

LOS ANGELES BUSINESS JOURNAL

MEDIA KIT 2025



ASSETS

THE **LEADING** SOURCE FOR BUSINESS NEWS IN LOS ANGELES



WEEKLY MAGAZINE

ALIGN your brand with content that is utilized 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

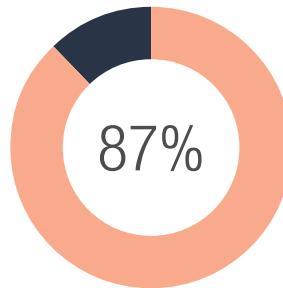
AVERAGE
NET WORTH

85%

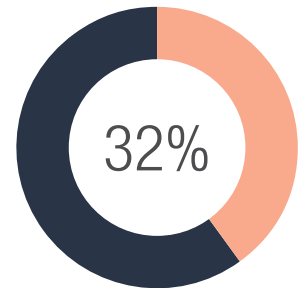
TOP
MANAGEMENT



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 PHILANTHROPY & GIVING GUIDE

HEALTH CARE ROUNDTABLE

HIGHER EDUCATION & ONLINE LEARNING

LEADERS OF INFLUENCE: BANKING & FINANCE

LEADERS OF INFLUENCE: MINORITY ATTORNEYS

LEADERS OF INFLUENCE: NONPROFIT

LEADERS OF INFLUENCE: TOP LA DOCTORS

MBA & MASTERS GUIDE

FOOD & BEVERAGE ROUNDTABLE

WHO'S BUILDING LA

STATE OF 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

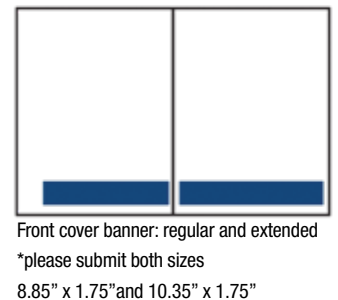
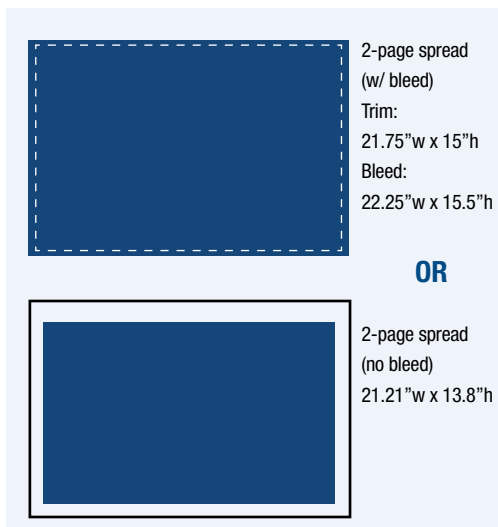
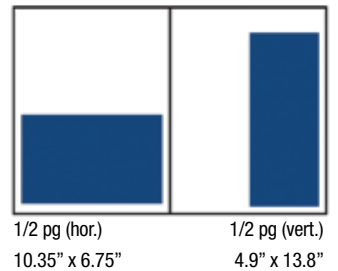
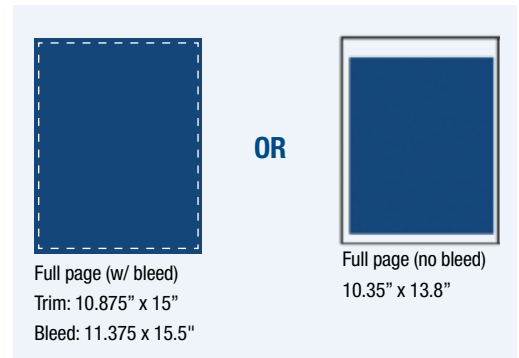
Frequency discounts. Rates per insertion.

Effective January 1, 2025

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

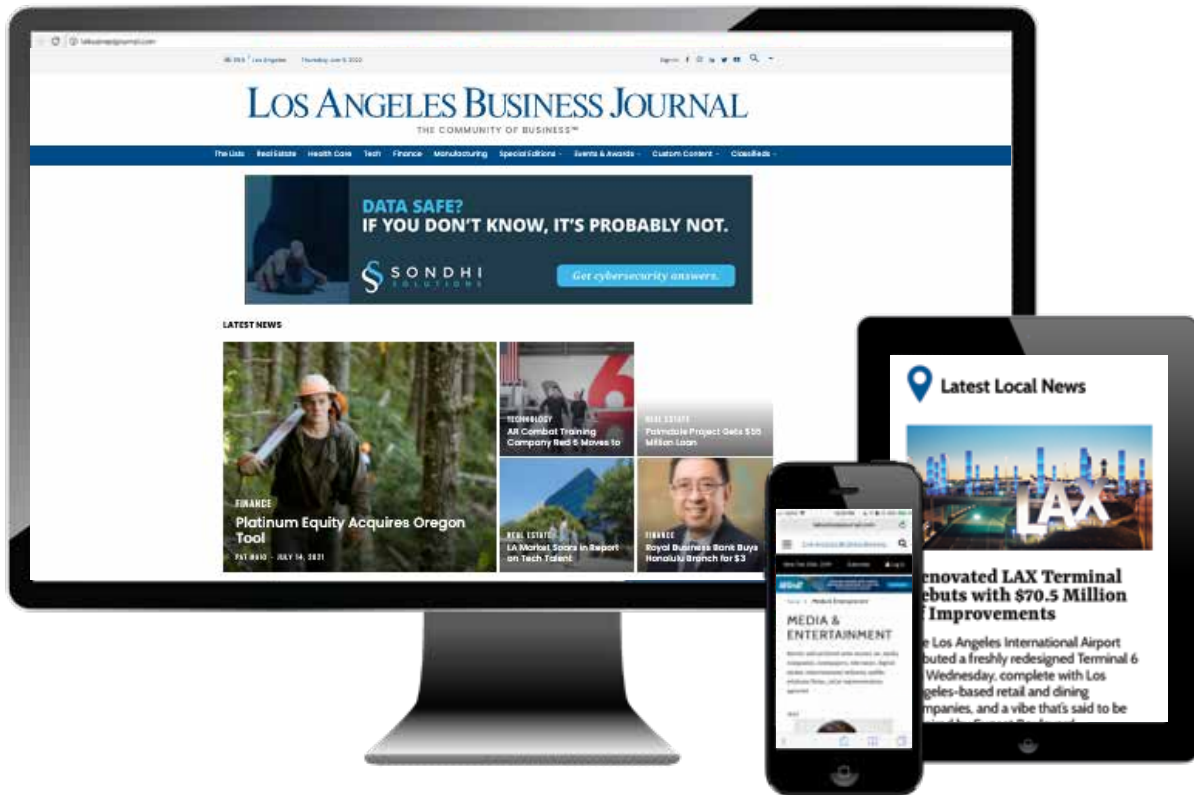
SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed)	*10.875"	*15"
*Please add .25" bleed on all sides		
Island	7.5"	10"
1/2 page (hor)	10.35"	6.75"
1/2 page (ver)	4.9"	13.8"
1/4 (square)	4.9"	6.75"
Front cover banner	8.85"	1.75"
Front cover banner (for issues with wraps)	10.35"	1.75"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



- 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 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

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

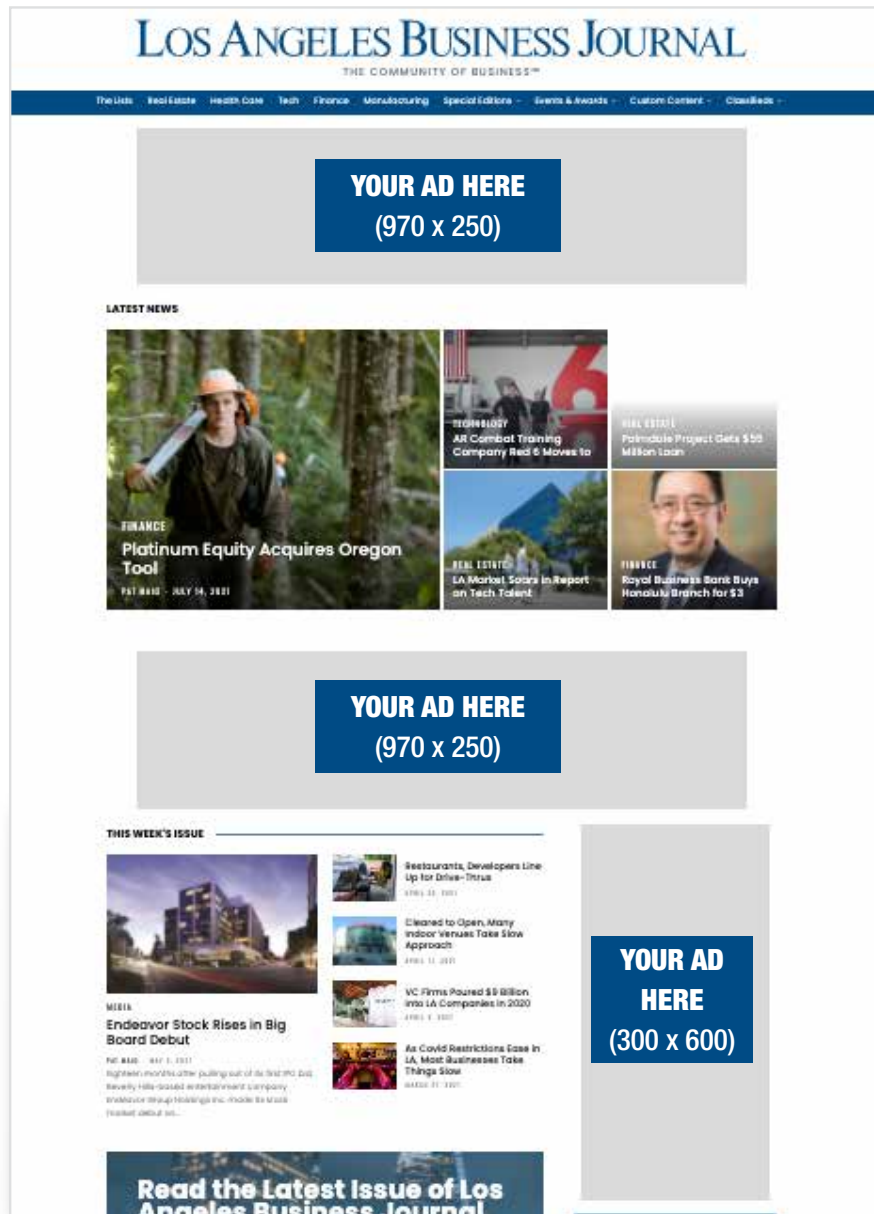
The image shows a screenshot of a digital interstitial advertisement on the Los Angeles Business Journal website. The ad features a group of five diverse young professionals smiling. Overlaid on the image are three yellow boxes with black text: "GRADUATE BUSINESS DEGREES WITHIN REACH" and "CLICK FOR YOUR PROGRAM GUIDE". Below the image is the Cal State LA logo and the text "CAL STATE LA CALIFORNIA STATE UNIVERSITY, LOS ANGELES". The background of the ad is a blurred image of a modern building interior. Below the main ad, there are three columns of editorial content: "Learn how we help companies like yours", "Group, Launches CAA Icon", and "READER POLL: Should state government investment move in biotech infrastructure in L.A. County?".

Welcome Interstitials will preview on desktops, laptops and mobile devices.

- 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%

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
Insights for Operational Resiliency
withum+

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 its 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 >](#)




STEP INTO THE SPOTLIGHT
JOIN THE LIMITED LIST OF ARTISTS
COMING HOLLYWOOD PARK
NOW LISTING

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 >](#)



Fuel Your Growth
Driving businesses forward through all lifecycle stages.
BPM
[Learn More](#)

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 Insights



FEBRUARY

Commercial Real Estate Awards



MARCH

Nonprofit & Corporate Citizenship Awards



APRIL

Top 100 Lawyers Awards



MAY

Top 100 Bankers Awards



MAY

LA500 Private Reception



JUNE

Women's Leadership Symposium & Awards



AUGUST

Best Places to Work Awards



AUGUST

Health Care Leadership Symposium & Awards



SEPTEMBER

Real Estate Trends



SEPTEMBER

CFO Awards



OCTOBER

Cybersecurity & Data Protection



OCTOBER

Corporate Counsel Awards



NOVEMBER

Top 100 Accountants Awards



DECEMBER

Disruptors Awards

For more info on our events, please visit labusinessjournal.com/events.