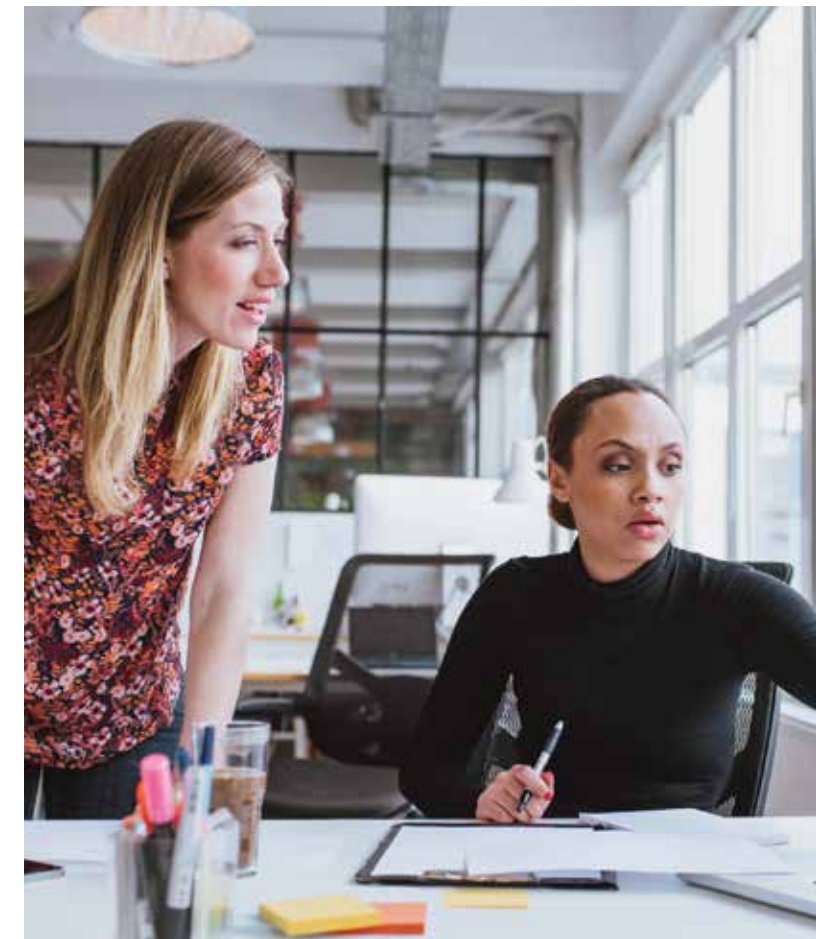# MEDIA KIT

LOS ANGELES BUSINESS JOURNAL

The community of business™

5700 Wilshire Blvd., Suite 170
Los Angeles, CA 90036
T: 323.549.5225
F: 323.549.5255
labusinessjournal.com

Influential audience.
Affluent readers.
Exceptional journalism.
Multi-platform offerings.

Welcome to the community of business.

There is no other city like it in the world. Los Angeles business has a pulse all its own. From the startup to the well-established, it's fast-paced, dynamic, and diverse. No media source keeps their finger on the pulse of the region's business better than the **Los Angeles Business Journal**. Each week more than 98,500 CEOs, executives, senior managers, and other influential decision-makers rely on the award-winning Business Journal for the business news they need most. This loyal readership is a powerful group of potential clients and customers for your business.

When you market your company with the Business Journal, you put your organization's name, image and message adjacent to must-read editorial and directly in front of the most influential business professionals in the region. Through print and digital advertising, along with event sponsorships, we put your company at the forefront of our readers' minds and position it as an industry leader.

Get the community of business working for you.

© Gensler / Ryan Gobuty

$2,690,000
Household net worth

54%
of our readers are millionaires

37 MINUTES
Average time spent reading each issue

READERSHIP
98,500
CEOs, Executives, Senior Managers and other Influential decision maker

LOS ANGELES
MARKET

Los Angeles is the third largest metropolitan economy in the world, and continues to be an incubator of what's new and what's next. The Los Angeles economy is exceptionally diverse, with established industries ranging from Aerospace, Healthcare, Manufacturing, Entertainment and Fashion, to Biomedical services, Consumer products, Technology and Tourism. The Los Angeles Business Journal brings it to you every day.

FACTS ABOUT THE MARKET WE BRING TO YOU

Los Angeles County has the 19th largest economy in the world.

Los Angeles International Airport is the sixth busiest airport in the world and third busiest in the U.S., based on number of passengers.

Los Angeles ranks as the second largest city in the nation.

Los Angeles is the #1 import/export port in the U.S.

Los Angeles County is the largest manufacturing center in the U.S., with more manufacturing jobs than the state of Michigan.

Los Angeles County comprises 88 vibrant and diverse cities, and many smaller communities.

The County of Los Angeles alone would be the ninth most populated state, behind Michigan, with 9.9 million, and ahead of Georgia, with 9.8 million people.

Los Angeles County has a larger GDP than the countries of Belgium, Saudi Arabia, Norway and Taiwan.

Los Angeles is a world leader in Aerospace, Clean Technology, Entertainment, Fashion, Healthcare and Tourism.

SUBSCRIBER PROFILES
AND EXECUTIVE AUTHORITY

The Los Angeles business community is relying on us, now more than ever, to serve as their filter to understand what the news means and why it matters to their businesses. The Los Angeles Business Journal provides insightful, purposeful news with an intelligent perspective to help executives understand what is happening now and what is coming around the corner. We shape the conversation and set the agenda, defining what is important for our readers.

With more than 244,000 businesses and over one million key business decision-makers, the Los Angeles

Business Journal is vital for getting your message in front of our influential and powerful audience. We make executives smarter, through award-winning journalism and insightful, compelling analysis of local business happenings. We are not just reporting the news, we are shaping the conversation.

We put your company at the forefront of our readers' minds and position it as an industry leader.

Get ahead with the Los Angeles Business Journal.

ENGAGEMENT

Subscriber Renewal Rate	70%
Average time spent reading each issue	37 minutes

LOCAL EXECUTIVES WANT LOCAL NEWS

Our readers value local content on local business issues. Percentage of business journal subscribers that also subscribe to the following national publications:

Entrepreneur	9%
Inc.	11%
Fast Company	13%
Fortune	13%
New York Times	18%
Forbes	19%
The Wall Street Journal	39%

CIRCULATION

22,000 per issue

READERSHIP

98,500 total readers per issue

READER DEMOGRAPHICS

Readers that are millionaires	54%
Top Management	77%
Average Age	52
Average Household Income	$365,000
Household Net Worth	$2.69M
Average Investment Portfolio	$1.88M

LOCAL WORKFORCE

Local Employees	1,000+: 8%
Local Employees	100–999: 22%
Local Employees	1–99: 70%

ANNUAL GROSS COMPANY INCOME

$100M+	18%
$10M-$99M	25%
Under $10M	57%

• Readex Research Subscriber Study October 2014
• 2014 CVC Media Audit
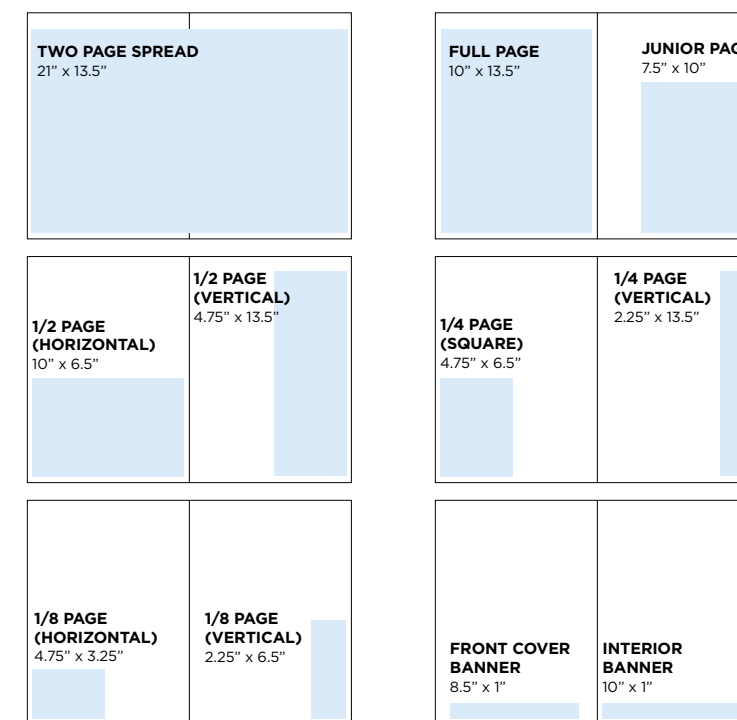
PRINT ADVERTISING RATES
AND SPECIFICATIONS

NET 4-COLOR RATES
Combined Frequency Discounts; Rates Are Per Insertion Effective January 1, 2016

SIZE	Open Rate	6x	13x	17x	26x	39x	51x
Full Coverwrap*	$37,125	$31,560	$29,700	$28,215	$26,730	$25,245	$22,275
Half Coverwrap**	$28,215	$23,985	$22,575	$21,445	$20,315	$19,190	$16,930
Two Page Spread	$26,730	$22,725	$21,385	$20,315	$19,250	$18,180	$16,040
Full Page	$14,850	$12,625	$11,880	$11,290	$10,695	$10,100	$8,910
Junior Page	$11,140	$9,470	$8,915	$8,470	$8,025	$7,575	$6,685
1/2 Page	$9,505	$8,080	$7,605	$7,225	$6,845	$6,465	$5,705
1/4 Page	$5,795	$4,930	$4,640	$4,405	$4,175	$3,945	$3,480
1/8 Page	$3,270	$2,780	$2,620	$2,485	$2,355	$2,225	$1,965
Front Cover Banner	$5,000	$4,250	$4,000	$3,800	$3,600	$3,400	$3,000
Interior Banner	$4,000	$3,400	$3,200	$3,040	$2,880	$2,720	$2,400
Inserts^	$6,500 net per issue						

PRINT ADVERTISING DIMENSIONS

TWO PAGE SPREAD 21" x 13.5"

FULL PAGE 10" x 13.5"

JUNIOR PAGE 7.5" x 10"

1/2 PAGE (HORIZONTAL) 10" x 6.5"

1/2 PAGE (VERTICAL) 4.75" x 13.5"

1/4 PAGE (SQUARE) 4.75" x 6.5"

1/4 PAGE (VERTICAL) 2.25" x 13.5"

1/8 PAGE (HORIZONTAL) 4.75" x 3.25"

1/8 PAGE (VERTICAL) 2.25" x 6.5"

FRONT COVER BANNER 8.5" x 1"

INTERIOR BANNER 10" x 1"

SIZE	WIDTH	HEIGHT
Two Page Spread	21"	13.5"
Full Page	10"	13.5"
Junior Page	7.5"	10"
I/2 Page (horizontal)	10"	6.5"
I/2 Page (vertical)	4.75"	13.5"
I/4 Page (square)	4.75"	6.5"
I/4 Page (vertical)	2.25"	13.5"
1/8 Page (horizontal)	4.75"	3.25"
1/8 Page (vertical)	2.25"	6.5"
Front Cover Banner	8.5"	1"
Interior Banner	10"	1"

• All ads must be in PDF format. PDFs must be high resolution. (PDFx1a preferred)
• Ad resolution is 300 dpi.
• Color formatting for advertisements is CMYK, if color, and Grayscale if black and white.
• Materials are due 10 days prior to publication date.
• FTP instructions: ftp.cbjonline.com
   – From FILE menu, go to **Log In As**
   – In the log in window, type user name: **labjclient**
   – Password: **Upload469** (case sensitive)
   – Then click **Log On**
You will be on the site, and can click and drag files into and out of the site as needed.
NOTE These are PC instructions. Mac users must use Fetch software, which should be provide don all current Macs. The user name and password will work.
The Los Angeles Business Journal is printed on Off-Set Heat Set Web Press. Our paper stock is 80 bright, 45 lbs glossy stock.

*Includes front cover, inside front cover, inside back cover and back cover
*Includes front cover and inside front cover
^See your advertising account manager for more details

SPECIAL EVENTS
& NETWORKING

WEBSITE AND
E-NEWS

Business-to-business growth relies on networking within the professional community. The Los Angeles Business Journal delivers relevant interactions with Special Events and Award Receptions targeted to the movers and shakers in our market, throughout the year. Our event and sponsorship package levels allow your company to be actively or passively involved— from simple company nominations to ownership with an on-stage presence.

The Los Angeles Business Journal has over **7,000** event attendees annually.

The Los Angeles Business Journal website has been an essential online tool for daily business news, information and statistics, providing late-breaking headlines, special features, blogs, lists, archives and weekly issue content. Since May 2011, the digital edition has been available to paid print subscribers and provides links to navigate through pages and articles with ease. Ads placed on the website have the opportunity to be seen by any visitor as well as subscribers accessing their print/digital edition.

We offer news and analysis on labusinessjournal.com and the opportunity to place ads on the site or on our popular daily email newsletters. We deliver a qualified local business audience of well-educated, established professionals.

2016 LABJ EVENT SCHEDULE

January
Latino Business Awards

Economic Forecast & Trends

2016 Book of Lists Reception

February
Commercial Real Estate Awards

March
Business Hall of Fame (Business Person of The Year)

April
Healthcare Leadership Awards

May
Women Making a Difference Symposium & Awards

June
CIO/CTO Awards

Nonprofit & Corporate Citizenship Awards

July
Mid-Year Economic Trends & Forecast

Asian Business Awards

August
Best Places to Work

September
CFO of the Year Awards

October
Corporate Counsel Awards

November
Patrick Soon-Shiong Innovation Awards

Fastest Growing Private Companies

December
Southern California Apparel Awards

PRESENTING SPONSORSHIPS

• Top billing as Presenting Sponsor
• Speaking/Presenting role
• Company logo on all promotional materials including pre-event ads, event signage and event programs
• Signage at event
• 20 guests at event
• Collateral in attendee take-away bag and/or collateral table (depends on event and venue)
• Full Page, 4-Color advertisement in event report/ supplement
• List of attendees
$20,000 net
Cover Wrap Upgrade: $30,000 net (2 available)

PLATINUM SPONSORSHIPS

• Billing as Platinum Sponsor
• Company logo on all promotional materials including pre-event ads, event signage and event programs
• Signage at event
• 15 guests at event
• Collateral in attendee take-away bag and/or collateral table (if available)
• Full Page, 4-Color advertisement in event report/ supplement
$12,500 net

GOLD SPONSORSHIPS Cost varies by ad size, see below

• Billing as Gold Sponsor
• Company Name (not logo) on promotional materials including pre-event ads, event signage and event programs
• 10 guests at event
• Collateral in take-away bag
• 4-color advertisement in event report/supplement
$8,500 net Full Page
$6,500 net Half Page
$5,000 net Quarter Page

LABUSINESSJOURNAL.COM

• We are the only Los Angeles Business website that is affiliated and owned by **local** Los Angeles Regional Business print publications.

• Our traffic is **local**—coming from a Los Angeles demographic, it has local eyes!

• Our website has loyal Los Angeles Executive Readership that navigate to our website through the Los Angeles Business Journal.

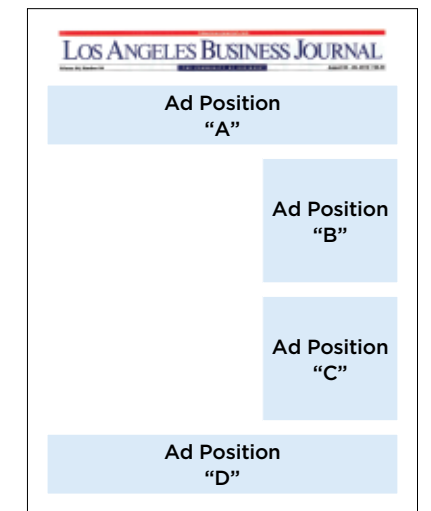| RUN OF SITE ADVERTISING	
IMPRESSIONS/MONTH	NET COST
100,000	$50 CPM
150,000	$45 CPM
200,000	$40 CPM

LOS ANGELES BUSINESS JOURNAL E-NEWS
Daily Morning, Afternoon and Silicon Beach Report Digital News Sponsorships: (Sold Daily, Monday–Friday)

The Business Journal sends out emails with news stories, breaking news and analysis to more than 22,000 digital newsletter subscribers per day.

NET RATES PER DAY

AD POSITION	OPEN	4 X	8 X	13 X	26 X	52 X
A	$1,200	$1,125	$975	$850	$700	$600
B	$1,200	$1,125	$975	$850	$700	$600
C	$975	$900	$800	$675	$550	$450
D	$825	$750	$675	$550	$450	$300

LOS ANGELES BUSINESS JOURNAL

Ad Position "A"

Ad Position "B"

Ad Position "C"

Ad Position "D"

DIGITAL ADVERTISING
SPECIFICATIONS

FILE SIZES

RUN OF SITE

Banner: 728 x 90
Island: 300 x 250
Maximum Recommended File Size: 100k

DAILY DIGITAL E-NEWS UPDATES

Banner: 728 x 90
Island: 300 x 250

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 Journals' 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.

ALTERNATE GIF

Animated GIFs must be provided for all Flash creatives.

THIRD PARTY SERVING

The Business Journal allows third party serving of creative within IFrametags. Fourth party serving of creative is not allowed.

TESTING

Creative must be delivered 5 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, Flash, Dynamic HTML, HTML Banners, Image map, Java Script (Flash-based creative not available for e-News update)

RICH MEDIA

DFA, Atlas, Bluestreak, Eyeblaster, Point Roll

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.