

Discover

HOLLYWOOD

TM

discoverhollywood.com

MAGAZINE

Advertising Media Kit 2016

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

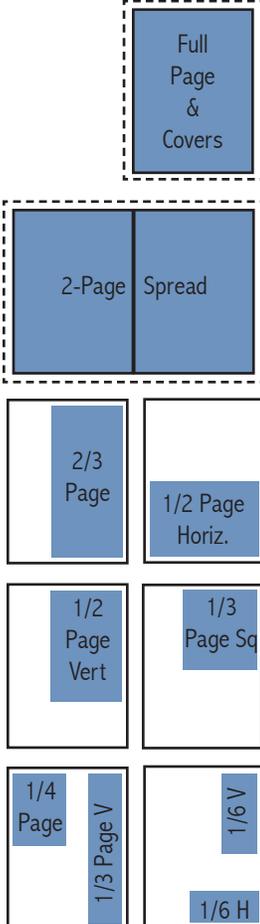
ADVERTISING DEADLINES As published. If an ad is scheduled for a given issue and the material is not received by the issue advertising deadline or the ad is sent in an improper/unusable format, the most recently run ad will be repeated, and the customer will be charged for the space.

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.



Cover photo by Anthony Nelson



MARKET

Demographics

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

Published over
 30 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. 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 June to October. The Ford, one of the most historic performing arts venues in Los Angeles, is completing its spectacular \$66 million renovation and will present a summer season that includes Latin, classical, jazz, bluegrass, and world music as well as dance, film festivals, live theatre that represent the music and dance styles of our region.

CONTACT: Oscar Arslanian 323-465-0533 x303
 oscar@discoverhollywood.com www.discoverhollywood.com
 Arslanian & Associates, Inc.
 6671 Sunset Blvd. #1502
 Hollywood, CA 90028



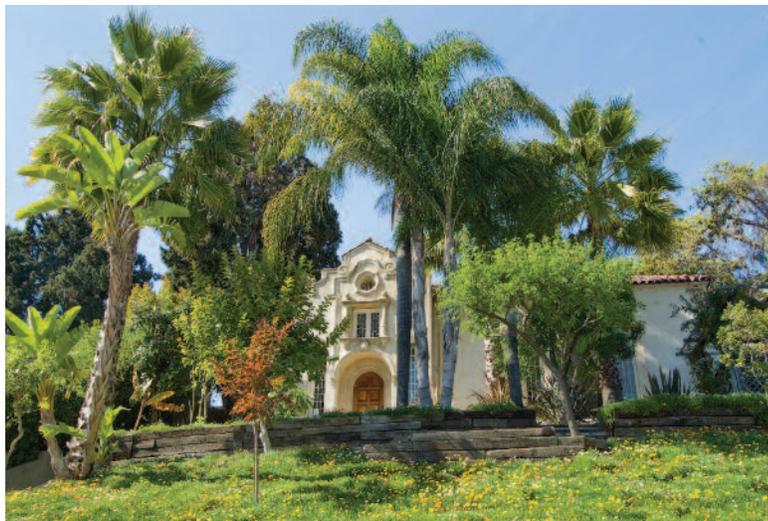
CIRCULATION

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 40,000 press run, and is distributed exclusively to patrons of the Ford Amphitheatre.



PUBLISHING SCHEDULE

Issue	Space Deadline	Ad Materials Deadline	Published
Spring 2016	February 26	March 4	March 18
Summer 2016	May 20	May 27	June 10
Ford Program	May 27	June 3	June 17
Fall 2016	August 31	September 7	September 21
Winter 2016	November 18	November 25	December 9

Special Issues

- Spring (March, April, May):** Beauty, Spas, Wellness
- Summer (June, July, August):** Entertainment, Special Events
- Fall (Sept, Oct, Nov):** Lifestyle, Education
- Winter (Dec, Jan, Feb):** Shopping, Gift Buyers Guide