

**BEVERLY HILLS COURIER**



**BEVERLY HILLS** *COURIER*  
*The Newspaper of Record for the World of Beverly Hills*

*"We Are Beverly Hills."*

2018  
Advertising Planner

# OVERVIEW

***“The dominant media outlet in print, online and video in Beverly Hills & the surrounding areas”***

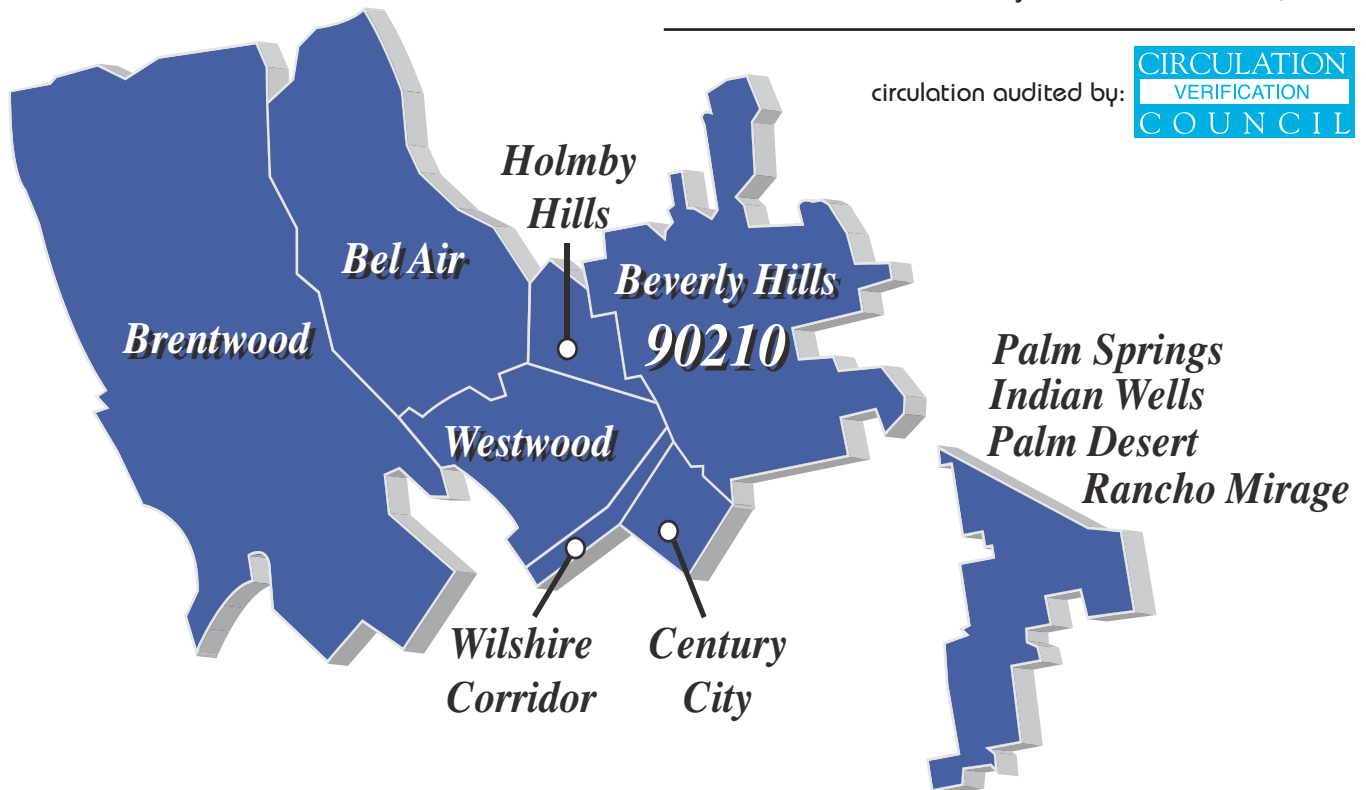


The #1 media outlet for local news, politics, fashion, celebrity news & photos, and arts & entertainment

This is the wealthiest area of the wealthiest state of the wealthiest nation in the world.  
... and it is OUR market.

## READERSHIP:

Circulation # of Copies	40,000
Print Readership	98,600
E-Edition *registered subscribers	13,723
Unique visitors on-line Per Week	38,137
Total Readers Per Weekly Edition	150,460



\* The entire Beverly Hills Courier is delivered electronically to registered subscribers.

# Only in... **C** THE BEVERLY HILLS COURIER



The Beverly Hills Courier: #1 in Beverly Hills and the Westside\*!

But did you know we are also #1 in WESTWOOD, CENTURY CITY and BEL AIR? (We're growing in Brentwood, too.)

Here are the audited numbers:

Zip Code* (selected key areas)	Los Angeles Times*	Beverly Hills Courier**
Beverly Hills 90210	2,542	15,215
Beverly Hills 90211	468	3,735
Beverly Hills 90212	1,014	5,650
Westwood 90024	2,656	6,250
Bel Air 90077	1,198	2,500
Century City 90067	<u>944</u>	<u>1,800</u>
<b>KEY AREA CIRCULATION:</b>	<b>8,822</b>	<b>35,150</b>
<b>TOTAL CIRCULATION:</b>		<b>40,000</b>

The Beverly Hills Courier -- your ONLY way to reach the best luxury market in the world. Over 3:1 advantage over the Los Angeles Times! PEOPLE READ US!

... See us online at [www.bhcourier.com](http://www.bhcourier.com). We have over **6 million** page views per month!

\*\* Courier circulation audited by Circulation Verification Council, St. Louis, Missouri. Report dated March 31, 2017.  
\* Los Angeles Times "Friday Average Projected Circulation". Source: March 2016 AAM Audit Report

**“The Beverly Hills Courier is the #1 source of local news, surpassing the LA Times, television, radio and internet”**

\*David Binder Research, research for City of Beverly Hills

**Beverly Hills residents spend approx. \$1 billion on retail purchases annually. Residential incomes in prime Beverly Hills amounts to more than \$30 billion annually.**

\*David Binder Research, research for City of Beverly Hills

**78% of retail spending in Beverly Hills comes from Beverly Hills residents.**

\* True North Research, Inc., research for City of Beverly Hills

**78% of readers “frequently purchase products or services from ads seen in The Beverly Hills Courier”**

\* Source: 2017 CVC Audit, phone survey



## Audited Circulation Market Share:

***Beverly Hills Courier: 78%***

\* Source: March 2016 AAM Audit, March 2017 CVC Audit

***Los Angeles Times: 20%***

\* Source: March 2016 AAM Audit

**Unduplicated Advantage to  
The Courier: 58%**

\* Source: 2017 CVC Audit, 2016 AAM Audit.

**78% of residents regularly read The Beverly Hills Courier, whereas only 26% read a daily newspaper of any kind**

\* Source: 2017 CVC Audit, phone survey

<b>AVERAGE AGE</b>	<b>45</b>
<b>INCOME</b>	<b>\$461,000</b>
<b>NET WORTH</b>	<b>\$4.4 MILLION</b>
<b>TOTAL BUYING POWER</b>	<b>\$12.3 BILLION</b>
<b>HOME VALUE</b>	<b>\$3.3 MILLION</b>



# Regular Sections

## GEORGE CHRISTY

The latest from the world of entertainment from the legendary Hollywood columnist. Plus George's pick of the week

## TO SEE AND BE SEEN

The latest in fashion and lifestyle trends

## REAL ESTATE

The most comprehensive report of all homes listed, sold and in escrow for all of Beverly Hills. Published once each quarter

## ARTS & ENTERTAINMENT

Film, theater, arts and music and the Beverly Hills people who take part in and influence them. Plus an entertainment calendar

## HEALTH & WELLNESS

What's happening in the world of health and treatments. Updates on local doctors and hospitals, major national research projects, and a health calendar

## LIFESTYLE

What to do see and experience in Beverly Hills including shops, restaurants, salons, gyms, spas and events

## OUTLOOK

The Courier's weekly update of local and Southland events



# Display Advertising Information

## RATES: Per Issue / Black & White

Size	2-4 Wks	5-11 Wks	12-26 Wks	27-47 Wks	48-52 Wks
<b>Full</b> 10" (w) x 14" (h)	\$3395	\$3087	\$2855	\$2469	\$2083
<b>3/4 Page</b> 7.975" (w) x 13.125" (h)	\$2522	\$2408	\$2293	\$2064	\$1720
<b>3/5 Page</b> 5.937" (w) x 14" (h)	\$2037	\$1945	\$1852	\$1667	\$1389
<b>1/2 Page</b> 10" (w) x 7" (h) or 5" (w) x 14" (h)	\$1698	\$1621	\$1543	\$1389	\$1235
<b>2/5 Page</b> 3.911" (w) x 14" (h)	\$1358	\$1327	\$1296	\$1235	\$1049
<b>1/4 Page</b> 5" (w) x 7" (h)	\$849	\$830	\$810	\$772	\$695
<b>1/5 Page</b> 3.911" (w) x 7" (h)	\$679	\$664	\$648	\$617	\$556
<b>1/8 Page</b> 3.911" (w) x 4.375" (h)	\$437	\$427	\$417	\$397	\$377

\*Vertical measure approximate as trim size may vary slightly.

### \*Other Rates & Inserts Quoted on Request\*

Four Color Additional . . . . . \$524 Per Insertion  
 One Color Additional . . . . . \$258 Per Insertion

## PRIME POSITION RATES:

Back Page - +35%

Inside Front/Back Page +25%

Main News - (3col x 7") - \$3858 (Flat rate)

## DEADLINES:

Space reservation	1:00 PM Monday
Camera ready copy	3:00 PM Wednesday
Ads requiring artwork/composition	9:00 AM Monday



\*All rates subject to change without notice.

Email: Please send electronic files to production@bhccourier.com

\*The Courier's standard terms and conditions apply to all advertising orders. All orders subject to acceptance by the Courier. We accept: Adobe Acrobat PDF, EPS, or Jpeg files, Adobe Photoshop, Adobe Illustrator, Quark Xpress.

# Site Traffic Statistics-Per Month

Page Views

**3,103,542**

Visits

**669,112**

Unique Visitors

**152,548**

October 2018, SmarterStats Web Analytical Statistics

Leaderboard  
1000x40 pixels  
**\$675 / Week**  
*Run of site, ads do not rotate*

Top Lrg. Box #1  
300x250 pixels  
**\$525 / Week**  
*Run of site, ads do not rotate*

Top Lrg. Box #2  
300x250 pixels  
**\$500 / Week**  
*Run of site, ads do not rotate*

Top Lrg. Box #3-5  
300x250 pixels  
**\$475 / Week**  
*Run of site, ads do not rotate*

Mid Page Banner Ad  
728x90 pixels  
**\$475 / Week**  
*Run of site, ads do not rotate*

**Ask about our discount digital ad packages**

- We Accept .Jpg, Gif animation and Flash.
- Please build your ad to exact size.
- If providing ad code, it must be in final format.

**E-BLASTS**

**ONLINE NEWSLETTER:**

**13,723 Online subscribers**

Daily E-Newsletter and breaking news updates.

**E-blast ad sponsorship**

One e-blast per week \$700 ea  
Two e-blasts per week \$575 ea  
Three e-blasts per week \$425 ea  
Four e-blasts per week \$325 ea  
Five e-blasts per week \$225 ea  
Ten e-blasts per month \$200 ea  
**Maximum 5 e-blasts per week.**

**E-blast size: 590 pixels wide. We recommend 850 pixels tall so that subscribers will not have to scroll through the ad.**

**We accept .JPG and .PDF file types for E-Blasts.**



Leaderboard

Top Box Large #1

Top Box Large #2

Top Box Large #3

Top Box Large #4

Mid Page Banner

# Special Advertising Rates

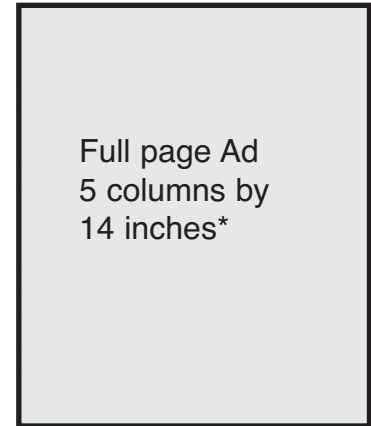
## SPECIAL SECTIONS:

Quarterly special supplements about *Luxury Living*, *Investor's Corner*, *Look Great Feel Great*, travel, fashion, holidays and more.

## RATES:

ADVERTISING	+ ADVERTORIAL
Full Page — .....\$2,315	+1/2 page \$3,472
Half Page — .....\$1,545	+1/2 page \$2,325
Quarter Page — .....\$1,075	+1/4 page \$1,625

- All sizes include full color in ads - a \$504 value.
- Experienced writers available to help with advertorial stories and professional production staff available to help in the building of your ads.



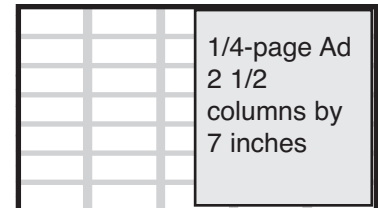
## PRE-PRINTS (INSERTS):

Cost Per Thousand ("CPM") for full run (40,000)\*

Tab Page Count:

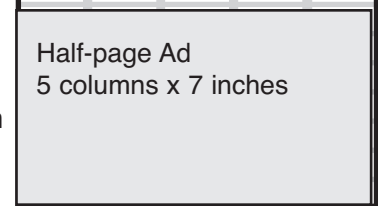
Single Sheet: \$58	4 pages: \$72	8 pages: \$83
12 pages: \$93	16+ pages: Call for quote.	

\*Machineable inserts only/call for others-submit samples.



Quantities: provide 2% additional to allow for shrinkage.

- Zoned (zip code) distribution: add 50% surcharge; minimum distribution 25,000. Fewer copies may be distributed, but minimum charge will be based on 25,000 copies plus surcharge.



\*Vertical measure approximate as trim size may vary slightly.

Size:  
Minimum is 3" x 5"  
Maximum is 11" x 12"

Paper Stock:  
• Single sheets: card stock 70# for sizes up to 8.5" x 11"  
• 70# bond for sizes greater than 8.5" x 11" up to 11" x 12.5"

# Classified Advertising

## CHOOSE YOUR SIZE

(1 X 1 IS APPROXIMATELY 18-20 WORDS LONG)

Size:	Words:	1 Wks	5 Wks	13 Wks	26 Wks	52 Wks
1"	18 words	\$55.00	20% off	30% off	40% off	50% off
1 1/2"	28 words	\$76.00	20% off	30% off	40% off	50% off
2"	38 words	\$98.00	20% off	30% off	40% off	50% off
2 1/2"	48 words	\$119.00	20% off	30% off	40% off	50% off

**HEALTH SERVICE DIRECTORY:**  
(13 WEEKS.....1 BOX = 1 COL. X 2")  
**38%-43% OFF**

1 BOX.....	\$780
2 BOXES.....	\$1,530
3 BOXES.....	\$2,380
4 BOXES.....	\$2,860

**BUSINESS SERVICE DIRECTORY:**  
(13 WEEKS.....1 BOX = 1 COL. X 2")  
**38%-43% OFF**

1 BOX.....	\$780
2 BOXES.....	\$1,530
3 BOXES.....	\$2,380
4 BOXES.....	\$2,860



# Advertising Specs

## MECHANICAL SPECIFICATIONS:

1. Printing Method: Offset
2. Type is set by laser composition
3. Halftones and lines art should be furnished in 85 line screen.
4. No discount for camera-ready art
5. Color ads must be submitted in CMYK format (NO SPOT COLOR)
6. Use 100% Black (100% K) for text (No Cyan, Magenta, Yellow mix)
7. Please use 30% C, 30% M, 30% Y, 100% K for black backgrounds
8. Column Size:

1 Column	1.875"
2 Column	3.911"
3 Column	5.937"
4 Column	7.975"
5 Column	10"

## CAMERA READY FILE:

We recommend documents in PDF format, compatible with Acrobat 4 with fonts embedded.

File can be cc emailed to:

**production@bhcourier.com**

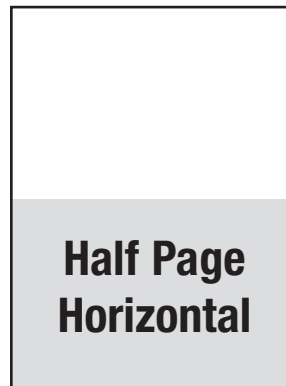


## E-EDITION:

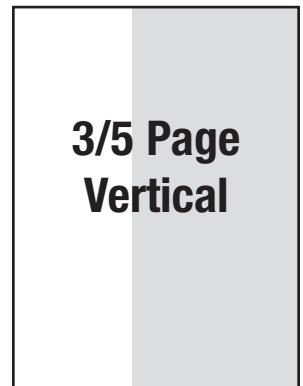
Every week The Beverly Hills Courier uploads a web friendly version of the paper onto our website, [www.bhcourier.com](http://www.bhcourier.com). This process forces us to make a low resolution PDF (72DPI Web friendly file) for ease of download for our subscribers. This may cause pictures and ads to lose a slight bit of clarity.



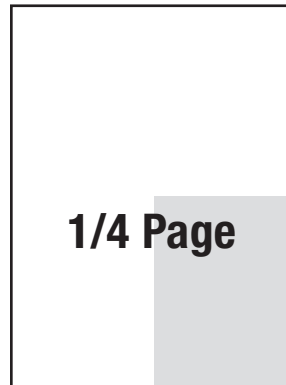
**Full Page**



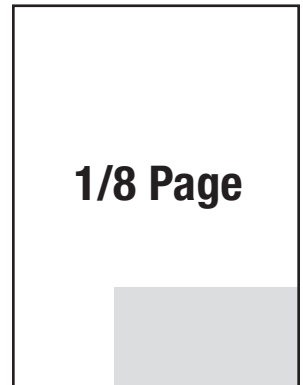
**Half Page  
Horizontal**



**3/5 Page  
Vertical**



**1/4 Page**



**1/8 Page**

## SPECIFICATION:

<b>Full Page</b>	10" (w) X 14"* (h)
<b>Half Page</b>	10" (w) X 7" (h)
<b>3/5 Page</b>	5.937" (w) X 14"* (h)
<b>1/4 Page</b>	5" (w) X 7" (h)
<b>1/8 Page</b>	4" (w) X 4.5" (h)

\*Vertical measure approximate as trim size may vary slightly.



UPDATED all day every day 24/7

FEATURING the worldwide resources of Agence France-  
Presse, City News Service and the editorial staff of The  
Beverly Hills Courier

EBLAST of “breaking news” and news updates

COURIER BREAKING NEWS The Courier's news bulletins  
and exclusives have been picked up and credited to The  
Courier by: CBS, NBC, Fox, New York Times, Los Angeles  
Times, The Hollywood reporter, GoogleNews, UK Daily Mail,  
Los Angeles Daily News, Associated Press and many others!

- |         |            |                   |               |
|---------|------------|-------------------|---------------|
| News    | Health     | Finance           | Entertainment |
| Sports  | Medicine   | Education         | Restaurants   |
| Fashion | Technology | Politics          | Society       |
| Autos   | Travel     | Wealth Management | ... and more  |

## BEVERLY HILLS COURIER

### STANDARD TERMS AND CONDITIONS - BEVERLY HILLS COURIER

#### All Courier's Advertising Includes Our Standard Terms and Condition

1. **Acceptance:** All advertising is subject to acceptance by the Publisher in the exercise of its sole discretion. Publisher shall not be liable for failure or refusal to publish any ad. These Terms and Conditions are the only ones acceptable to Publisher. Any conflicting terms submitted by Advertiser are rejected. **This contract may not be cancelled.**
2. **Warranty by Advertiser:** Each advertiser who submits an ad represents and warrants that the advertisement is authorized, does not defame or libel any person or entity, does not infringe on any copyright, trademark or other rights of a third party, and does not violate any law regarding discrimination, unfair trade practices, or other standards applicable to advertising.
3. **Indemnity:** Advertiser agrees to indemnify and defend Publisher from any and all charges, claims, suits, threats and liabilities arising out of the breach of paragraph 2 above.
4. **Liability:** Publisher's maximum liability with respect to an advertisement shall be either a credit based on the physical size of the ad which is occupied by the allegedly erroneous portion, or a reprint of the entire ad. Publisher shall be not liable for custom colors, shadow printing, copy which is smaller than six (6) point type, multi-color overprints, shadow printing, failure of Advertiser to include fonts with its emailed or electronically submitted ads. Advertiser assumes the risks thereof. In no event shall Publisher be liable for compensatory, consequential or incidental damages.
5. **Credit Terms:** All advertisements are to be paid in advance unless other arrangements are made. Frequency discounts, special pricing different from open rate, guarantees of position (available only for a premium charge), and credit terms are conditioned in their entirety upon timely payment to Publisher for all advertising.
6. **Insertion Orders:** Publisher does not recognize any instructions on any insertion order which specifies position unless such position is (i) confirmed in writing by Publisher and (ii) is accompanied by the premium charge set forth in Publisher's rate card. Such instructions as "Far Forward Right Hand Page," "FFRH" or "Do not publish unless . . ." are hereby rejected by the Publisher and will not be honored except in the sole discretion of the Publisher. By submitting its advertisement, Advertiser acknowledges and agrees that its instructions to the contrary are waived.
7. **Space Reservations:** Advertiser is responsible for prompt delivery of advertisements for space reserved and prompt payment for all orders placed before the Space Reservation deadline of the publication. Failure to submit ad copy by the materials deadline or attempts to cancel or postpone advertising after the Space Reservation Deadline will result in charges to the Advertiser for the full cost of such ad. Advertiser agrees to pay for such advertising in recognition of the fact that the Publisher has reserved such space to the exclusion of others. The parties recognize that efforts to sell unused space after a Space Reservation Deadline are extremely difficult at best and that Publisher has no duty to attempt to sell such space to mitigate damages.
8. **Prompt Payment:** Advertiser agrees to pay for all advertising in advance or the date of publication as specified. All credit arrangements must be made in advance of publication. Unless otherwise specified, all advertising is to be paid in advance or not later than the date of publication. Maximum credit, which requires a specific application and signed approval, is payment in full due (30) days after publication. Failure to pay as agreed will result in the loss of frequency discounts, which are conditioned entirely upon such prompt payment, and the obligation of Advertiser to the Publisher for all advertising contracted for at the publication's Open Rate.
10. **Credit Cards:** Publisher accepts Visa, Mastercard and American Express for advertising payments. By use of the credit card, Advertiser agrees that the use of a credit card is an accommodation by Publisher in a commercial transaction. Advertiser waives the right to instruct his/her/its credit card issuer to reverse any charges. Any disputes over advertising will be resolved by methods other than reversing of charges or challenges through the credit card/bank card issuer.
11. **Objections:** By submitting its advertising, Advertiser agrees to the foregoing terms and conditions. No objections or contrary conditions will be recognized.
12. **Proofs:** Publisher will use its best efforts to provide proofs of ads prior to publication but disclaims any obligation to do so. Timely submission of correct ad materials is the sole responsibility of Advertiser. If proofs are supplied and corrections made, Publisher may make a charge for such services. Failure to return a proof shall not cancel or postpone an ad order.
13. **Responsibility for Complete Ads:** Advertiser assumes full responsibility for submitting ads that are technically complete and meet all technical specifications of Publisher's printer which are available upon request. Advertiser represents and warrants that it will submit all type fonts required to reproduce its ads accurately and completely with all electronic files submitted to Publisher.