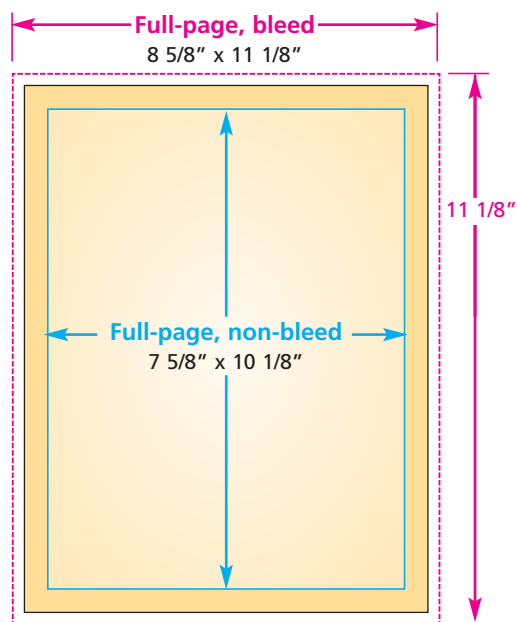


●●● Ad Unit Sizes

**Reserve your space today!**

Double truck, full bleed 17" x 11 1/8"  
 Double truck, gutter bleed 16" x 10 1/8"  
 Full-page bleed 8 5/8" x 11 1/8"  
 Full-page, non-bleed 7 5/8" x 10 1/8"

2/3 page vertical 4 7/8" x 10 1/8"  
 1/2 page horizontal 7 5/8" x 4 7/8"  
 1/2 page vertical 5" x 7 1/2"  
 1/3 page square 4 7/8" x 4 7/8"  
 1/3 page vertical 2 3/8" x 10 1/8"  
 1/4 page horizontal 7 1/4" x 2 3/8"  
 1/4 page vertical 3 1/2" x 4 7/8"  
 1/6 page horizontal 4 7/8" x 2 3/8"  
 1/6 page vertical 2 3/8" x 4 7/8"



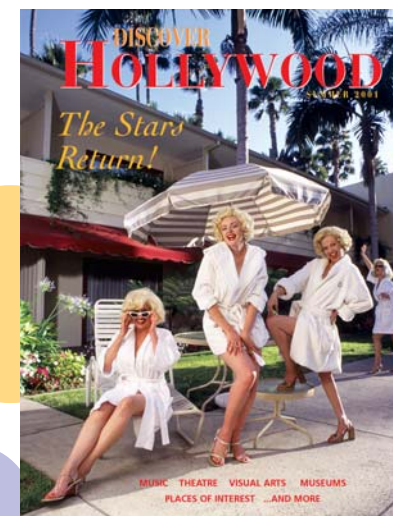
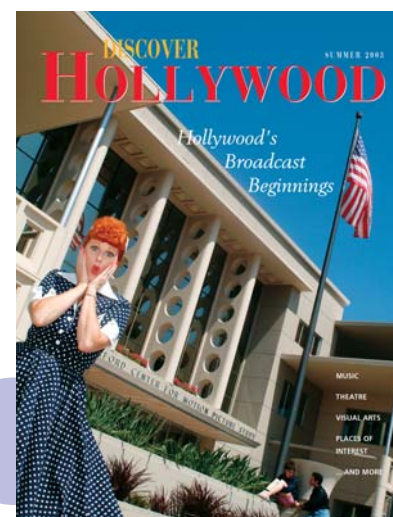
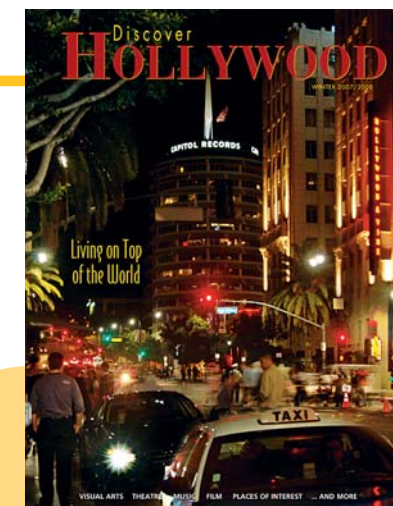
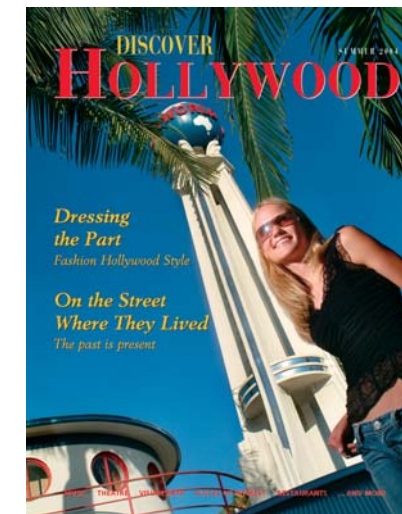
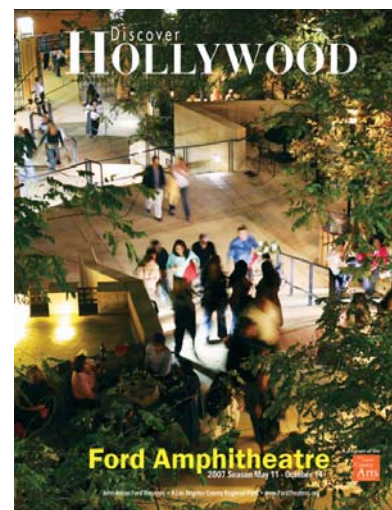
1/3 Page Square 4 7/8" x 4 7/8"	1/6 Page Vert. 2 3/8" x 4 7/8"	1/4 Page Vertical 3 1/2" x 4 7/8"	1/4 Page Vertical 3 1/2" x 4 7/8"
1/2 Page Horizontal 7 5/8" x 4 7/8"		1/4 Page Horizontal 7 1/4" x 2 3/8"	
		1/4 Page Horizontal 7 1/4" x 2 3/8"	

1/6 Page Horizontal 4 7/8" x 2 3/8"	1/6 Page Vert. 2 3/8" x 4 7/8"	2/3 Page Vertical 4 7/8" x 10 1/8"	1/3 Page Vert. 2 3/8" x 10 1/8"
1/2 Page Vertical 5" x 7 1/2"	1/6 Page Vert. 2 3/8" x 4 7/8"		

# Discover HOLLYWOOD

For people who love Hollywood

MAGAZINE



*Provides visitors and residents information to access and explore the unique culture and lore of Hollywood*



# Discover HOLLYWOOD MAGAZINE

- **Discover Hollywood** provides visitors and residents information to access and explore the unique culture and lore of Hollywood. It is a magazine for people who love Hollywood.
- **Discover Hollywood** is the only publication of its kind that focuses on what there is to see and do in Hollywood and to discover the real Hollywood... beyond the fantasy.
- **Discover Hollywood** is your opportunity to reach upscale residents and visitors in the greater Los Angeles area.
- **Discover Hollywood**, published for over 20 years, is retained and read an average of 5 times each issue.
- **Plus! Ford Amphitheatre Program special issue reaches 75,000 high income readers.**

**Discover Hollywood Magazine** is the only publication that spotlights the real Hollywood... its history, its unique places of interest, shops, theatres, movies, galleries, comedy and music clubs and features a calendar of arts and entertainment events. Each information-packed page is read and retained by residents and visitors who use this valuable guide to access the world-famous entertainment capital of the world.

**Print run** 75,000 per issue (Four issues annually: Spring (March), Summer (June), Fall (September), Winter (December))

**Print run** 75,000 for Ford Amphitheatre Program Special Issue (May to October)

**Distribution** 35,000 mailed directly to homes in such difficult to reach upper income neighborhoods as Los Feliz, Hancock Park, Hollywood Hills, West Hollywood, etc. 40,000 distributed to hotels in the Los Angeles area, theaters, galleries, music and comedy clubs, through L.A., Inc., (Los Angeles Convention and Visitors Bureau) and the Hollywood Chamber of Commerce.

Because of the magazine's unique format, reader impressions for each issue are estimated at close to 375,000/issue. Research indicates that readers retain **Discover Hollywood Magazine** as a guide for information about Hollywood both for their own use and for visiting friends and relatives. Its calendar is updated bi-weekly on [www.discoverhollywood.com](http://www.discoverhollywood.com).

**Reader Profile** Our readers shop, go to theaters, clubs, concerts and restaurants. They are cultural and retail consumers. They represent a market of over \$13 billion spendable dollars and have a median family income of over \$125,000 per year.

**Ford Amphitheatre Program** is a special edition of **Discover Hollywood Magazine** distributed to the audience attending over 100 performances at the L. A. County owned and operated outdoor venue. Its exciting summer season includes Latin, classical, jazz, bluegrass and world music as well as ballet, tango, flamenco and hip-hop dance, film festivals, live theatre and children's programs that make the beautiful and historic Ford Amphitheatre experience truly unique in Los Angeles.

**Special Issue Print Run** 75,000  
**Ford Audience Profile** 77.3% college educated  
 77.1% between the ages of 25 and 64  
 47.8% have income of \$50,000-\$100,000  
 23.1% over \$100,000

**Reserve your space today!**

## Ad Rates

Color	1x	2x	3x	4x
Full Page/4-Color	\$5,060	\$4,755	\$4,475	\$4,200
2/3 Page/4-Color	\$3,365	\$3,155	\$2,975	\$2,795
1/2 Page/4-Color	\$2,645	\$2,485	\$2,340	\$2,195
1/3 Page/4-Color	\$1,895	\$1,785	\$1,675	\$1,575
1/4 Page/4-Color	\$1,380	\$1,300	\$1,220	\$1,145
1/6 Page/4-Color	\$ 985	\$ 925	\$ 865	\$ 815

Spot color is available. Please call for price quote.

Black and White	1x	2x	3x	4x
Full Page	\$4,045	\$3,805	\$3,575	\$3,365
2/3 Page	\$2,685	\$2,525	\$2,375	\$2,230
1/2 Page	\$2,120	\$1,995	\$1,875	\$1,765
1/3 Page	\$1,520	\$1,425	\$1,340	\$1,260
1/4 Page	\$1,110	\$1,040	\$ 975	\$ 920
1/6 Page	\$ 730	\$ 685	\$ 645	\$ 600

Cover (4 color)	1x	2x	3x	4x
Inside Front Cover	\$9,960	\$9,080	\$8,535	\$8,020
Outside Back Cover	\$11,385	\$10,700	\$10,060	\$9,460
Premium Pages	\$7,590	\$7,135	\$6,705	\$6,300

Listings	1x	2x	3x	4x
(Listing free with display ad)	\$ 345	\$ 325	\$ 305	\$ 285

**Website** (pricing upon request)

**Bleed Charge 10%**

### Specifications

Printing is by web offset lithography. Trim size is 10-7/8" x 8-3/8", saddle-stitched. Pages are 3 columns with a column width of 2-1/4" (13-1/2 picas). Live matter should be kept 3/8" from trim.

**Preferred forms of file submissions: Adobe PDF** ("press quality" high resolution .pdf with fonts embedded).

Ads may be transmitted via e-mail and/or FTP (please call us for user name and password) or sent via CD.

For ads that cannot be submitted electronically, please contact us at **(323) 465-0533** for additional instructions.

Page Layout files: **Quark Express, Adobe InDesign, Adobe Illustrator** (please vector or outline fonts).

Be sure to include all fonts in your page document and support files. All scanned images should be a minimum of 300 dpi for picture images at size placed in document. All line or bitmap scans should be a minimum of 800 dpi.

**We discourage use of .jpg files for your ad materials. Please call with any questions.**

All storage media will be returned upon request.

**PLEASE NOTE: If no proof is provided,** Discover Hollywood Magazine accepts no responsibility for formatting, content or color reproduction of electronic files.

## 2009-2010 Dates

<b>FALL</b>	Space reserved by Materials due by Published	August 1, 2009 August 15, 2009 September 1, 2009	<b>SUMMER</b>	Space reserved by Materials due by Published	May 7, 2010 May 21, 2010 June 1, 2010
<b>WINTER</b>	Space reserved by Materials due by Published	October 30, 2009 November 6, 2009 November 23, 2009	<b>FORD</b>	Space reserved by Materials due by Published	May 14, 2010 May 21, 2010 June 4, 2010
<b>SPRING</b>	Space reserved by Materials due by Published	February 5, 2010 February 12, 2010 March 2, 2010			

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