

# 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



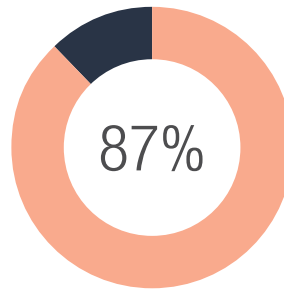
372K  
AVERAGE  
HOUSEHOLD  
INCOME

4.6M  
AVERAGE  
NET WORTH

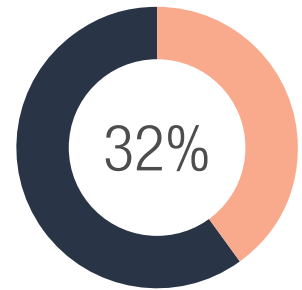
85%  
TOP  
MANAGEMENT



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

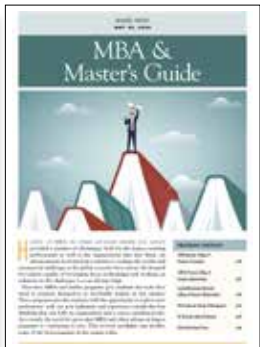
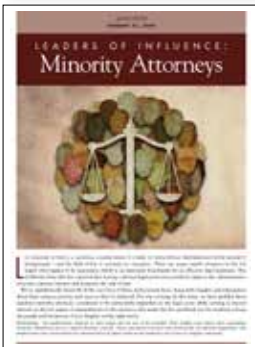
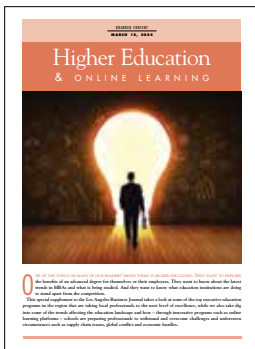
**Full Page**

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

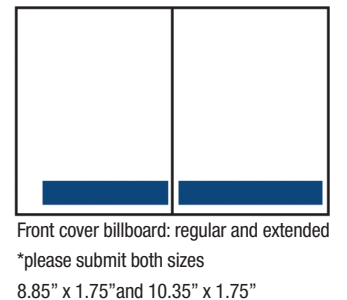
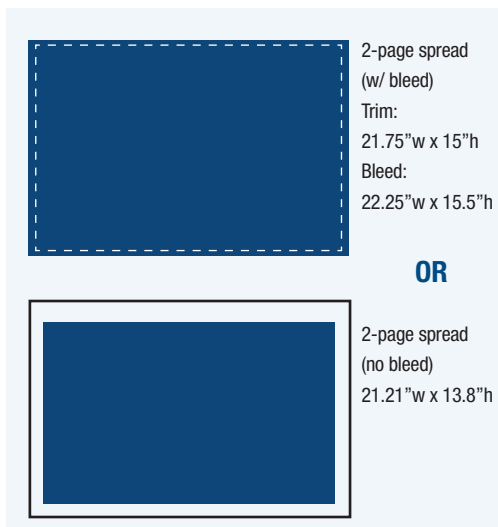
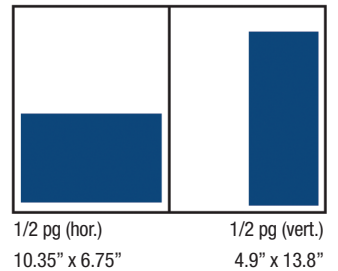
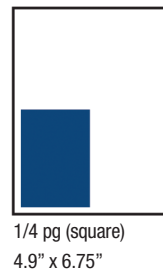
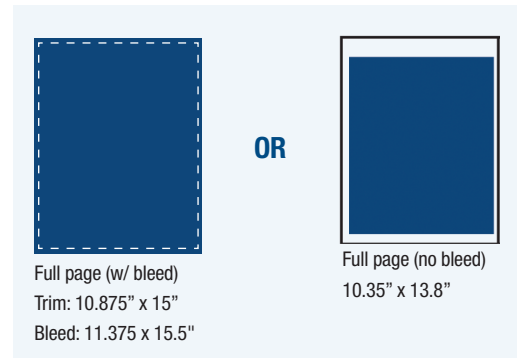
Frequency discounts. Rates per insertion.

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 billboard	5,000	4,250	3,750	3,125	2,500

### ADVERTISING DIMENSIONS

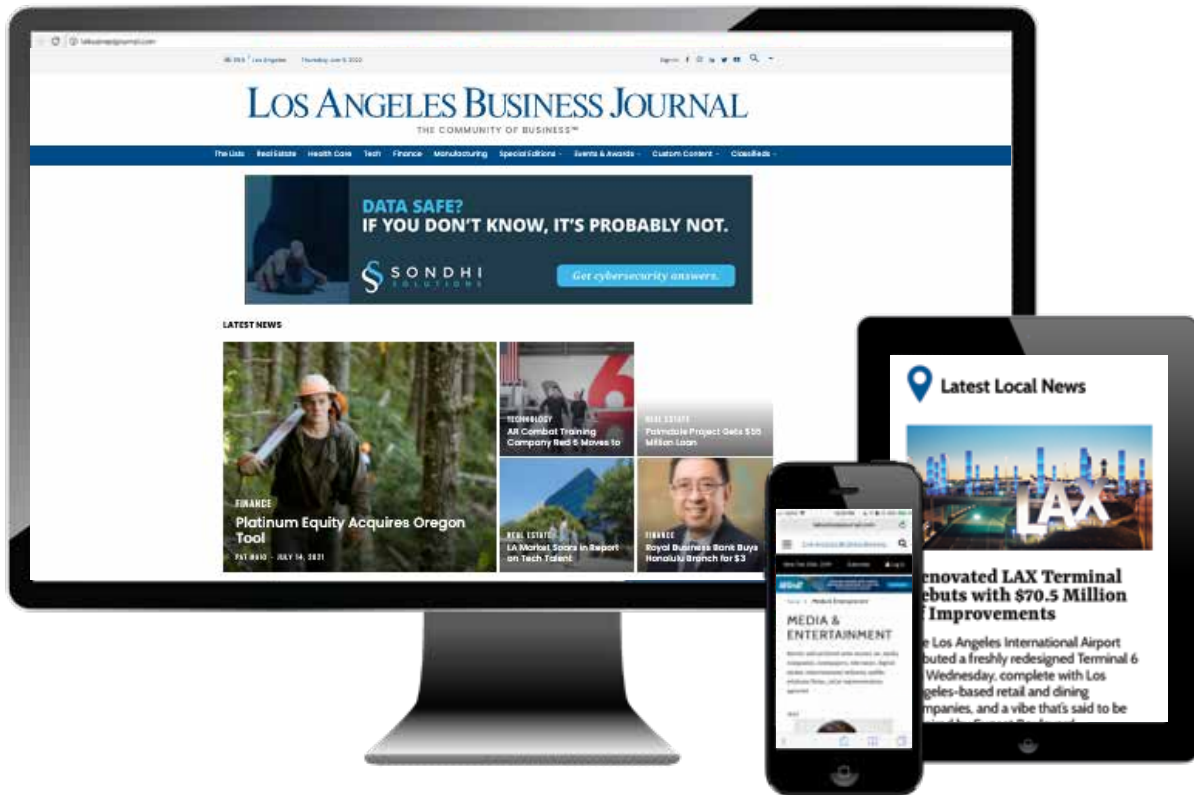
SIZE	WIDTH	HEIGHT
Full page (no bleed)	10.35"	13.8"
Full page (w/ bleed)	*10.875"	*15"
<b>*Please add .25" bleed on all sides</b>		
Island	7.5"	10"
1/2 page (hor)	10.35"	6.75"
1/2 page (ver)	4.9"	13.8"
1/4 (square)	4.9"	6.75"
Front cover billboard	8.85"	1.75"
Front cover billboard (for issues with wraps)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



**AEG Extends Contract to Host Emmys**

LA Live's Microsoft Theater will host the Emmy Awards at least through 2025, according to a Sept. 3 announcement by Anschutz Entertainment Group Inc.


BY ANTHONY BLAZE




**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 ANKOR




**Read This Week's Issue** →



**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 Menlo-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 ANKOR



**Brainbase Brings in \$3 Million**

Intellectual property licensing software developer Brainbase Inc. announced August 28 it raised a \$3 million seed round led by Struck Capital.

BY SAMICHA ANKOR



**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 ANKOR

### 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

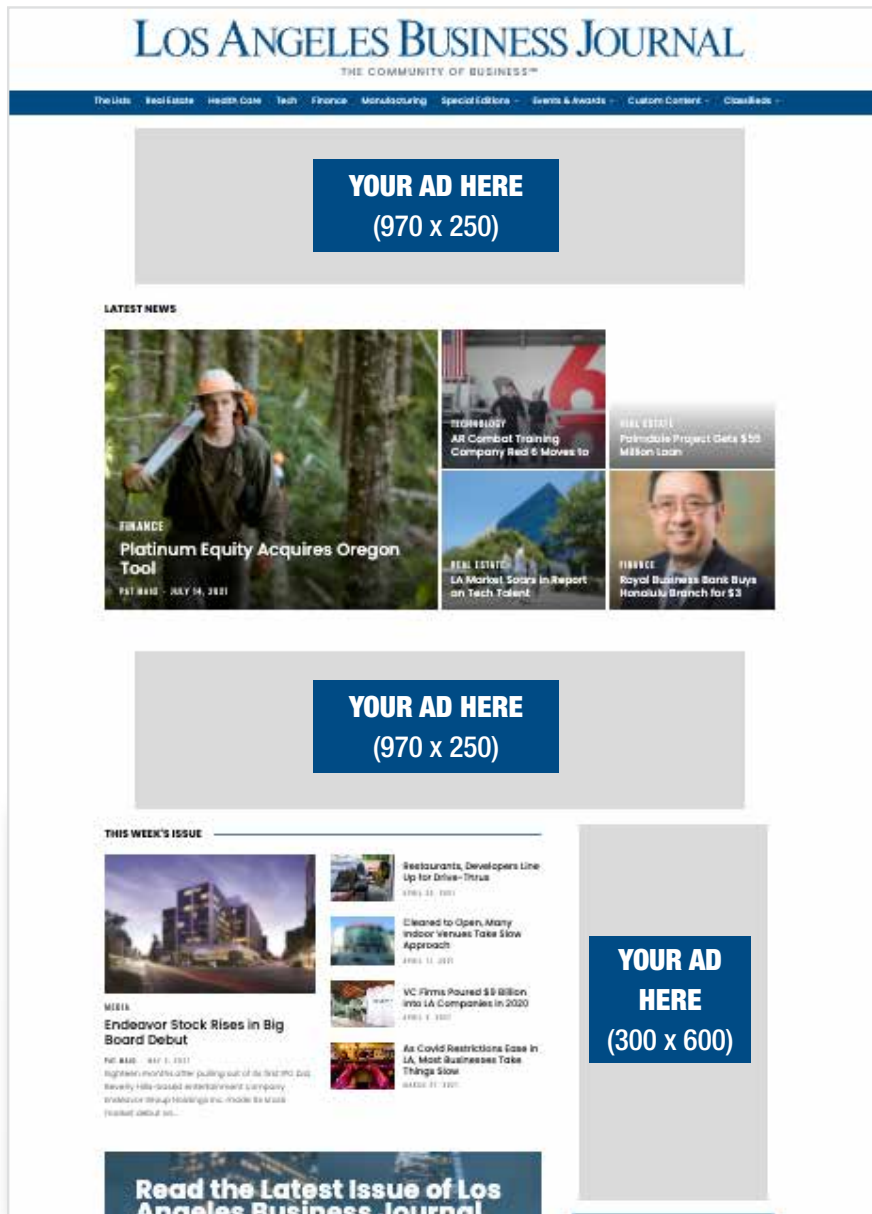
The image shows a screenshot of a digital interstitial advertisement on the Los Angeles Business Journal website. The ad features a group of five diverse young adults smiling. Overlaid on the image are three yellow boxes with black text: "GRADUATE BUSINESS DEGREES WITHIN REACH" and "CLICK FOR YOUR PROGRAM 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 dark grey, matching the website's header. The website's navigation bar and main content area are visible in the background, showing the journal's name, date, and various news sections.

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**

*Homepage inventory is subject to availability. All custom content is labeled "Branded Content" in print and web. All materials are subject to approval. Advertising terms and conditions apply.*



# 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.



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)**

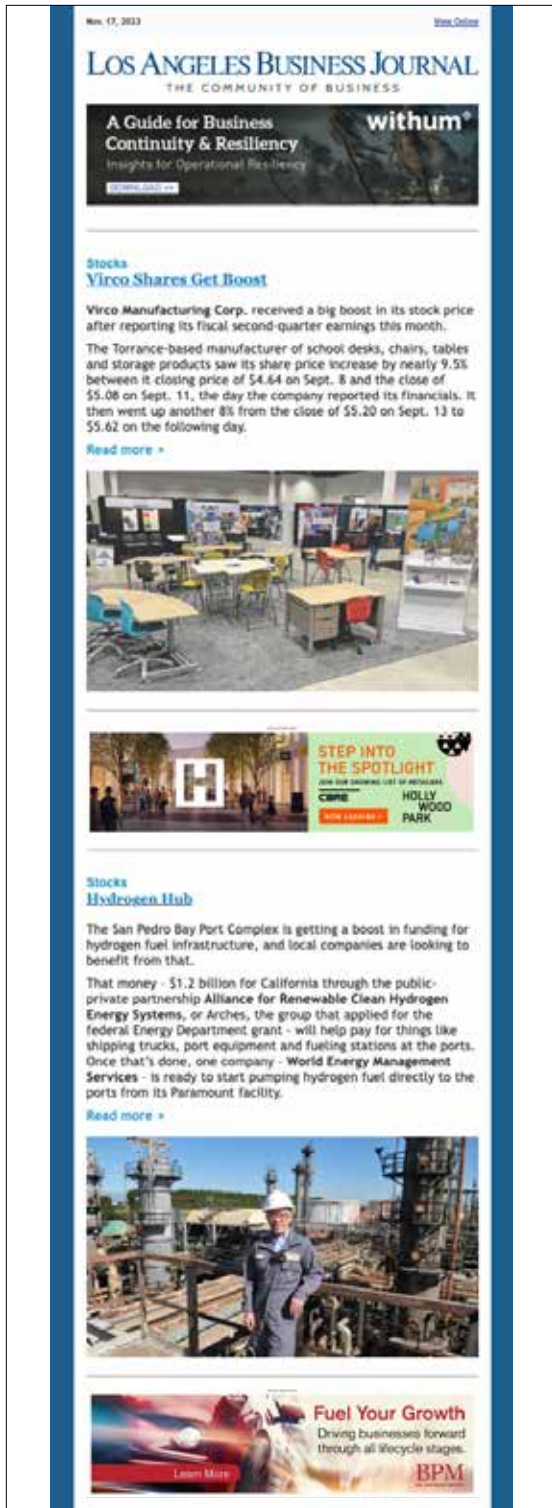
**AVERAGE OPEN RATE:**

**24.2%**

**Investment: \$3,500**

# DAILY DIGITAL NEWSLETTERS

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



**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

**NET RATES**

**OPEN**  
\$1,200

**13X**  
\$850

**26X**  
\$700

**52X**  
\$600

# DIGITAL ADVERTISING

## NET RATES

### RUN OF SITE

Rates apply to the 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

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**

Commercial Real Estate Awards



**MARCH**

Nonprofit & Corporate Citizenship Awards



**APRIL**

Top 100 Lawyers Awards



**APRIL**

Economic Insights



**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](http://labusinessjournal.com/events).