

# LOS ANGELES BUSINESS JOURNAL

## MEDIA KIT 2024



# 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** 17,151

**READERSHIP** 77,138

Source: 2021 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

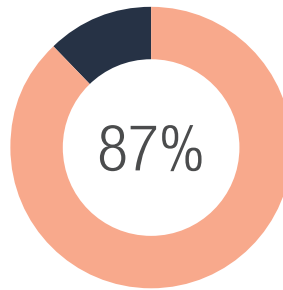
AVERAGE  
NET WORTH

85%

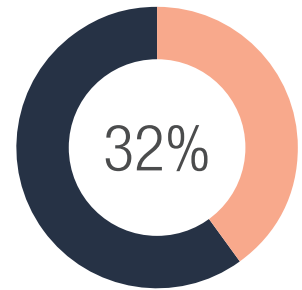
TOP  
MANAGEMENT



3.9M  
PORTFOLIO



COLLEGE GRADUATES



POSTGRADUATE DEGREE

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

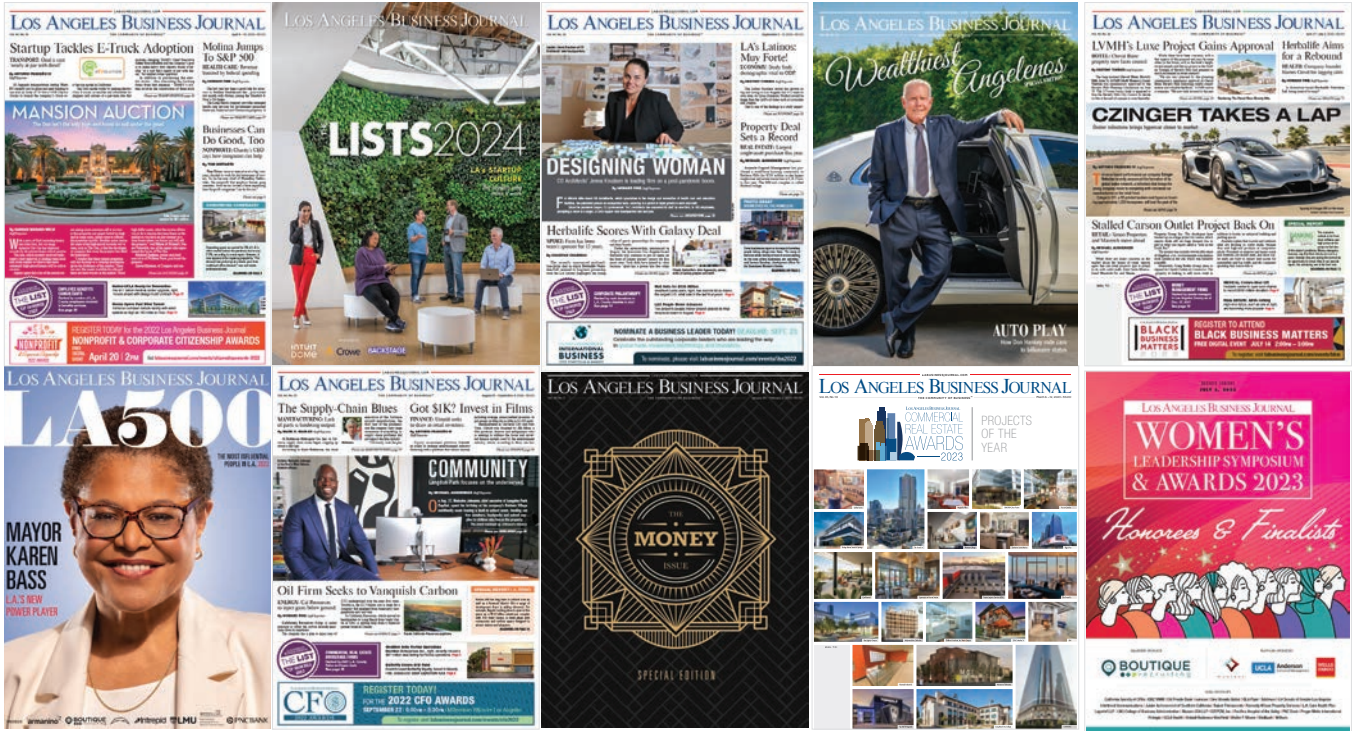
FEMALE AUDIENCE **35%**

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 500  
MAY

WEALTHIEST  
ANGELENOS  
AUGUST

THE LISTS  
DECEMBER

## MONEY & WEALTHIEST ANGELENOS 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

### Half Page

10.35" w x 6.75" h

### Quarter Page

4.9" w x 6.75" h

### Full Page

Trim: 10.875" w x 15" h

Bleed: 11.375" w x 15.5" h

## LA500 & THE LISTS 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

### Half Page

7.5" w x 4.875" h

### Quarter Page

3.625" w x 4.875" h

### Full Page

Trim: 8.375" w x 10.875" h

Bleed: 8.625" w x 11.125" h



# CUSTOM CONTENT

FOCUSED **BRANDED CONTENT** FROM INDUSTRY EXPERTS

## SAMPLE CUSTOM CONTENT INCLUDES

CORPORATE CITIZENSHIP & GIVING GUIDE

HEALTH CARE ROUNDTABLE

LEADERS OF INFLUENCE: BANKING

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: CYBER SECURITY

MBA & MASTERS GUIDE

CORPORATE EXPANSION & RELOCATION

WHO'S BUILDING LA

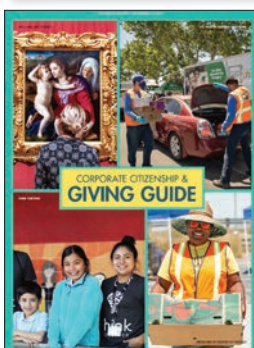
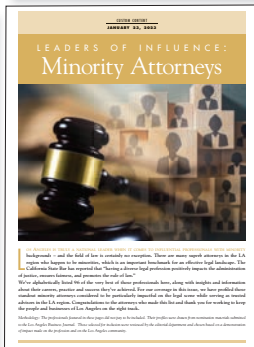
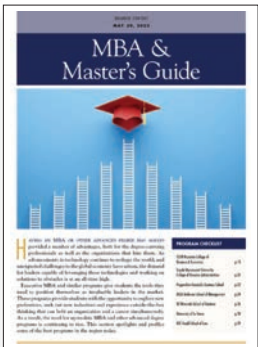
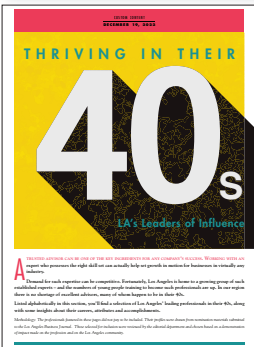
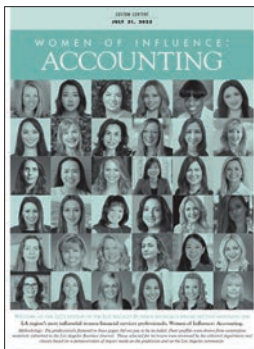
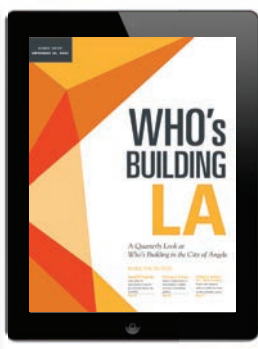
WOMEN OF INFLUENCE: CONSTRUCTION, ENGINEERING & ARCHITECTURE

WOMEN OF INFLUENCE: FINANCE

WOMEN OF INFLUENCE: ATTORNEYS

WOMEN OF INFLUENCE: ACCOUNTANTS

WOMEN OF INFLUENCE: HEALTH CARE



# DISPLAY ADVERTISING

## RATES AND SPECIFICATIONS

### NET 4-COLOR RATES

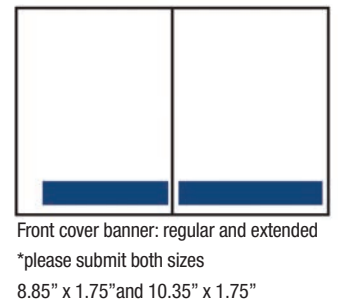
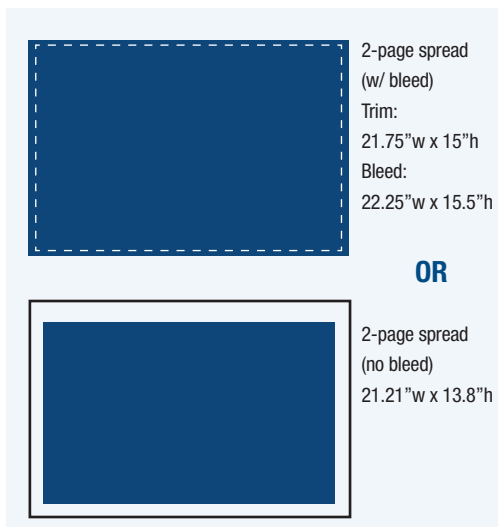
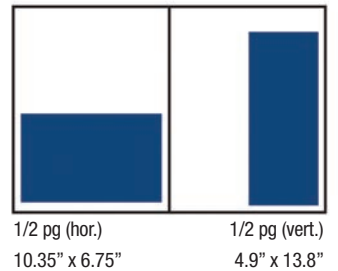
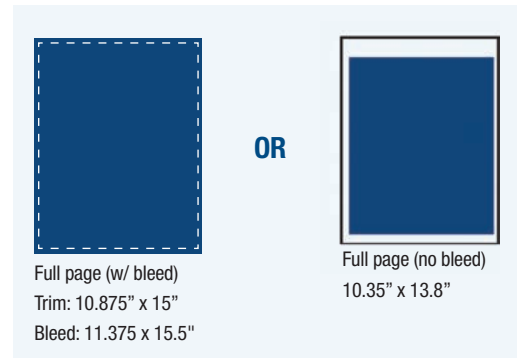
Frequency discounts. Rates per insertion.

Effective January 1, 2024

SIZE	Open Rate	6X	13X	26X	52X
Full coverwrap	\$37,125	\$31,555	\$27,845	\$23,205	\$18,565
Half coverwrap	28,215	23,985	21,160	17,635	14,110
2-page spread	25,000	21,250	18,750	15,625	12,500
Half-page spread	19,305	16,410	14,480	12,070	9,655
Full page	14,850	12,625	11,880	9,280	7,425
Island	11,140	9,470	8,355	6,965	5,570
1/2 page	9,505	8,080	7,130	5,940	4,755
1/4 page	5,795	4,930	4,350	3,620	2,900
Front cover banner	5,000	4,250	3,750	3,125	2,500

### ADVERTISING DIMENSIONS

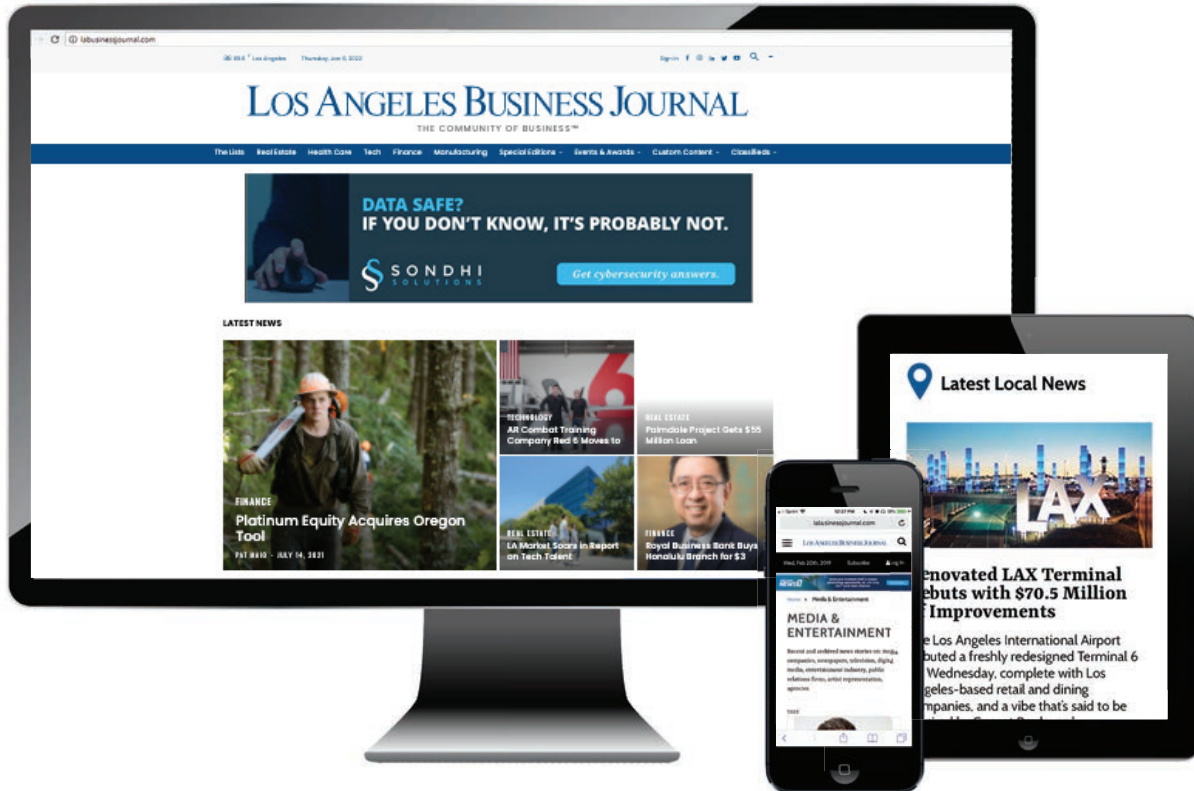
SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed)	*10.875"	*15"
<b>*Please add .25" bleed on all sides</b>		
Island	7.5"	10"
1/2 page (hor)	10.35"	6.75"
1/2 page (ver)	4.9"	13.8"
1/4 (square)	4.9"	6.75"
Front cover banner	8.85"	1.75"
Front cover banner (for issues with wraps)	10.35"	1.75"
2-page spread (no bleed)	21.21"	13.8"
2-page spread (w/ bleed)	*21.75"	*15"
<b>*Please add .25" bleed on all sides</b>		



- 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.

# 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 RACHEL URANGA



### Acquisition Binge Reshapes Tetra Tech

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

BY HOWARD FINE

LOS ANGELES BUSINESS JOURNAL  
THE COMMUNITY OF BUSINESS

Colony Capital Plots Revival  
FINANCE: Investment firm will sell assets, shift strategy

JUST ADD WATER  
Eases benefit by moving business, pleasure yacht to Marina del Rey

Health-Ade Brews Success  
HEALTH: Southern brand grows to \$1.2 billion

Nuclear Waste Plagues Edison  
ENERGY: Utility agreed to pay for development of spent fuel

THE LIST  
70  
5

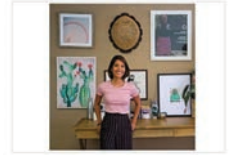
Read This Week's Issue



### Pasadena Campus Sells for \$30 Million

Graymark Capital Inc. and Eightfold Real Estate Capital purchased a nearly 219,000-square-foot office campus in Pasadena for \$30 million.

BY HANNAH MADANS



### Tala Raises \$110 Million Series D

Santa 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 SAMSON ANORE



### AEG Extends Contract to Host Emmys

LA Live's Microsoft Theater will host the Emmy Awards at least through 2022, according to a Sept. 3 announcement by Anschutz Entertainment Group Inc.

BY MATTHEW BLAKE



### Faraday Future Finds New Chief Executive

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

BY SAMSON ANORE



### 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 SAMSON ANORE



### 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 SAMSON ANORE

## LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO VISIT

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

# INTERSTITIAL

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

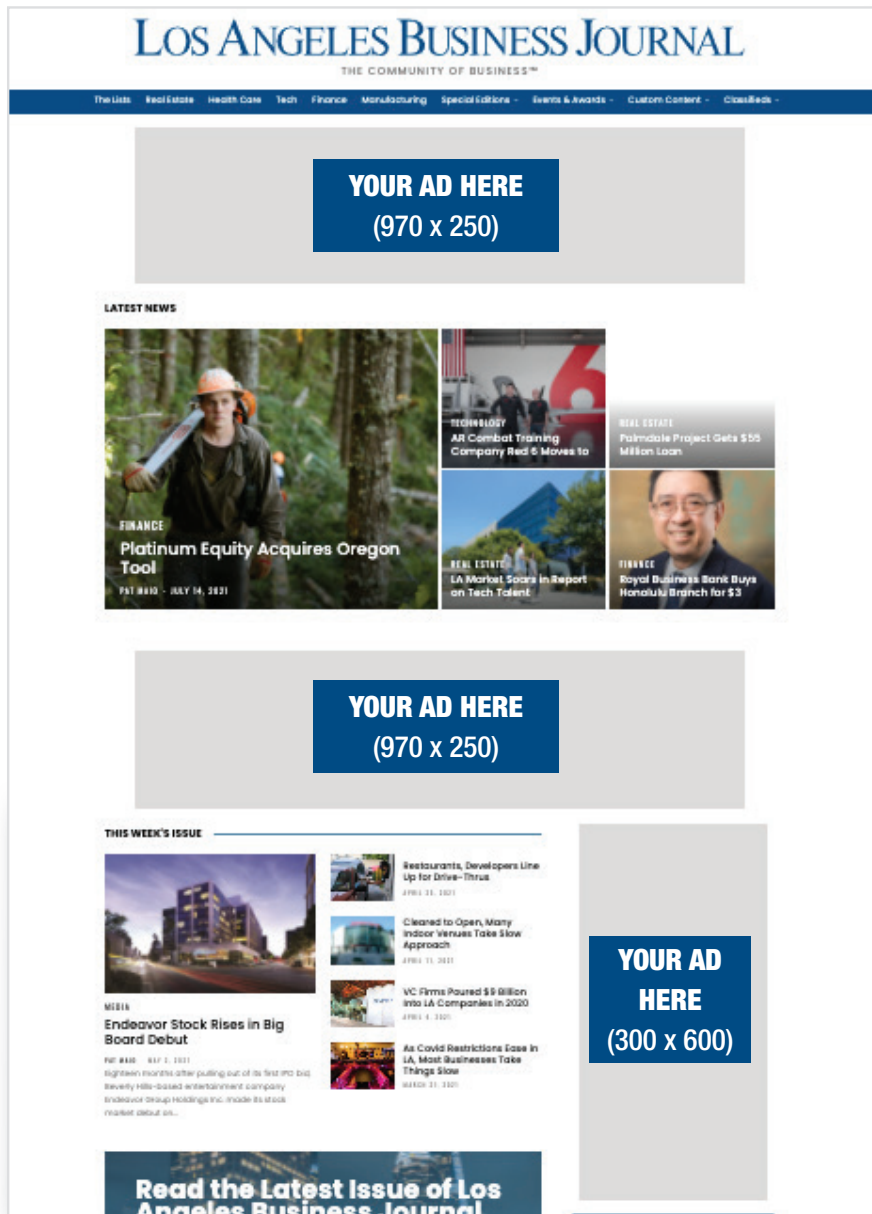


Welcome Interstitial's will preview on desktops and laptops, however, mobile devices are excluded.

- Maximum size: 640 x 480

# HOMEPAGE TAKEOVER

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



- 3,000 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 written by your web content experts to appear alongside our editorial headlines.

**Branded Content position includes:**

1. Photo, 2-line Headline and beginning of the article (1 or 2 sentences) will be posted among the editorial well on our Homepage.
2. The Homepage article will click through to a landing page on our website.
3. Campaign will be live for a calendar month.

**Benefits:**

- Only 2 articles per month will appear on our site.
- Your Branded Content article will be searchable, providing opportunities to drive SEO to your company and content.

**Please provide:**

- High-res photo for the Homepage and up to 2 high-res photos for the landing page.
- Submit a 2-line headline (about 7 words) and your article in a word doc (subject to editing by our editorial team).
- We suggest no more than 700 words for your article, so that your author and contact info do not bump to a second landing page.
- Materials are due 12 days prior to the beginning of the month contracted.

**Investment: \$8,500 Net per month**

# LABJ SELECT

DEDICATED EMAIL MARKETING: OUR READERS. YOUR MESSAGE. **CO-BRANDED.**

Co-branding your message to the readership of the Los Angeles Business Journal is one of the most strategic and effective ways to market your products and services. LABJ readers are C-Suite executives, top managers, and hold leadership positions in companies of all sizes and industries. Outside of the office, they are also affluent consumers. **LABJ SELECT** allows our marketing partners to reach our audience in a meaningful and impactful way.

LABJ Select: Empower Yourself with the LMU Executive MBA

Los Angeles Business Journal <newsletter@news.labusinessjournal.com> Tuesday, April 4, 2023 at 11:03 AM  
To: Josh Schimmels

**LOS ANGELES BUSINESS JOURNAL**

**LABJ SELECT**  
Partner Offers, News and Opportunities Selected Just for You

- BRANDED CONTENT -



**LMU**  
Executive MBA

**DON'T COME THIS FAR, TO ONLY COME THIS FAR**

Take your career to the next level with the Executive MBA from Loyola Marymount University.

**Empower Yourself**

**Learn More >**

Sample LABJ SELECT email

**Our dedicated email marketing campaigns align your brand with ours – delivering your message directly into their inboxes.**

Our digital subscribers are never curated through random purchased lists. Our digital readership is comprised of only opt-in subscribers who choose to receive our digital content on their phones, laptops and desktops. They've opted-in because they consider the LABJ as their trusted source for business news.

**GUARANTEED DELIVERED EMAILS:**

**42,000 (minimum)**

**AVERAGE OPEN RATE:**

**24.2%**

LABJ Select marketing is limited to 2 client emails per week, based on availability.

# DAILY DIGITAL NEWSLETTERS

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

Nov. 17, 2023 [View Online](#)

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

**A Guide for Business Continuity & Resiliency** **withum+**  
Insights for Operational Resiliency  
[DOWNLOAD >>](#)


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**Stocks**  
**[Virco Shares Get Boost](#)**


Virco Manufacturing Corp. received a big boost in its stock price after reporting its fiscal second-quarter earnings this month.

The Torrance-based manufacturer of school desks, chairs, tables and storage products saw its share price increase by nearly 9.5% between it closing price of \$4.64 on Sept. 8 and the close of \$5.08 on Sept. 11, the day the company reported its financials. It then went up another 8% from the close of \$5.20 on Sept. 13 to \$5.62 on the following day.

[Read more >](#)




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**Stocks**  
**[Hydrogen Hub](#)**


The San Pedro Bay Port Complex is getting a boost in funding for hydrogen fuel infrastructure, and local companies are looking to benefit from that.

That money - \$1.2 billion for California through the public-private partnership Alliance for Renewable Clean Hydrogen Energy Systems, or Arches, the group that applied for the federal Energy Department grant - will help pay for things like shipping trucks, port equipment and fueling stations at the ports. Once that's done, one company - World Energy Management Services - is ready to start pumping hydrogen fuel directly to the ports from its Paramount facility.

[Read more >](#)




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## TWICE DAILY DIGITAL NEWSLETTERS

- Your billboard ad unit appears on top of a featured editorial article
  - Three billboard sizes available (970 x 250)
- Delivered to subscribers in the morning and in the afternoon
  - Up to 45,000 recipients



# DIGITAL ADVERTISING

## NET RATES

### RUN OF SITE

Rates apply to the 728 x 90, 970 x 250, 300 x 600, 300 x 250 and 320 x 50 ad units

Advertising Impressions	Month Net Cost
100,000	\$50 CPM
150,000	\$45 CPM
200,000	\$40 CPM

### HIGH IMPACT UNITS

Site Takeover	\$12,000 per day
Homepage Takeover	\$6,000 per day
Interstitial*	\$2,000 per day

\*not available on mobile devices

### BRANDED CONTENT

4-week campaign \$8,500

- 700 words
- 2-3 photos
- Format: DOC, JPEG, HTML code

### LOS ANGELES BUSINESS JOURNAL DAILY DIGITAL NEWSLETTERS

NET RATES	OPEN	13X	26X	52X
	\$1,200	\$850	\$700	\$600

### LABJ SELECT (DEDICATED EMAIL MARKETING)

NET RATE: \$3,500

# DIGITAL ADVERTISING

## SPECIFICATIONS

### FILE SIZES: RUN OF SITE

Leaderboard: 728 x 90; Billboard: 970 x 250;  
Medium Rectangle: 300 x 250; Skyscraper: 300 x 600;  
Mobile Super Leaderboard: 320 x 50  
Maximum Recommended File Size: 150k

### DAILY DIGITAL NEWSLETTERS

Billboard: 970 x 250 ad size only

**We cannot accept any tracking pixels or 3rd party tags for newsletters. Static only (no animation), jpg/gif/png files under 125kb in files size and a click url.**

### INTERSTITIAL

- Maximum size: 640 x 480

### LABJ SELECT (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, encasing 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. Third-party internal redirect tags accepted.  
No INS tags accepted.

### RICH MEDIA

DFA, Atlas, Bluestreak, Eyeblander, 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

# EVENTS CALENDAR

**WE BRING BUSINESS ELITES TOGETHER**, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.



**FEBRUARY**

Economic Trends

DIGITAL EVENT



**JANUARY**

LA State of Business

Readiness



**FEBRUARY**

Commercial Real Estate

Awards



**MARCH**

Diversity, Equity + Inclusion

Symposium & Awards



**APRIL**

Top 100

Lawyers



**APRIL**

Executive Education Roundtable

DIGITAL EVENT



**MAY**

Nonprofit & Corporate

Citizenship Awards



**MAY**

LA500

Launch Reception



**JUNE**

Women's Leadership  
Symposium & Awards



**AUGUST**

Best Places to Work  
Awards



**AUGUST**

Real Estate Trends



**AUGUST**

Health Care Leadership  
Symposium & Awards



**SEPTEMBER**

CFO Awards



**OCTOBER**

Corporate Counsel Awards

DIGITAL EVENT



**NOVEMBER**

Top 100  
Accountants



**DECEMBER**

Disruptors Awards |  
LA's Fastest 100

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