

BEVERLY HILLS COURIER



BEVERLY HILLS *COURIER*
THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

“We Are Beverly Hills.”

2020
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, arts & entertainment, real estate, health & wellness and what’s trending

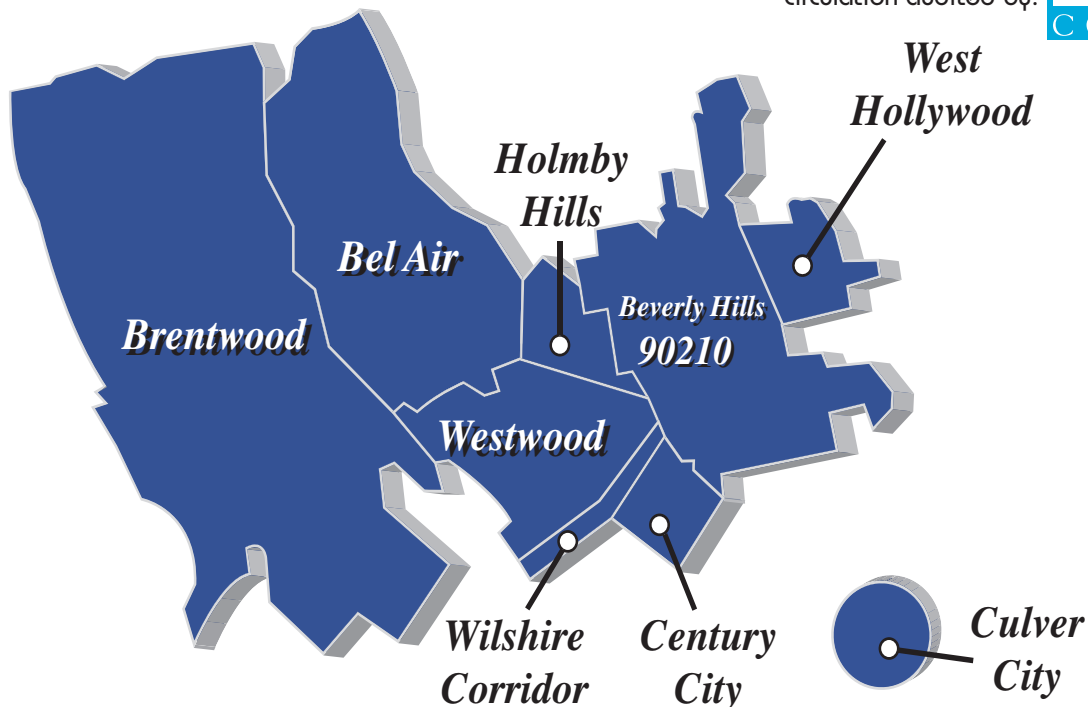


This is the wealthiest area of the wealthiest state of the wealthiest nation in the world. ... and it is OUR market.

READERSHIP:

Circulation # of Copies	40,000
Print Readership	88,000
E-Edition *registered subscribers	14,278
Unique visitors on-line Per Week	73,443
Total Readers Per Weekly Edition	175,376

circulation audited by:



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

“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.

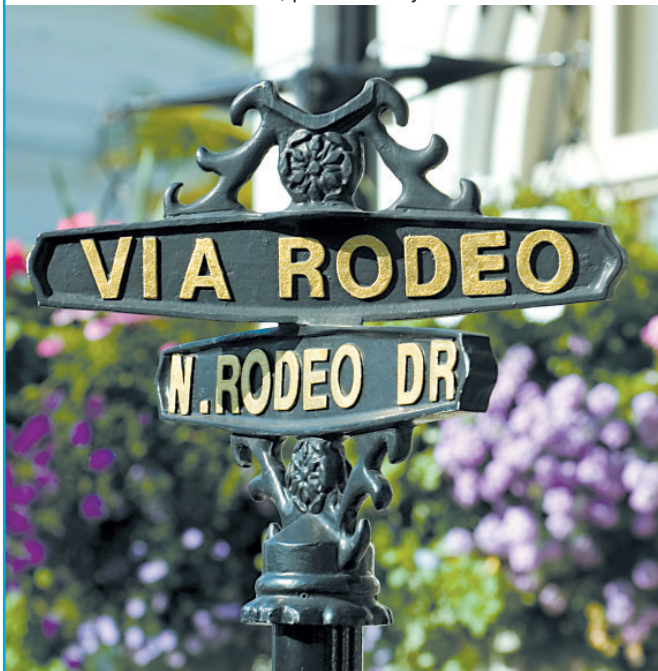
*David Binder Research, research for City of Beverly Hills

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

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

76% of readers “frequently purchase products or services from ads seen in The Beverly Hills Courier”

* Source: 2018 CVC Audit, phone survey



Audited Circulation Market Share:

Beverly Hills Courier: 81%

* Source: March 2018 CVC Audit

Los Angeles Times: 19%

* Source: March 2017 AAM Audit

Unduplicated Advantage to The Courier: 62%

* Source: 2018 CVC Audit, 2017 AAM Audit

80% of residents regularly read The Beverly Hills Courier, whereas only 26% read a daily newspaper of any kind

* Source: 2018 CVC Audit, phone survey

MEDIAN AGE 43

INCOME \$461,000

NET WORTH \$4.4 MILLION

TOTAL BUYING POWER \$12.3 BILLION

HOME VALUE \$6.99 MILLION

Display Advertising Information

RATES: Per Issue / Black & White

Size	2-4 Wks	5-11 Wks	12-26 Wks	27-47 Wks	48-52 Wks
Full Page 10" (w) x 14" (h)	\$3395	\$3087	\$2855	\$2469	\$2083
1/2 Page 10" (w) x 7" (h) or 5" (w) x 14" (h)	\$1698	\$1621	\$1543	\$1389	\$1235
1/4 Page 5" (w) x 7" (h)	\$849	\$830	\$810	\$772	\$695

*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:

Front Page Strip \$6000

Back Page - +35%

Inside Front/Back Page +25%

Main News - (5" x 7") - \$3858 (Flat rate)

DEADLINES:

Space reservation 1:00 PM Friday

Camera ready copy 3:00 PM Tuesday

Ads requiring artwork/composition 9:00 AM Monday

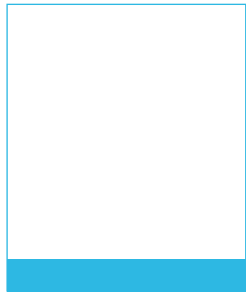


*All rates subject to change without notice.

Email: Please send electronic files to production@bhcourier.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.

Advertising Specs



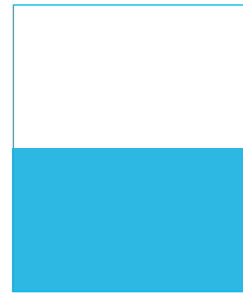
Front Page Strip
10" W x 1.5" H



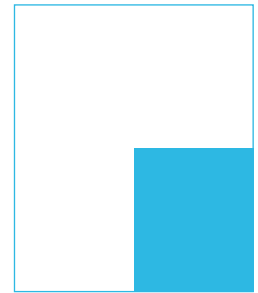
Full Page
10" W x 14" H



Half Page (vertical)
5" W x 14" H



Half Page (horizontal)
10" W x 7" H



1/4 Page
5" W x 7" H

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

Online Advertising

Site Traffic Statistics-Per Month

Page Views: 3,772,831

Visits: 567,849

Unique Visitors: 293,772

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

- 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:

14,278 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.