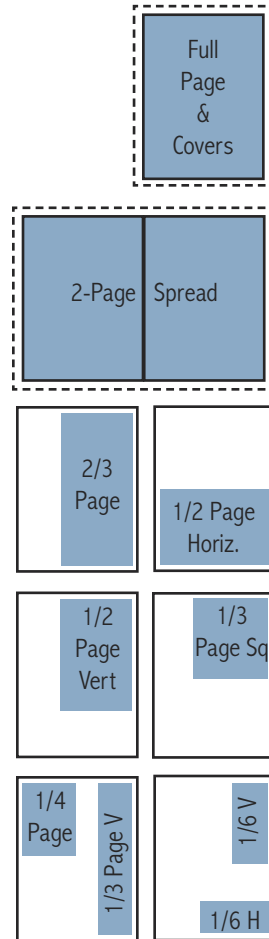


Rates & Specifications



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. Feb 2019

Cover photo by Anthony Nelson

MARKET Demographics*



Sex	Male	43%
	Female	57%
Age	25-34	31%
	35-49	35%
	50-64	22%
Income	\$50-100K	40%
	\$100K-250K	26%
Education	College	50%
	Grad School	33%

Hollywood is a diverse and vibrant community made up of younger up-and-comers as well as the older more established. Residents, workers and visitors alike recognize the expansion of the area and see it as a benefit provided that the unique personality of Hollywood is maintained.

The Entertainment Industry drives visitation and business to Hollywood. Residents, workers and visitors all appreciate Hollywood for its potential to make any trip a unique experience enhanced by the area's history, excitement and high energy.

The Entertainment Industry is deeply woven into the fabric of the Hollywood experience. For many, Hollywood is the only option when seeking out various forms of entertainment, especially movies, concerts, plays and comedy shows. Hollywood entertainment offers a distinct experience that attracts workers and visitors as well as residents.

Much of this entertainment consumption is driven by visits to Hollywood's iconic landmarks and venues.

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

The **Ford Amphitheatre** Program edition, published in June, is provided at no cost to its 40,000 attendees. Operated by L.A. County, its June-October season showcases an eclectic array of music, dance and film to a ticketed audience.

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* Source: Hollywood Chamber of Commerce 2018 Market Survey Report

Published over
34 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	Publishing Date
Spring 2019	February 22	March 1	March 15
Ford Program 2019	May 10	May 17	June 1
Summer 2019	May 24	May 31	June 14
Fall 2019	August 23	August 30	September 13
Winter 2019	November 22	November 29	December 13

Discover Hollywood provides a unique opportunity to reach upscale residents and visitors in the greater Los Angeles area. Because of its unique format, reader impressions are estimated at approximately 375,000 per issue. Readers retain it as an information-packed guide to Hollywood both for their use and for visitors. Its comprehensive calendar is continually updated on www.discoverhollywood.com. Timely information is shared in its weekly E-News and social media.