

LOS ANGELES BUSINESS JOURNAL

MEDIA KIT 2026



ASSETS

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



WEEKLY TABLOID

ALIGN your brand with content that is utilized to make business decisions.

DISTRIBUTION:
PRINT ISSUE 16,897
READERSHIP 70,967

Source: 2024 CVC Audit

LABUSINESSJOURNAL.COM

CONNECT with influential leaders that can impact your business.

MONTHLY
UNIQUE VISITORS 142,377
PAGEVIEWS 238,570

Source: 2024 CVC Audit

EVENTS

DEVELOP new relationships that can help grow your business.

ANNUAL EVENTS 16

OUR AUDIENCE



385K

AVERAGE
HOUSEHOLD
INCOME

4.6M

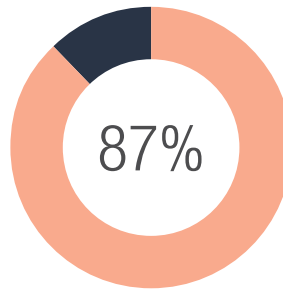
AVERAGE
NET WORTH

85%

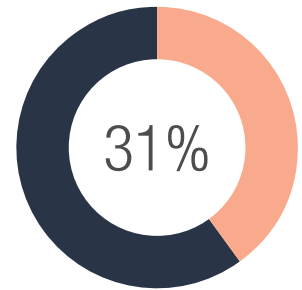
TOP
MANAGEMENT



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
OCTOBER

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

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

GIVING GUIDE: NONPROFIT GIVING & CORPORATE PHILANTHROPY

CYBERSECURITY ROUNDTABLE

FOOD & BEVERAGE ROUNDTABLE

HEALTH CARE ROUNDTABLE

EXECUTIVE EDUCATION & ONLINE LEARNING

LEADERS OF INFLUENCE: BANKING & FINANCE

LEADERS OF INFLUENCE: MINORITY ATTORNEYS

LEADERS OF INFLUENCE: M&A

LEADERS OF INFLUENCE: NONPROFIT & PHILANTHROPY

LEADERS OF INFLUENCE: TOP LA DOCTORS

WOMEN OF INFLUENCE: ATTORNEYS

WOMEN OF INFLUENCE: ACCOUNTANTS

WOMEN OF INFLUENCE: CONSTRUCTION, ENGINEERING & ARCHITECTURE

WOMEN OF INFLUENCE: HEALTH CARE

MBA & MASTERS GUIDE

STATE OF LA: BEST CITIES TO LIVE, WORK & PLAY

WHO'S BUILDING LA

DISPLAY ADVERTISING

RATES AND SPECIFICATIONS

NET 4-COLOR RATES

Frequency discounts. Rates per insertion.

Effective January 1, 2026

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

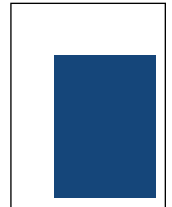
ADVERTISING DIMENSIONS

SIZE	WIDTH	HEIGHT
Full page bleed (Trim)	11.375" 10.875"	15.5" 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 billboard	8.85"	2.5"
Front cover billboard (for issues with wraps)	10.35"	2.5"
2-page spread bleed (Trim)	22.25" 21.75"	15.5" 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.



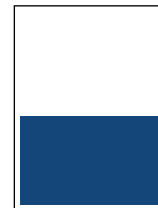
Full page (w/ bleed)
Live area: 10.35"w x 14.35"h
Trim: 10.875"w x 15"h
Bleed: 11.375"w x 15.5"h



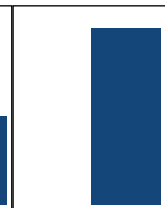
Island
7.5"w x 10"h



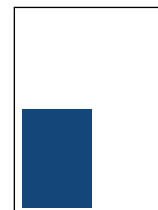
2-page spread (w/ bleed)
Live area: 21.25"w x 14.35"h
Trim: 21.75"w x 15"h
Bleed: 22.25"w x 15.5"h



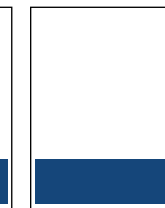
1/2 pg (hor.)
10.35"w x 6.75"h



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



1/4 pg (square)
4.9"w x 6.75"h



Front cover billboard: regular and extended
*please submit both sizes
8.85"w x 2.5"h and 10.35"w x 2.5"h

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



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 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 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

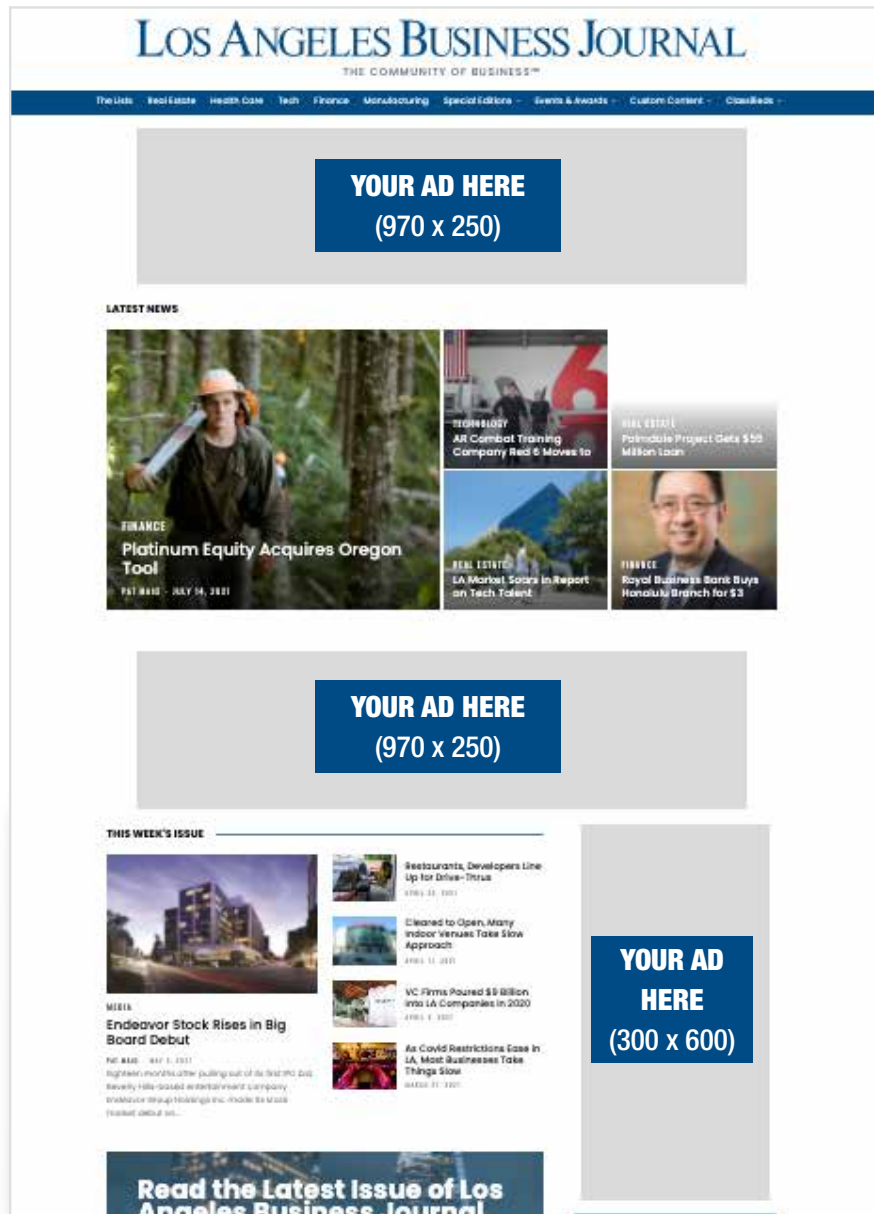


Welcome Interstitials will preview on desktops, laptops and mobile devices.

- 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.



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.

DELIVERED EMAILS:

40,000

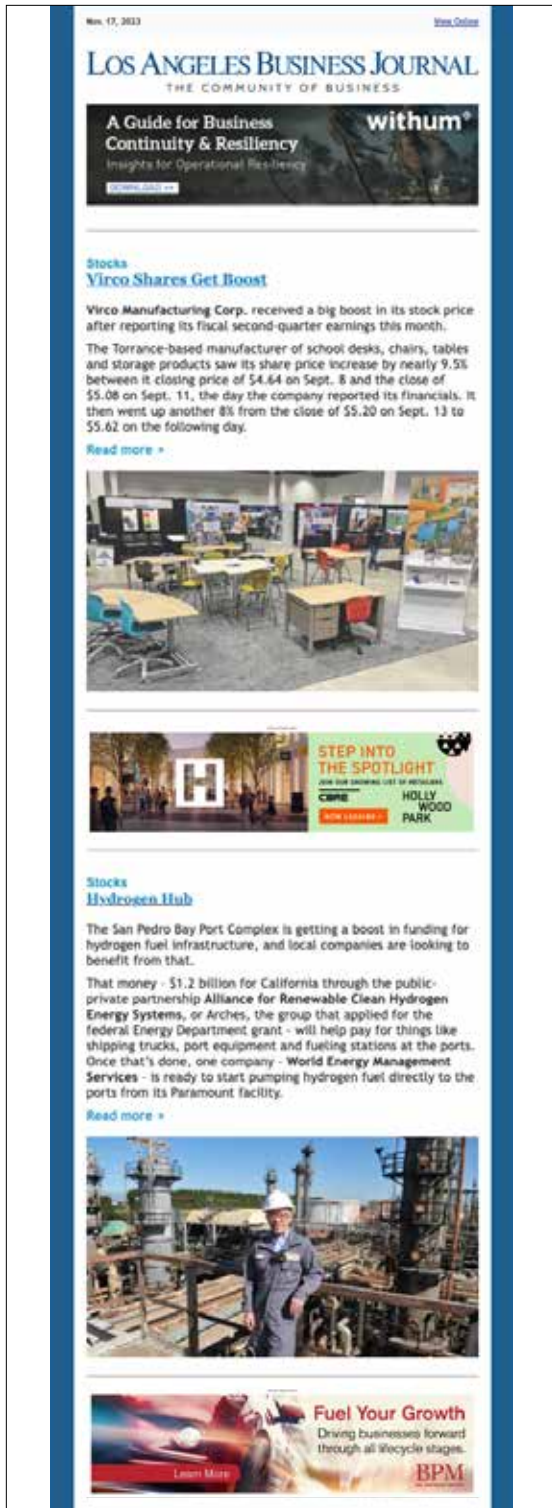
AVERAGE OPEN RATE:

28.4%

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.



JANUARY
Market Outlook
+ Trends



FEBRUARY
Commercial Real Estate
Awards



MARCH
C-Suite Innovation
Summit



MARCH
Nonprofit & Corporate
Citizenship Awards



APRIL
Top 100
Lawyers Awards



MAY
Top 100
Accountants Awards



MAY
LA500
Private Reception



JUNE
Real Estate Trends
Forum + Social



JUNE
Women's Leadership
Symposium & Awards



AUGUST
Best Places to Work
Awards



AUGUST
Health Care Leadership
Symposium & Awards



SEPTEMBER
M&A Awards



SEPTEMBER
CFO Awards



OCTOBER
Corporate Counsel
Awards



NOVEMBER
Top 100
Bankers Awards



DECEMBER
Disruptors Awards