

Discover

# HOLLYWOOD

MAGAZINE



TM

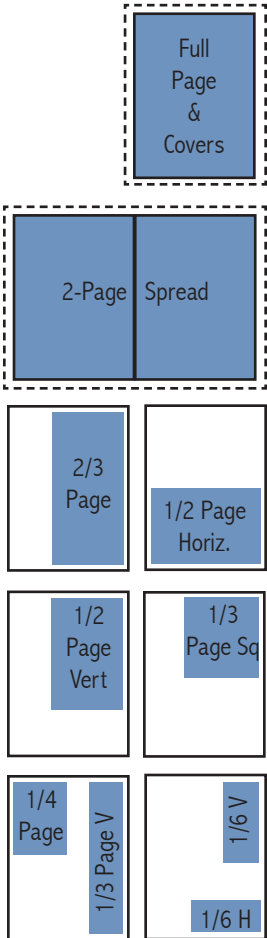
## Advertising Media Kit

2011-2012



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"				
<b>Premium Positions</b>		<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 8.25" 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.



# MARKET

## Demographics

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

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

**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](http://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.

**CONTACT:** Oscar Arslanian 323-465-0533 x12  
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 Arslanian & Associates, Inc.  
 6671 Sunset Blvd. #1502  
 Hollywood, CA 90028

[www.discoverhollywood.com](http://www.discoverhollywood.com)



# 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 2011	February 11, 2011	February 18, 2011	March 1, 2011
Ford 2011	May 14, 2011	May 21, 2011	June 4, 2011
Summer 2011	May 20, 2011	June 3, 2011	June 15, 2011
Fall 2011	August 12, 2011	August 19, 2011	September 1, 2011
Winter 2011-12	November 11, 2011	November 18, 2011	December 1, 2011

## Special Issues

**June/July/August:** Ford Amphitheatre Program

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

**Dec/Jan/Feb:** Holiday Gift Buyers Guide