Los Angeles Magazine
2019 Media Kit
THE LOS ANGELES MAGAZINE BRAND

105 THINGS YOU’LL LOVE!

THE BEST OF LA

THE CITY’S FINEST...
CHOCOLATE CAKE, ATHLEISURE,
COASTAL HIKE, GRAIN BOWL,
CUSTOM PIÑATAS, NAIL ART,
KARAOKE, SASHIMI PLATE,
BAR SUPPLIES, CHORIZO,
AND MUCH, MUCH MORE!

A Photo Portfolio
L.A.’S MASSIVE MUSIC SCENE

OFFICIAL VISITORS GUIDE 2018

STAY
40 hotels to call home, from beachfront luxe to vintage gems

DINE
Where to find the best SoCal-fresh eats

PLAY
How to catch a wave, bike the sights, and snap the scene

4,850,000+
TOTAL MONTHLY REACH

57,500,000+
TOTAL ANNUAL REACH

@LosAngelesmag  @lamag  @LAmag
Los Angeles magazine is the single-most powerful media resource in the region, defining L.A. through thought-provoking lifestyle and investigative journalism.

With our authoritative voice, we deliver award-winning content and events that encourage Angelenos to discover and engage in our city in ways that are most meaningful to them.

It is our mission to support Los Angeles in the endeavor to become one of the most dynamic global cities of the 21st century.
**CIRCULATION & DISTRIBUTION**

<table>
<thead>
<tr>
<th>CIRCULATION</th>
<th>IN DEMAND</th>
<th>CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>#1</td>
<td>Greater circulation</td>
</tr>
<tr>
<td>PAID &amp; VERIFIED CIRCULATION</td>
<td>CITY TITLE IN CALIFORNIA BARNES &amp; NOBLE STORES</td>
<td>IN L.A. THAN ALL REGIONAL L.A. PUBLICATIONS AND MOST MONTHLY NATIONAL LIFESTYLE TITLES</td>
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<tr>
<td>120,000+</td>
<td>#1</td>
<td>60%/17%</td>
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<tr>
<td>RATE BASE</td>
<td>MONTHLY TITLE IN FINE GROCERY STORES</td>
<td>SUBSCRIPTIONS/NEWSSTAND</td>
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<tr>
<td>635,000</td>
<td></td>
<td>40</td>
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<tr>
<td>READERSHIP</td>
<td></td>
<td>LUXURY HOTELS REACHING MORE THAN 13,000 ROOMS DAILY</td>
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Source: 2018 CVC Publication Audit Report for Los Angeles Magazine (Jan 1, 2017 - Dec 31, 2017); 2016 Newsstand Data
**AUDIENCE**

**Invested in *Los Angeles* magazine**
- **85%** Keep *Los Angeles* magazine for one month or more
- **74%** Frequently purchase products or services from ads seen in *Los Angeles* magazine

<table>
<thead>
<tr>
<th>AGE 21-34</th>
<th>AVERAGE HHI</th>
<th>AGE 35-54</th>
<th>AVERAGE NET WORTH</th>
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<tbody>
<tr>
<td>27%</td>
<td>$280,000</td>
<td>45%</td>
<td>$1,663,000</td>
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**AVERAGE AGE**
- 44

**GRADUATED COLLEGE OR MORE**
- 84%

**INFLUENTIAL + PROFESSIONAL**
- 81%
  - ARE PROFESSIONAL MANAGERIAL
- 34%
  - ARE TOP MANAGEMENT

SOURCE: 2018 CVC PUBLICATION AUDIT REPORT FOR *LOS ANGELES* MAGAZINE (JAN 1, 2017 - DEC 31, 2017); GFK MRI *LOS ANGELES* MAGAZINE SUBSCRIBER STUDY 2013
COVETED CONSUMER

In the past 12 months, Los Angeles magazine’s affluent readers did the following:

LUXURY SHOPPERS
- 84% purchased women’s apparel and accessories
- 82% purchased men’s apparel and accessories
- 49% purchased jewelry
- 40% purchased designer men’s clothes
- 39% purchased designer women’s clothes
- 33% purchased watches

SOCIALLY AND CULTURALLY ENGAGED
- 57% attended art auctions/gallery exhibits
- 48% attended live theater performances
- 32% purchased artwork and collectibles

TRAVEL ENTHUSIASTS
- 89% took a domestic trip
- 65% took a foreign trip (in the past 3 years)
- 55% took a domestic air roundtrip in the past year (personal/vacation)
- 48% traveled first or business class
- 35% traveled outside the continental U.S. in the past 12 months
- 33% visited a spa in the last 6 months

DEDICATED FOODIES
- 94% dined out in a restaurant, hotel, or club in the past 30 days
- 56% attended wine or food festivals
- 52% agree that they are willing to spend more for a quality bottle of wine
- 34% typically drink wine with dinner
- 22% dined at a sit down restaurant 10+ times in the past 30 days
- 21% dined at an upscale restaurant in the past 30 days (over 2x more likely to do so than the average L.A. resident)

SOURCE: THE MEDIA AUDIT FALL 2017; NIelsen SCARBOROUGH MARKET RELEASE 2 (AUG 2016 - JUL 2017); GFK MRI LOS ANGELES MAGAZINE SUBSCRIBER STUDY 2013
Our audience are smart, affluent, influential taste-makers. They read our content. They evangelize our brand. They love our city as much as we do.

- 32 median age
- 48% male / 52% female
- 29% have a household income of $100,000+
- 81% own a home
- 3x more likely to buy high fashion and luxury brands
- 75% of our readers actively engage with what they’ve read

64%
TRAFFIC FROM MOBILE & TABLET

633K
AVERAGE MONTHLY UNIQUES

1.17 MM
AVERAGE MONTHLY PAGE VIEWS

40%
OF OUR TRAFFIC COMES FROM OUTSIDE CALIFORNIA. KEY MARKETS INCLUDE NEW YORK, CHICAGO, MIAMI AND HOUSTON.

60%
OF TRAFFIC ORIGINATES IN L.A.
We are the essential voice of Los Angeles – curating the best places, experiences and ideas in our sprawling, complicated, beautiful city.

**FOOD**
Provides the ultimate go-to resource for food lovers in Los Angeles.

- **223K** unique monthly page views
- **65%** site traffic from mobile
- **3.29 min** time spent on site

**CULTURE**
The destination for art, thought, politics, and entertainment.

- **289K** unique monthly page views
- **64%** site traffic from mobile
- **3.47 min** time spent on site

**CITYTHINK**
The essential resource for how our city works, functions, thrives.

- **128K** unique monthly page views
- **73%** site traffic from mobile
- **4.13 min** time spent on site

SOURCE: GOOGLE ANALYTICS 2017
Daily Update
Daily Monday-Friday to 34K opt-in subscribers
Benchmarks
20% Open Rate, 0.4% Ad Unit CTR

Food News
Wednesdays weekly to 34K opt-in subscribers
Benchmarks
22% Open Rate, 0.4% Ad Unit CTR

Weekend Guide
Thursdays Weekly to 36K opt-in subscribers
Benchmarks
22% Open Rate, 0.4% Ad Unit CTR

Travel
Once a month to 13K opt-in subscribers
Benchmarks
20% open rate, 1% CTR

Editorial Newsletter Offerings
Sponsorship: 2x 728x90, 1x 300x250
and optional Native Unit
Ad Unit: 728x90, or 300x250 and click URL
Native Unit: 200x200 min size imag, title, 30 words of copy max and click URL

Rates
Sponsorship: $3,000
Ad Unit: $1,000
Native Unit: $1,000

Deadline for all placements is 5 business days prior to launch
Align your brand with our award winning content reaching influential thought leaders across the country. LAmag.com elevates brand recall with unique native advertising opportunities and custom integrations.

THREE SECTIONS OF OFFERINGS

LAmag.com Display Opportunities
- Cross-Platform Homepage Takeovers, Channel Roadblocks, and ROS
- Seasonal Editorial Sponsorship Packages
- 1-2 Minute Video Produced by Custom Team

Custom Content & Social
- Custom Sponsored Content for organic promotional integration
- Sponsored Social posts across Facebook, Twitter, and Instagram
- Custom Instagram Top Story curated by Social Team

Editorial & Special Offers Newsletters
- Dedicated Emails

Our Social Numbers are Competitive

790K+ SOCIAL MEDIA FOLLOWERS
96K+ FACEBOOK FOLLOWERS
485K+ TWITTER FOLLOWERS
95K+ INSTAGRAM FOLLOWERS
88K+ FOOD INSTAGRAM FOLLOWERS
26K+ FOOD TWITTER FOLLOWERS

FOR MORE INFORMATION CONTACT YOUR LOS ANGELES MAGAZINE SALES REPRESENTATIVE OR CAITLIN CULLEN AT CCULLEN@LAMAG.COM
EVENTS
Los Angeles magazine produces and supports signature and client events throughout the year including one-of-a-kind sponsorship experiences.

**Event Sponsorship Benefits include:**

- Meaningful sponsor activations
- Category exclusivity
- Creative product display
- Brand Ambassador engagement
- Significant branding and ROI
- High ratio of qualified attendees
- Skillful data collection and follow-up
- Activities that keep guests engaged from start to finish
SIGNATURE AND PARTNER EVENTS

January  Best New Restaurants
March  Whiskey Festival
May  Burgers Bourbon + Beer
June  LA Wine Fest
July  Concern Foundation Block Party
August  FIT LA
September  LA Opera Wine Terrace
October  The Food Event
November  Baby and Beyond
December  Holiday Spirits Tasting Event
Los Angeles magazine Custom Publishing creates and delivers authentic, content-driven products for brands and businesses

- **Los Angeles magazine Custom Publications**
  - 2019 Los Angeles Dining Guide
  - 2019 Los Angeles magazine Mandarin Edition
  - Baby and Beyond magazine

- **L.A. Tourism**
  - Los Angeles Official Visitors Guide
  - Los Angeles Meeting & Travel Professionals Guide
  - LA Tourism International Maps

- **Santa Monica Travel & Tourism**
  - Santa Monica Official Visitors Guide & Map
  - SantaMonica.com

- **Visit West Hollywood**
  - West Hollywood Official Visitors Guide

- **Marina del Rey Convention and Visitors Bureau**
  - Marina del Rey Destination Guide 2019

- **GIVE, A Charitable Registry**
  - Give Los Angeles
  - Give Los Angeles Challenge
For further information including rates and editorial calendar, please contact

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