

LOS ANGELES BUSINESS JOURNAL

MEDIA KIT 2021



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 17,398

DIGITAL ISSUE 3,927

LABUSINESSJOURNAL.COM

CONNECT with influential leaders that can impact your business.

MONTHLY UVS 147,155

PAGEVIEWS 296,682

EVENTS

DEVELOP new relationships that can help grow your business.

ANNUAL EVENTS 16

OUR AUDIENCE



846K

AVERAGE
HOUSEHOLD
INCOME

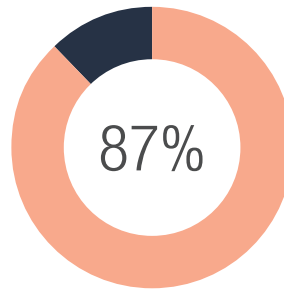
4.6M

AVERAGE
NET WORTH

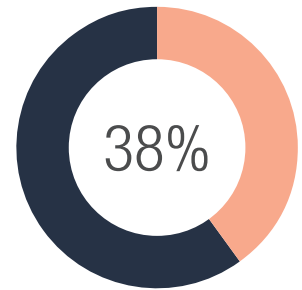
78%
TOP
MANAGEMENT



3.9M
PORTFOLIO



COLLEGE GRADUATES



POSTGRADUATE DEGREE

AVERAGE TIME SPENT WITH THE ISSUE **48 minutes**

FEMALE AUDIENCE **30%**

MEDIAN AGE OF SUBSCRIBERS **52**

WEEKLY ISSUE

IN-DEPTH ANALYSIS OF LA'S COMPLEX BUSINESS LANDSCAPE



LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO SUBSCRIBE TO

50% The Wall Street Journal

16% Bloomberg Businessweek

5% Barron's

15% Forbes

12% The Economist

11% Fortune

4% Financial Times

6% Fast Company

24% The New York Times

8% The Hollywood Reporter

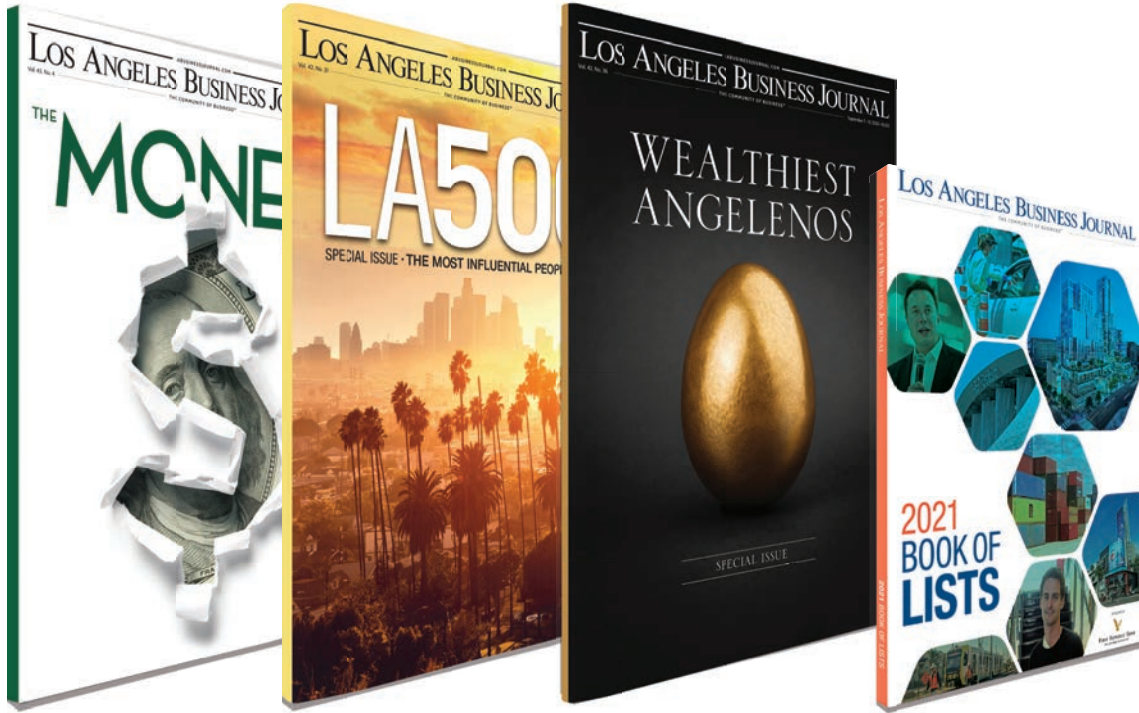
55% The Los Angeles Times

6% USA Today

5% Variety

SIGNATURE PUBLICATIONS

HIGHLY-COVETED **SPECIAL EDITIONS**



THE MONEY ISSUE
JANUARY

LA 500
MAY

WEALTHIEST
ANGELENOS
AUGUST

BOOK OF LISTS
DECEMBER

PRINTING 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

Full Page

Trim: 10.875" w x 15" h

Bleed: 11.375" w x 15.5" h

Half Page

10.35" w x 6.75" h

Quarter Page

4.9" w x 6.75" 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.

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

Full Page

Trim: 8.375" w x 10.875" h

Bleed: 8.625" w x 11.125" h

Half Page

7.5" w x 4.875" h

Quarter Page

3.625" w x 4.875" h

List Sponsor- Logo

Company logo at the top of your list of choice

CUSTOM CONTENT

FOCUSED **ADVERTORIAL CONTENT** FROM INDUSTRY EXPERTS



SAMPLE CUSTOM CONTENT INCLUDES

- WHO'S BUILDING LA
- LA'S TOP DOCTORS
- MINORITY LEADERS OF INFLUENCE: ATTORNEYS
- HEALTH CARE ROUNDTABLE
- LEADERS OF INFLUENCE: LENDERS
- WHO'S BROKERING LA
- WOMEN OF INFLUENCE: ATTORNEYS
- EXECUTIVE EDUCATION
- WEALTH MANAGEMENT ROUNDTABLE
- MBA GUIDE
- LABOR & EMPLOYMENT ROUNDTABLE
- WOMEN OF INFLUENCE: ACCOUNTING
- FOOD & BEVERAGE ROUNDTABLE
- THRIVING IN THEIR 40s
- DATA PRIVACY, CONSUMER GOODS & RETAIL ROUNDTABLE
- GIVING GUIDE: CORPORATE PHILANTHROPY
- MOST ADMIRED LAW FIRMS TO WORK FOR
- WOMEN OF INFLUENCE: HEALTH CARE

CUSTOM CONTENT allows for the advertiser to submit a bylined article on a subject they provide, edited by our custom content writer, to appear in print and on labusinessjournal.com

DISPLAY ADVERTISING

RATES AND SPECIFICATIONS

NET 4-COLOR RATES

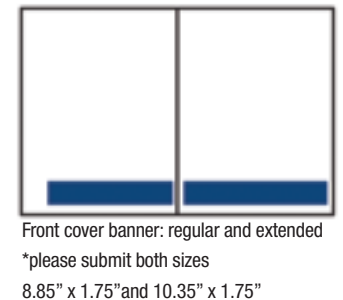
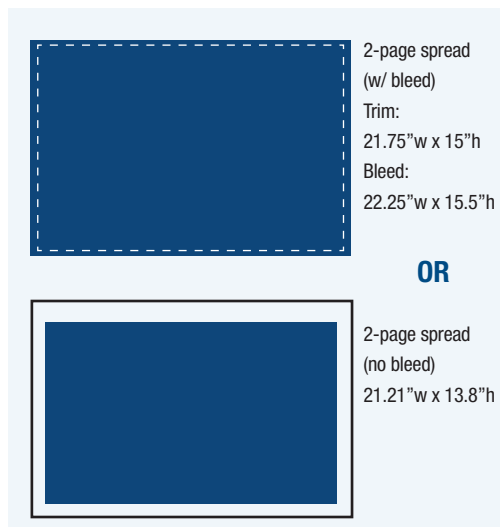
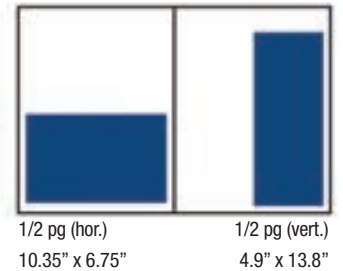
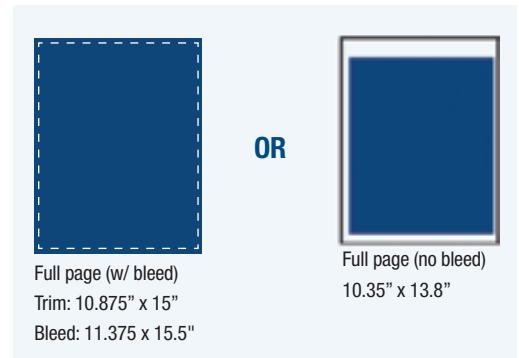
Frequency discounts. Rates per insertion.

Effective January 1, 2020

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

ADVERTISING DIMENSIONS

SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed)	10.875"	15"
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 e-blasts
- Site takeovers
- E-news alerts

ONLINE AUDIENCE

IN-DEPTH ANALYSIS OF LA'S COMPLEX BUSINESS LANDSCAPE

The collage features several article thumbnails from the Los Angeles Business Journal. The central thumbnail is the largest and shows the journal's masthead with the headline 'JUST ADD WATER' and a photo of a man in a suit. Other thumbnails include: 'El Segundo's Quest Nutrition Picked up for \$1 Billion', 'Acquisition Binge Reshapes Tetra Tech', 'Pasadena Campus Sells for \$30 Million', 'Tala Raises \$110 Million Series D', 'AEG Extends Contract to Host Emmys', 'Faraday Future Finds New Chief Executive', 'Brainbase Brings in \$3 Million', and 'Mobile Game Developer Scopely Expands Internationally'. Each thumbnail includes a small image, a headline, a brief text snippet, and a byline.

LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO VISIT

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

INTERSTITIAL

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



- Static or Video capabilities

SITE TAKEOVER

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



- Includes 3 islands, 2 banners, and left and right rail skin
- 5,000 Daily Unique Visitors • 8,500 daily page views
- Limited to one advertiser per day

BRANDED CONTENT

A COMPLETELY **CUSTOM-BUILT PAGE** WITHIN THE LOS ANGELES BUSINESS JOURNAL'S WEBSITE



BRANDED CONTENT allows for articles either written by you or our web content experts on subject matter you provide, to appear alongside our editorial headlines.

Branded Content also provides opportunities to drive SEO to company and content.

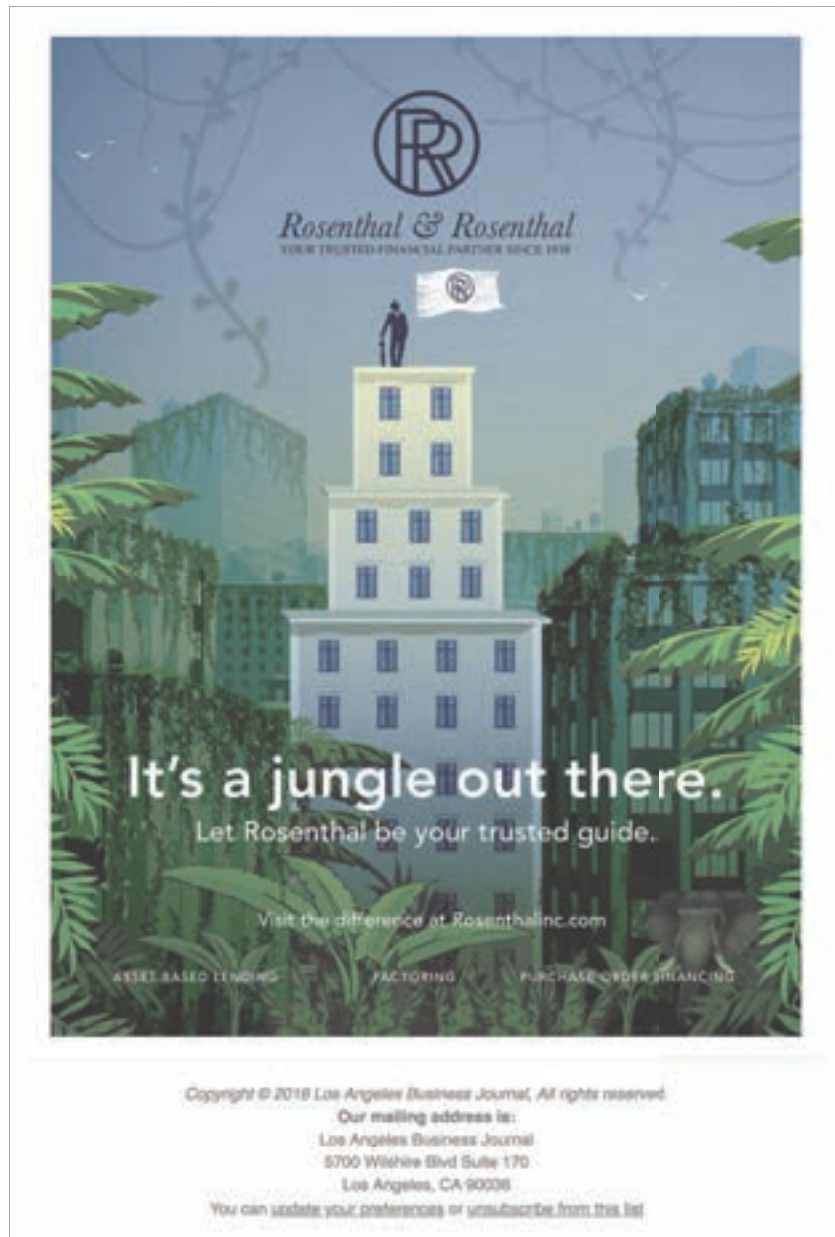
- Up to 2 articles in a 30-day period
- 2-6 photos

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.
- Please contact your account manager for more information and pricing.

DEDICATED E-BLASTS

SPREAD YOUR COMPANY'S MESSAGE TO OUR **60,000+** E-NEWS SUBSCRIBERS



Please provide text for the subject line and label it "Subject Line." The subject line will appear after the phrase "LABJ Sponsored Content: (Your text here)"

For more specifications, please refer to the Digital Advertising Specifications sheet.

DAILY E-NEWS ALERTS

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



TWO E-NEWS UPDATES PER DAY

MORNING REPORT

- Up to 28,000 recipients
- 1 banner and 2 island ad opportunities
- Gets to subscribers around 8AM
- Several advertisers per e-news alert; opportunity for 100% SOV

AFTERNOON INDUSTRY REPORTS

- Up to 22,000 recipients
- 1 banner and 2 island ad opportunities
- Gets to subscribers around 4PM
- Several advertisers per e-news alert; opportunity for 100% SOV

SOCIAL

OPPORTUNITY TO **POST CAMPAIGNS** ON OUR SOCIAL PLATFORMS



11,000

@labjnews
@labjevents



3,000

@labbusinessjournal
@labjevents



4,000

@labbusinessjournal
@labjevents

DIGITAL ADVERTISING

RATES

RUN OF SITE

Rates apply to the 728 x 90 and 300 x 250 ad units

Advertising Impressions	Month Net Cost
100,000	\$50 CPM
150,000	\$45 CPM
200,000	\$40 CPM

HIGH IMPACT UNITS

Site Takeover (3 Islands, 2 Banners, Left and Right Skins)	\$12,000 per day
Interstitial	\$2,000 per day
Interstitial Video	\$2,000 per day
Page Skins	\$2,000 per day
300 x 600 half page unit	\$65 CPM

BRANDED CONTENT

4-week campaign		\$8,500
LABJ will produce and edit content	1500-2000 words	\$2,000
Custom photography	2 - 6 photos	\$800
Copywriting of headline		\$250
Format: DOC, JPEG, HTML code		

LOS ANGELES BUSINESS JOURNAL E-NEWS

NET RATES	OPEN	13X	26X	52X
	\$1,200	\$850	\$700	\$600

DEDICATED EMAIL BLAST

NET RATE: \$6,500

DIGITAL ADVERTISING

SPECIFICATIONS

FILE SIZES RUN OF SITE / DAILY DIGITAL E-NEWS

Banner: 728 x 90

Island: 300 x 250

Half page: 300 x 600 **high impact unit rates apply*

Left and Right Rail Skin: 160 x 1200

Maximum Recommended File Size: 200k

INTERSTITIAL

- Size: 640 x 480

DEDICATED E-BLAST

- 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.

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 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, Flash, Dynamic HTML, HTML Banners, HTML5, Image map, Java Script (Flash-based creative not available for e-News update)

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

VIDEO

- aspect ratio - 16:9
- preferred video format - h.264 mp4
- audio (optional) - mp3 or aac
- max file size - 300mb
- min dimensions - 480x270, max dimensions - 3840x2160
- max run time

-feature video - 10min (5min)

-interstitial/slider/side bar - 30sec

-bumper - 6sec (each front and back)

EVENTS CALENDAR

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



JANUARY

Economic Forecast
& Trends



FEBRUARY

Commercial Real Estate
Forum & Awards



MARCH

Diversity & Inclusion
Symposium & Awards



APRIL

TechTalk Cyber Security
Webinar



APRIL

Nonprofit & Corporate
Citizenship Awards



MAY

Executive Wellness
Webinar



MAY

LA500 Webinar:
Conversations with Icons



JUNE

Women's Leadership
Series & Awards



JULY

Real Estate Strategies



JULY

Black Business Matters
Webinar



AUGUST

Best Places to Work
Awards



AUGUST

Health Care Leadership
Panel & Awards



SEPTEMBER

CFO Awards



OCTOBER

Beauty Awards



NOVEMBER

Leaders in Law Awards



DECEMBER

Disruptors Awards |
LA's Fastest 100

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