

# LOS ANGELES BUSINESS JOURNAL

## MEDIA KIT 2022



# 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** 17,733

**READERSHIP** 77,138

Source: 2020 CVC Audit

## LABUSINESSJOURNAL.COM

**CONNECT** with influential leaders that can impact your business.

**MONTHLY UVS** 198,769

**PAGEVIEWS** 324,234

Source: 2021 Google Analytics

## EVENTS

**DEVELOP** new relationships that can help grow your business.

**ANNUAL EVENTS** 16

# OUR AUDIENCE



372K

AVERAGE  
HOUSEHOLD  
INCOME

4.6M

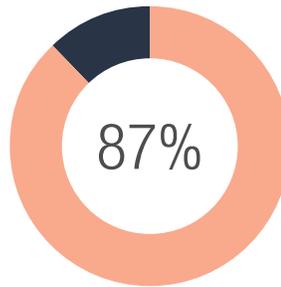
AVERAGE  
NET WORTH

85%

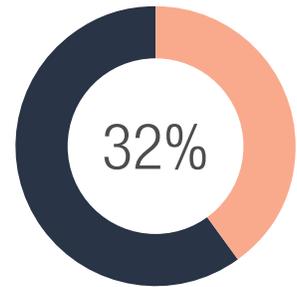
TOP  
MANAGEMENT



3.9M  
PORTFOLIO



COLLEGE GRADUATES



POSTGRADUATE DEGREE

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

FEMALE AUDIENCE **37%**

MEDIAN AGE OF SUBSCRIBERS **52**

# WEEKLY ISSUE

IN-DEPTH ANALYSIS OF LA'S COMPLEX BUSINESS LANDSCAPE



## LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO SUBSCRIBE TO

55%	The Los Angeles Times	8%	The Hollywood Reporter
50%	The Wall Street Journal	6%	Fast Company
24%	The New York Times	6%	USA Today
16%	Bloomberg Businessweek	5%	Barron's
15%	Forbes	5%	Variety
12%	The Economist	4%	Financial Times
11%	Fortune		

# SPECIAL EDITIONS

HIGHLY-COVETED **SIGNATURE ISSUES**



THE MONEY ISSUE  
JANUARY

LA 50  
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 **BRANDED CONTENT** FROM INDUSTRY EXPERTS

## SAMPLE CUSTOM CONTENT INCLUDES

CORPORATE CITIZENSHIP & GIVING GUIDE

DEI ROUNDTABLE

HEALTH CARE ROUNDTABLE

LEADERS OF INFLUENCE: INVESTMENT BANKERS

LEADERS OF INFLUENCE: MINORITY ATTORNEYS

LEADERS OF INFLUENCE: MINORITY CPAs

LEADERS OF INFLUENCE: THRIVING IN THEIR 40s

LEADERS OF INFLUENCE: TOP LA DOCTORS

LEADERS OF INFLUENCE: WEALTH MANAGERS

MBA & MASTERS GUIDE

NONPROFITS & CORPORATE ROUNDTABLE

WHO'S BUILDING LA

WOMEN OF INFLUENCE: ATTORNEYS

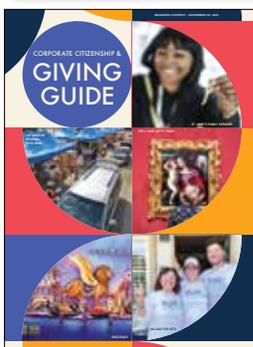
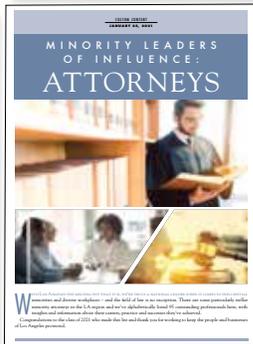
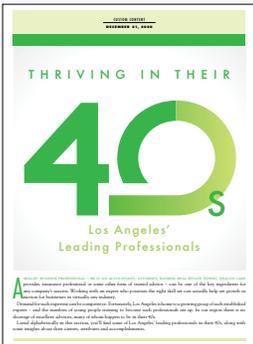
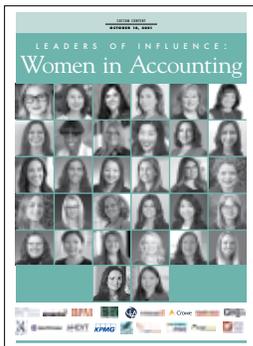
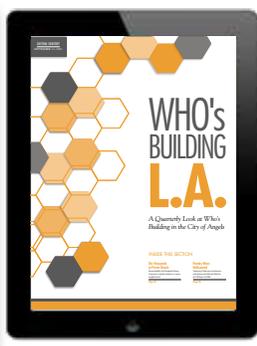
WOMEN OF INFLUENCE: COMMERCIAL RE BROKERS

WOMEN OF INFLUENCE: CORPORATE BOARDS

WOMEN OF INFLUENCE: EDUCATION

WOMEN OF INFLUENCE: HEALTH CARE

WOMEN OF INFLUENCE: TECHNOLOGY



# DISPLAY ADVERTISING

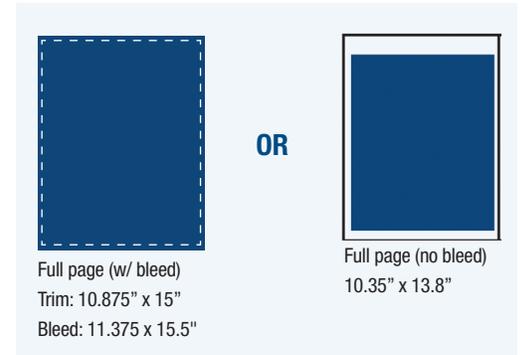
## SPECIFICATIONS

### ADVERTISING DIMENSIONS

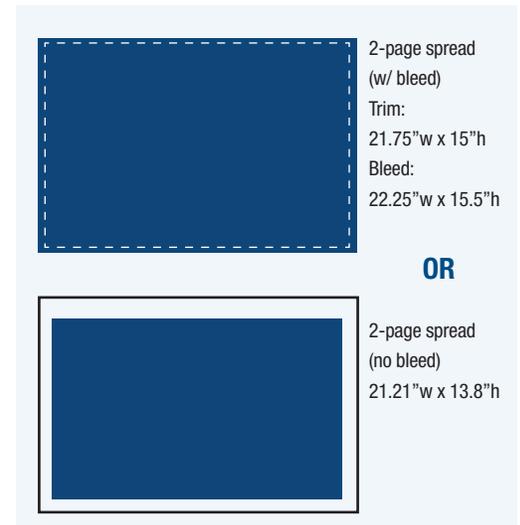
SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed) Please add .25" bleed on all sides	10.875"	15.0"
Island	7.5"	10.0"
1/2 page (hor)	10.35"	6.75"
1/2 page (ver)	4.9"	13.8"
1/4 (square)	4.9"	6.75"
Front cover banner	8.85"	1.75"
Front cover banner (extended) (for issues with wraps)	10.35"	1.75"
2-page spread (no bleed)	21.21"	13.8"
2-page spread (w/ bleed) Please add .25" bleed on all sides	21.75"	15.0"

- 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.

### FULL PAGE OPTIONS



### 2-PAGE SPREAD OPTIONS

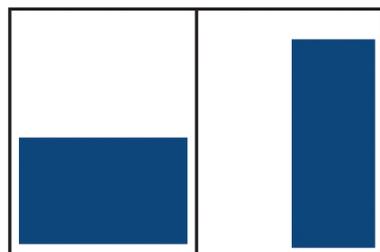


### ISLAND



7.5" x 10"

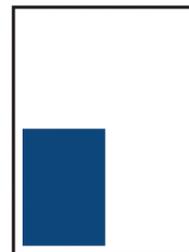
### 1/2-PAGE OPTIONS



1/2 pg (hor.)  
10.35" x 6.75"

1/2 pg (vert.)  
4.9" x 13.8"

### 1/4-PAGE



4.9" x 6.75"

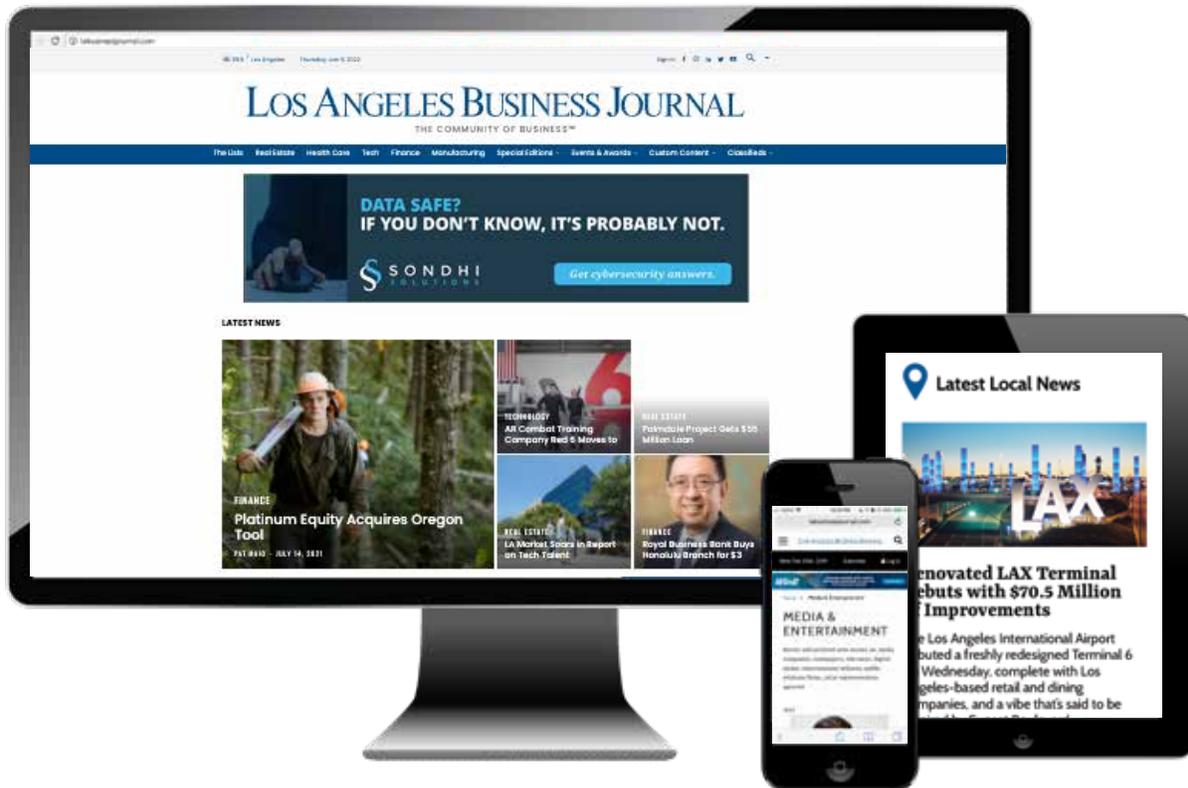
### COVER BANNER



Front cover banner: regular and extended  
\*please submit both sizes  
8.85" x 1.75" and 10.35" x 1.75"

# 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 Email Marketing
- Homepage Takeover
- Daily Digital Newsletters

# ONLINE AUDIENCE

IN-DEPTH ANALYSIS OF LA'S COMPLEX BUSINESS LANDSCAPE



**El Segundo's Quest Nutrition Picked up for \$1 Billion**

In a deal that marries two diet crazes, maker of a low-carb line of Atkins products, Simply Good Foods Co., picked up El Segundo-based Quest Nutrition for \$1 billion.

BY NICHOL LIRANGKA



**Acquisition Binge Reshapes Tetra Tech**

Tetra Tech Inc. has quietly gone on an acquisition spree over the last two years.

BY HOWARD FINE



**Pasadena Campus Sells for \$30 Million**

Graymark Capital Inc. and Eightfold Real Estate Capital purchased a nearly 218,000-square-foot office campus in Pasadena for \$30 million.

BY TARAFLOR RACINE



**Tala Raises \$110 Million Series D**

Besta Monica-based financial technology startup Tala completed a \$110 million Series D raise to expand its market reach in India and continue developing its mobile micro-lending platform.

BY SAMICHA ANOBE



**AEG Extends Contract to Host Emmys**

LA Live's Microsoft Theater will host the Emmy Awards at least through 2023, according to a Sept. 3 announcement by Anschutz Entertainment Group Inc.

BY JONATHAN BLAKE



**Faraday Future Finds New Chief Executive**

The chief executive of Gardena-based electric vehicle developer Faraday and Futum Inc. has vacated his post, according to a statement the company made Sept. 3.

BY SAMICHA ANOBE



**Brainbase Brings in \$3 Million**

Intellectual property licensing software developer Brainbase Inc. announced August 20 it raised a \$3 million seed round led by Struck Capital.

BY SAMICHA ANOBE



**Mobile Game Developer Scopely Expands Internationally**

Scopely is expanding its footprint in Europe, more than tripling its office space in Barcelona and upgrading its existing facility in Dublin, Ireland.

BY SAMICHA ANOBE



**Read This Week's Issue** →

## LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO VISIT

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

# INTERSTITIAL

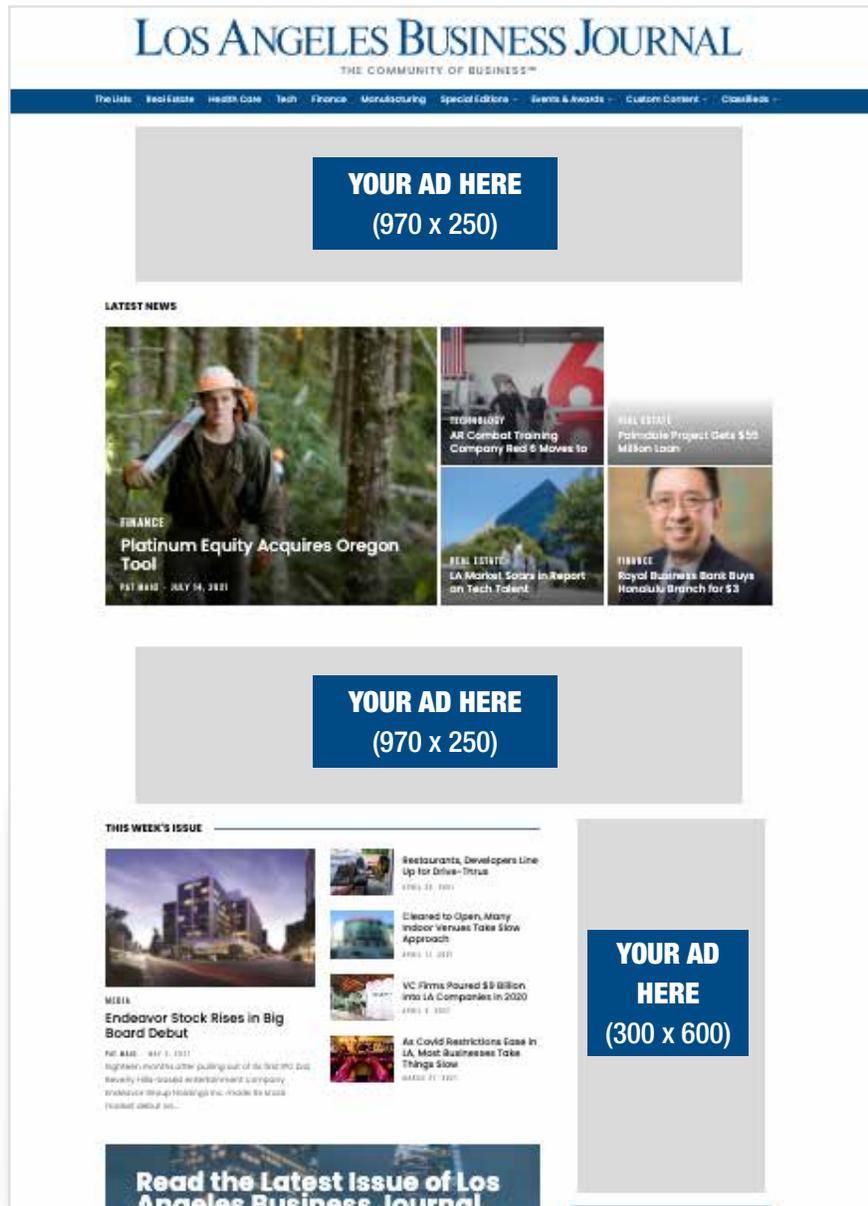
A **HIGH IMPACT** DIGITAL UNIT THAT LEADS INTO THE EDITORIAL CONTENT



- Maximum size: 1280 x 960

# HOMEPAGE TAKEOVER

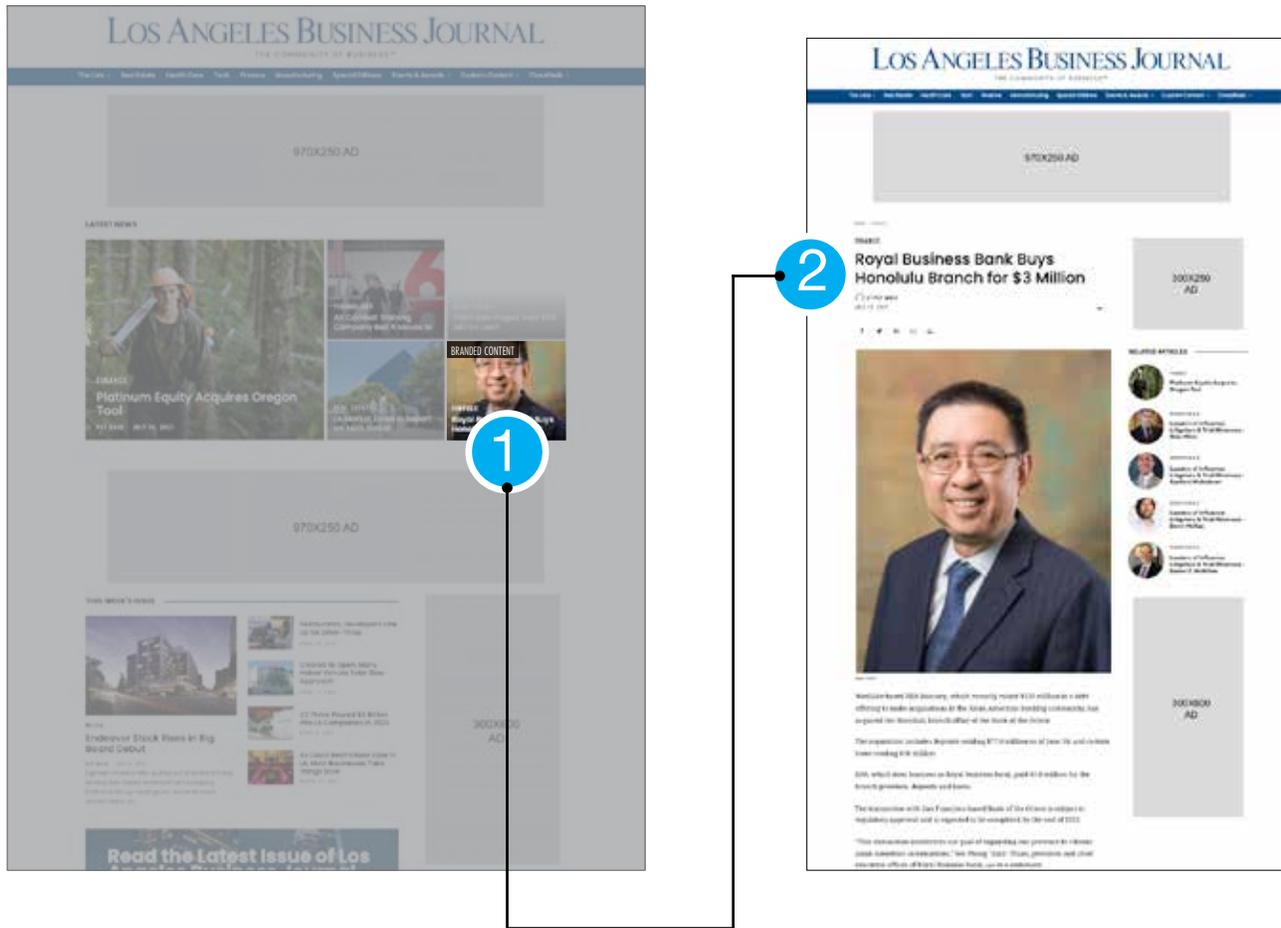
SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. **100% SOV.**



- 2,000 Daily Unique Visitors
- 5,500 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 your web content experts 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
- 2-3 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.

# DEDICATED EMAIL MARKETING

SPREAD YOUR COMPANY'S MESSAGE TO OUR **55,000+** E-NEWS SUBSCRIBERS



- 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)*

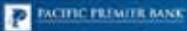
- Materials are due 7 business days prior to blast date

- 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.

# DAILY DIGITAL NEWSLETTERS

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

**LOS ANGELES BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS

**No blah, blah, blah here.**  [Learn More](#)

**Health Care**  
**Fulgent, Healthvana Team for Covid Testing in LA County**

Tempe City-based Fulgent Genetics Inc., which provides at-home genetic testing kits, and Fairfax-based contact-tracing company Healthvana Inc. are partnering with the Los Angeles County Department of Public Health to expand at-home Covid testing, the two companies announced Feb. 10. [Read more](#)



**This Week's List**  
**Accounting Firms**

See the list of accounting firms ranked by number of accounting professionals in L.A. County. In addition to this week's list, you can access more rankings in the Los Angeles Business Journal list archive.



**Ready. Set. Learn.**  
Learn in-demand skills from anywhere.  
[REGISTER NOW](#)



**LOS ANGELES BUSINESS JOURNAL**  
NOMINATE  
WOMEN OF INFLUENCE  
HEALTH CARE  
NOMINATION DEADLINE FEBRUARY 22  
[NOMINATE NOW](#)

**Custom Content**  
**Economic Forecast & Trends**

Read about the panel discussions and more from the 2021 Economic Forecast & Trends virtual event.



**LOS ANGELES BUSINESS JOURNAL**  
THE COMMUNITY OF BUSINESS

**Los Angeles can't stand still.** 

**Real Estate**  
**Laemmle Theatres Sells Pasadena Location**

The Laemmle Playhouse 7 movie theater complex in Pasadena has sold to Arash Danialifard, chief executive of GD Realty Group, for \$7.3 million in a sale-leaseback agreement. In July, GD Realty Group broke ground on a mixed-use residential development near the Laemmle Playhouse 7 that will have 40 units and 3,000 square feet of ground floor retail. It is expected to wrap construction in the fall. [Read more](#)



**This Week's List**  
**Top Gifts**

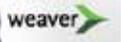
See the list of top gifts ranked by value in 2020. In addition to this week's list, you can access more rankings in the Los Angeles Business Journal list archive.



**California's Virtual Event**  
WOMEN  
March 4<sup>TH</sup>



**Good company for any company.**  
[LEARN MORE](#)



**Custom Content**  
**Economic Forecast & Trends**

Read about the panel discussions and more from the 2021 Economic Forecast & Trends virtual event held on Jan. 27.



## TWICE DAILY DIGITAL NEWSLETTERS

- Up to 46,000 recipients
- Choose from either 1 banner (728 x 90) or 1 island (300 x 250) opportunity
- Delivered to subscribers in the morning and in the afternoon

# DIGITAL ADVERTISING

## SPECIFICATIONS

### FILE SIZES: RUN OF SITE

Billboard: 970 x 250

Medium Rectangle: 300 x 250

Skyscraper: 300 x 600

Maximum Recommended File Size for both: 800k

### DAILY DIGITAL NEWSLETTERS

Banner: 728 x 90

Medium Rectangle: 300 x 250

### 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.

### INTERSTITIAL

- Maximum size: 1280 x 960

### DEDICATED EMAIL MARKETING

- 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, enclosing one pixel rule. The length of the website is 2575 px.

### 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 Trends  
DIGITAL EVENT



**FEBRUARY**  
Commercial Real Estate  
Symposium & Awards  
DIGITAL EVENT



**MARCH**  
Diversity, Equity + Inclusion  
Symposium & Awards  
DIGITAL EVENT



**APRIL**  
Nonprofit & Corporate  
Citizenship Awards  
DIGITAL EVENT



**APRIL**  
TechTalk  
DIGITAL EVENT



**MAY**  
Top 100  
Lawyers



**MAY**  
LA500  
Launch Reception



**JUNE**  
Women's Leadership  
Symposium & Awards



**JULY**  
Real Estate Trends



**JULY**  
Black Business Matters  
DIGITAL EVENT



**AUGUST**  
Best Places to Work  
Awards



**AUGUST**  
Health Care Leadership  
Symposium & Awards



**SEPTEMBER**  
CFO Awards



**OCTOBER**  
Corporate Counsel  
Awards



**NOVEMBER**  
Top 100  
Accountants



**NOVEMBER**  
International Business  
Symposium & Awards



**DECEMBER**  
Disruptors Awards |  
LA's Fastest 100

For more info on our events, please visit [labusinessjournal.com/bizevents](https://labusinessjournal.com/bizevents).