Los Angeles
MAGAZINE
2020 MEDIA KIT
MISSION STATEMENT

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.
<table>
<thead>
<tr>
<th>CIRCULATION</th>
<th>IN DEMAND</th>
<th>CIRCULATION</th>
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<tbody>
<tr>
<td>120,000</td>
<td>#1</td>
<td>Greater circulation</td>
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<tr>
<td>GROSS MONTHLY 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>740,000</td>
<td>#1</td>
<td>42</td>
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<tr>
<td>MONTHLY READERSHIP</td>
<td>MONTHLY TITLE IN FINE GROCERY STORES</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, 2018 - DEC 31, 2018); 2016 NEWSSTAND DATA
Invested in *Los Angeles* magazine

- 78% Keep *Los Angeles* magazine for one month or more
- 71% 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>$280,000</th>
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<tbody>
<tr>
<td>23%</td>
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<table>
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<tr>
<th>AGE 35-54</th>
<th>AVERAGE NET WORTH</th>
<th>$1,663,000</th>
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<tr>
<td>44%</td>
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<table>
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<tr>
<th>MEDIAN AGE</th>
<th>GRADUATED COLLEGE OR MORE</th>
<th>82%</th>
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<tr>
<th>INFLUENTIAL + PROFESSIONAL</th>
<th>81%</th>
<th>34%</th>
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<tbody>
<tr>
<td>ARE PROFESSIONAL MANAGERIAL</td>
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<tr>
<td>ARE TOP MANAGEMENT</td>
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SOURCE: 2018 CVC PUBLICATION AUDIT REPORT FOR LOS ANGELES MAGAZINE (JAN 1, 2018 - DEC 31, 2018); 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)

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
- **33%** 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

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<tr>
<th>Traffic Statistics</th>
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<tbody>
<tr>
<td><strong>68%</strong></td>
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<tr>
<td><strong>1.05M</strong></td>
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<tr>
<td><strong>1.5 MM</strong></td>
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**40%** of our traffic comes from outside California. Key markets include New York, Chicago, Miami and Houston.
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.

329K
UNIQUE MONTHLY PAGE VIEWS

65%
SITE TRAFFIC FROM MOBILE

4:27 min
TIME SPENT ON SITE

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

429K
UNIQUE MONTHLY PAGE VIEWS

64%
SITE TRAFFIC FROM MOBILE

4:27 min
TIME SPENT ON SITE

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

599K
UNIQUE MONTHLY PAGE VIEWS

73%
SITE TRAFFIC FROM MOBILE

4:58 min
TIME SPENT ON SITE

SOURCE: GOOGLE ANALYTICS 2017
Daily Brief
Daily Monday-Friday to 44K opt-in subscribers
Benchmarks
20% Open Rate, 18% Overall Newsletter CTR

Food News
Wednesdays weekly to 47K opt-in subscribers
Benchmarks
31% Open Rate, 30% Overall Newsletter CTR

Weekend Guide
Thursdays Weekly to 44K opt-in subscribers
Benchmarks
23% Open Rate, 23% Overall Newsletter CTR

Travel
Once a month to 17K opt-in subscribers
Benchmarks
17.5% Open Rate, 3% Overall Newsletter 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

Deadline for all placements is 5 business days prior to launch
LAMAG.COM - CAPABILITIES

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

FOR MORE INFORMATION CONTACT YOUR LOS ANGELES MAGAZINE SALES REPRESENTATIVE OR CAITLIN CULLEN AT CCULLEN@LAMAG.COM
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
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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<tbody>
<tr>
<td>January</td>
<td>Best New Restaurants</td>
</tr>
<tr>
<td>March</td>
<td>Whiskey Festival</td>
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<tr>
<td>May</td>
<td>Burgers Bourbon + Beer</td>
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<tr>
<td>June</td>
<td>LA Wine Fest</td>
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<td>July</td>
<td>Concern Foundation Block Party</td>
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<td>August</td>
<td>FIT LA</td>
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<td>September</td>
<td>LA Opera Wine Terrace</td>
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<td>October</td>
<td>The Food Event</td>
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<td>November</td>
<td>Baby and Beyond</td>
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<td>December</td>
<td>Holiday Spirits Tasting Event</td>
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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
  - Give Los Angeles magazine

- **Los Angeles Tourism & Convention Board**
  - Los Angeles Official Visitors Guide
  - Los Angeles Meeting & Travel Professionals Guide
  - LA Tourism International Maps
  - LA Tourism African American Entertainment & Culture Guide
  - LA Tourism Luxury Incentive Guide

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

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

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

- **Custom Client Publications**
For further information including rates and editorial calendar, please contact

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ccullen@lamag.com
323-801-0089