY
Economic Trends
DIGITAL EVENT

JANUARY
LA State of Business Readiness

FEBRUARY
Commercial Real Estate Awards

MARCH
Diversity, Equity + Inclusion Symposium & Awards

APRIL
Top 100 Lawyers

APRIL
Executive Education Roundtable
DIGITAL EVENT

MAY
Nonprofit & Corporate Citizenship Awards

MAY
LA500 Launch Reception

JUNE
Women’s Leadership Symposium & Awards

AUGUST
Best Places to Work Awards

AUGUST
Real Estate Trends

AUGUST
Health Care Leadership Symposium & Awards

SEPTEMBER
CFO Awards

OCTOBER
Corporate Counsel Awards
DIGITAL EVENT

NOVEMBER
Top 100 Accountants

DECEMBER
Disruptors Awards | LA’s Fastest 100

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