

Discover

HOLLYWOODTM

MAGAZINE

Advertising
Media Kit
2014



Visual Arts • Theatre • Music • Film • Places of Interest • Calendar of Events

Rates & Specifications

Ad Size	Width x Height	1x	2x	3x	4x
Full Page (bleed)	8.625" x 11.125"	\$5060	\$4755	\$4475	\$4200
Full Page (live area)	7.375" x 9.75"				
2-Page Spread Bleed	17" x 11.125"	\$10,120	\$9510	\$8950	\$8400
2/3 Page Vertical	4.875" x 9.75"	\$3365	\$3155	\$2975	\$2795
1/2 Page Horizontal	7.675" x 4.75"	\$2645	\$2485	\$2340	\$2195
1/2 Page Jr. (Vertical)	4.875" x 7.25"				
1/3 Page Column	2.375" x 9.75"	\$1,895	\$1785	\$1675	\$1575
1/3 Page Square	4.875" x 4.75"				
1/4 Page	3.5" x 4.75"	\$1380	\$1300	\$1220	\$1145
1/6 Page Vertical	2.375" x 4.75"	\$985	\$925	\$865	\$815
1/6 Page Horizontal	4.875" x 2.37"				
Premium Positions		<i>Note: All display ads are full color</i>			
Inside Front/Inside Back/Page 3		\$9960	\$9080	\$8535	\$8020
Back Cover		\$11,385	\$10,700	\$10,060	\$9460
Listings (free with display ad)		\$345	\$325	\$305	\$285
Bleed Charge 10%		Website (pricing upon request)			

Specifications

BLEED/LIVE AREA: The Trim Size of the magazine is 8.375" x 10.875". Full Page bleed size is the magazine trim dimensions plus 1/8" beyond trim on all sides. All type and live area should be kept to 1/2" inside the trim dimensions.

MATERIALS: Digital files to be supplied in high resolution (300 dpi minimum) JPEG or TIFF or as PDF "Press Quality" with fonts embedded. All colors must be CMYK, not spot or Pantone color. Advertiser to provide a full size match proof should color matching be desired. Every effort is made to match colors as closely as possible. Ads may be submitted via email or FTP (please call for username and password), or via CD. Ad design and production services are also available.

Terms

ADVERTISING DEADLINES As published. If an ad is scheduled for a given issue and the material is not received by the issue advertising deadline or the ad is sent in an improper/unusable format, the most recently run ad will be repeated, and the customer will be charged for the space.

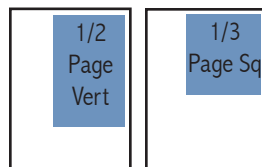
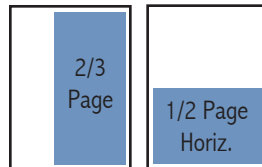
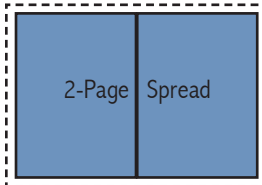
POSITION Special positions are guaranteed when available, on a no-cancellation basis at a premium. General positioning is at the discretion of the publisher.

PAYMENTS First insertion is to be paid in advance (by ad deadline of that issue). Subsequent ads are billed upon publication and due net 30. Accounts past due will lose all discounts and commissions and will be re-billed at the frequency rate actually earned. Commission of 15% to recognized advertising agencies.

CHANGES Neither advertiser nor its agency may cancel or change orders for advertising after the space reservation deadline. If multi-rate contracts are not fulfilled, the client will be re-billed at the appropriate rate. Publisher reserves the right to reject or cancel any advertising for any reason at any time.

ADDITIONAL TERMS Advertiser assumes all liability for ad content and agrees to indemnify and hold Publisher harmless against any claim, liability, losses and expenses including attorney's fees resulting from the publication of any ad submitted by advertiser. No conditions, printed or otherwise appearing on the advertiser's instructions, which conflict with the publisher's policies or terms, will be binding on the publisher. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for monies due.

Rev. Dec 2013



MARKET Demographics



Sex	Male	49%
	Female	51%
Age	25-64	77%
Income	\$50-100K	48%
	\$100K+	23%
Education	College	77%

Discover Hollywood provides visitors and residents information to access and explore the unique culture and lore of Hollywood, California. It is the only magazine of its kind that focuses on what there is to see and do and to discover the *real* Hollywood.

Discover Hollywood is your opportunity to reach upscale residents and visitors in the greater Los Angeles area. Because of unique magazine format, reader impressions are estimated at approximately 375,000 per issue. Reader retain it as a guide for information about Hollywood both for their use and for visitors. Its calendar is updated weekly on www.discoverhollywood.com. This audience represents a market of over 13 billion spendable dollars, and have an annual median household income of over \$125,000. It's both efficient *and* cost-effective advertising!

The **Ford Amphitheatre** Program edition, published in May, reaches 50,000 affluent readers. It is distributed to the audience attending over 100 performances at the famous LA County-owned and operated outdoor venue.

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Published over
25 years,
Discover Hollywood
is the only
magazine that
spotlights the
real Hollywood.



CIRCULATION

Distribution

Mailed Directly to homes in Los Feliz,
 Hancock Park, Hollywood Hills,
 West Hollywood and Hollywood
 Chamber of Commerce and Hollywood
 Arts Council Members.....35,000
 Hotels, theatres, galleries, music and
 comedy clubs, restaurants and
 L.A. Inc. Visitors Centers.....40,000

Total Press Run **75,000**

Ford Amphitheatre Program issue
 has a 50,000 press run, and is distributed
 exclusively to patrons of the Ford Amphitheatre.



PUBLISHING SCHEDULE

Issue	Space Deadline	Ad Materials Deadline	Published
Spring 2014	February 7, 2014	February 21, 2014	March 7, 2014
Ford Program 2014	May 9, 2014	May 16, 2014	May 31, 2014
Summer 2014	May 19, 2014	May 30, 2014	June 16, 2014
Fall 2014	August 15, 2014	August 22, 2014	September 8, 2014
Winter 2014	November 7, 2014	November 21, 2014	December 8, 2014

Special Issues

June/July/August: Ford Amphitheatre Program

Sept/Oct/Nov: Entertainment, Dining, & Special Events

Dec/Jan/Feb: Holiday Gift Buyers Guide