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
SPECIAL EDITIONS
HIGHLY-COVETED SIGNATURE ISSUES

THE MONEY ISSUE
JANUARY

LA 500
MAY

WEALTHIEST ANGELENOS
AUGUST

BOOK OF LISTS
DECEMBER

MONEY & WEALTHIEST ANGELENOS SPECIFICATIONS

Spread
Live area: 21.25” wide x 14.5” high
Trim: 21.75”w x 15”h
Bleed: 22.25”w x 15.5”h

Half Page
10.35”w x 6.75”h

Quarter Page
4.9”w x 6.75”h

Full Page
Trim: 10.875”w x 15”h
Bleed: 11.375”w x 15.5”h

LA500 & BOL SPECIFICATIONS

Spread
Live area: 16” wide x 10.125” high
Trim: 16.75”w x 10.875”h
Bleed: 17”w x 11.125”h

Half Page
7.5”w x 4.875”h

Quarter Page
3.625”w x 4.875”h

Full Page
Trim: 8.375”w x 10.875”h
Bleed: 8.625”w x 11.125”h

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.
LABJ MEDIA KIT
2024

CUSTOM CONTENT

FOCUSED BRANDED CONTENT FROM INDUSTRY EXPERTS

SAMPLE CUSTOM CONTENT INCLUDES

CORPORATE CITIZENSHIP & GIVING GUIDE
HEALTH CARE ROUNDTABLE
LEADERS OF INFLUENCE: BANKING
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: CYBER SECURITY
MBA & MASTERS GUIDE
CORPORATE EXPANSION & RELOCATION
WHO’S BUILDING LA
WOMEN OF INFLUENCE: CONSTRUCTION, ENGINEERING & ARCHITECTURE
WOMEN OF INFLUENCE: FINANCE
WOMEN OF INFLUENCE: ATTORNEYS
WOMEN OF INFLUENCE: ACCOUNTANTS
WOMEN OF INFLUENCE: HEALTH CARE
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>
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<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>
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<tr>
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<td>23,985</td>
<td>21,160</td>
<td>17,635</td>
<td>14,110</td>
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<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>
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<tr>
<td>Half-page spread</td>
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<td>16,410</td>
<td>14,480</td>
<td>12,070</td>
<td>9,655</td>
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<tr>
<td>Full page</td>
<td>14,850</td>
<td>12,625</td>
<td>11,880</td>
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<tr>
<td>Island</td>
<td>11,140</td>
<td>9,470</td>
<td>8,355</td>
<td>6,965</td>
<td>5,570</td>
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<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>
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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) <em>10.875”</em></td>
<td><em>15”</em></td>
<td></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 (for issues with wraps) | 10.35” | 1.75” |
| 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
- Branded Content
- Interstitials
- Dedicated Email Marketing
- Homepage Takeover
- 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.

- 3,000 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.
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.

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

LABJ MEDIA KIT
2024

DAILY DIGITAL NEWSLETTERS

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

** Stocks: Virco Shares Get Boost **

Virco Manufacturing Corp. received a big boost in its stock price after reporting its fiscal second-quarter earnings this month.

The Torrance-based manufacturer of school desks, chairs, tables and storage products saw its share price increase by nearly 9.5% between its closing price of $4.64 on Sept. 8 and the close of $5.08 on Sept. 11, the day the company reported its financials. It then went up another $1 from the close of $5.10 on Sept. 13 to $5.22 on the following day.

*Read more>*

** Stocks: Hydrogen Hub **

The San Pedro Bay Port Complex is getting a boost in funding for hydrogen fuel infrastructure, and local companies are looking to benefit from that.

That money - $1.2 billion for California through the public-private partnership Alliance for Renewable Clean Hydrogen Energy Systems, or Archer, the group that applied for the federal Energy Department grant - will help pay for things like shipping trucks, port equipment and fueling stations at the ports. Once that’s done, one company - World Energy Management Services - is ready to start pumping hydrogen fuel directly to the ports from its Paramount facility.

*Read more>*

** 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>
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</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>
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<tbody>
<tr>
<td></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 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, Eyeblaster, 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.