
LOS ANGELES BUSINESS JOURNAL

GET AHEAD ▶▶

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MOST INFLUENTIAL AUDIENCE IN LOS ANGELES
AFFLUENT, POWERFUL READERS
SMART MARKETING

Los Angeles business has a pulse of its own. Fast-paced, dynamic, aggressive and diverse. No media source keeps their finger on the pulse of the region's business better than the **Los Angeles Business Journal**. Each week more than 57,000 CEOs, executives, senior managers, and other influential decision-makers rely on the award-winning Los Angeles Business Journal for the business news they need most. This loyal readership translates into a powerful group of potential clients and customers for your business.

When you market your company with the Los Angeles Business Journal, you put your organization's name, image and message directly in front of the most influential business professionals in the area. Through print and digital advertising, along with event sponsorships, we put your company at the forefront of our readers' minds and position it as an industry leader.

Get ahead with the Los Angeles Business Journal.

AWARD WINNING CONTENT HIGHLY ENGAGED READERS

WEEKLY CIRCULATION
24,000

WEEKLY READERSHIP
57,500

Subscriber renewal rate 70%

The average reader spends 49 minutes reading their issue each week

Our readers refer to the Book of Lists an average of 13.2 times per year



SUBSCRIBER PROFILE

Affluent | Educated | Tremendous Purchasing Power

49%
OF OUR READERS
ARE MILLIONAIRES

AVERAGE
HOUSEHOLD INCOME
\$275,000

AVERAGE HOUSEHOLD
NET WORTH
\$2,120,000

TREMENDOUS
PURCHASING POWER
\$1,370,000
Average Investment Portfolio

HIGHLY EDUCATED

30% MASTERS OR DOCTORATE DEGREES
13% POSTGRADUATE STUDY
81% COLLEGE GRADUATE

AVERAGE AGE: 49

INVESTMENT HOLDINGS

81% RETIREMENT ACCOUNTS
80% STOCKS AND BONDS
61% HIGH-YIELD SAVINGS
18% ANNUITIES
6% COMMODITIES

41% OF OUR READERS OWN INVESTMENT
REAL ESTATE PROPERTY

EXECUTIVE AUTHORITY

Impacting Business in Los Angeles

67% OF OUR READERS ARE IN EXECUTIVE MANAGEMENT POSITIONS

*Owner, Partner, CEO, President or Chairman
52%

*CFO, COO, Executive Director or Vice President
15%

82% DIRECTLY IMPACT BUSINESS DECISIONS FOR THEIR COMPANY

SUBSCRIBER COMPANY PROFILE

Diverse and Well Established

ANNUAL GROSS REVENUES

LARGE BUSINESS 12%

7% \$1 Billion +

5% \$500M - \$1 Billion

MIDDLE MARKET 34%

7% \$100M - \$500M

16% \$25M - \$100M

11% \$10M - \$25M

SMALL BUSINESS 54%

19% \$5M - \$10M

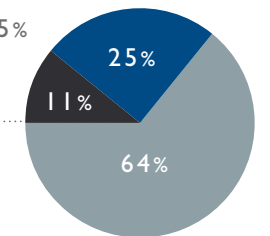
35% Under \$5M

COMPANY SIZE: LOCAL WORKFORCE

1,000+ EMPLOYEES 11%

100 - 1,000 EMPLOYEES 25%

1-99 EMPLOYEES 64%



44% OF OUR READERS' COMPANIES ARE CURRENTLY DOING BUSINESS INTERNATIONALLY

THE AVERAGE COMPANY HAS BEEN IN BUSINESS 41 YEARS



WEEKLY LISTS & ANNUAL BOOK OF LISTS

Each week, the Los Angeles Business Journal publishes a List of the top companies in various industry categories ranging from real estate and technology to healthcare and hospitality. At the end of the year, these Lists are compiled and published in the annual *Book of Lists*. Considered one of the most valuable resources in the Los Angeles business community, advertising adjacent these Lists each week and in the *Book of Lists* allows you to:

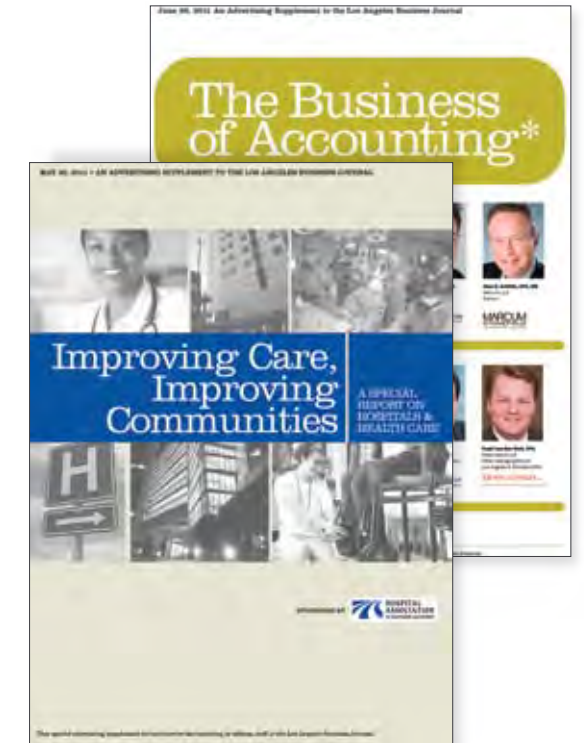
- Enhance your corporate image.
- Align your company with L.A.'s top companies.
- Position your company as an industry leader.
- Receive 12 months of visibility in a product resourced an average of 13.2 times per year by our readers.



SPECIAL SUPPLEMENTS

Each month the Los Angeles Business Journal provides unique advertising supplements, highlighting a specific industry or business segment. These supplements present an excellent opportunity to showcase your company's name, image and message in an industry focused section.

Opportunities are available for advertisers to contribute guest articles for consideration into select supplements. Guest articles must be informative, of broad readership interest and cannot be self-supportive. These select supplements present the chance to educate our readers and present your company's expert opinions on important issues impacting businesses.



SPECIAL REPORTS

Throughout the year, the award-winning editorial staff of the Los Angeles Business Journal will focus on select areas of interest and how they affect the Los Angeles business community. From quarterly Banking and Finance and Real Estate reports to Healthcare and Technology, the in-depth analysis and information provided by the Special Reports has proven invaluable to our readers. Advertising within select Special Reports delivers a concentrated readership directly to your advertised message.



PREMIUM PRINT ADVERTISING OPPORTUNITIES

Make an impact by taking advantage of unique and highly visible advertising opportunities. The Business Journal provides special out-of-the-box marketing opportunities throughout the year that will enhance your advertising campaign and elevate your level of visibility.

- Cover Wraps
- Front Page Sticker Advertisements
- Front Page Banner Advertisements
- List Gatefolds
- Custom Ad Configuration and Placement
- Inserts



SPECIAL EVENTS & NETWORKING

Movers & Shakers

The Los Angeles Business Journal is proud to present Special Events and Award Receptions throughout the year. There are many different ways to get involved that account for all sizes of businesses and all marketing budgets. Our events and sponsorship packages range and allow your company to be as actively or passively involved as suits your needs. From simply nominating your company or clients for award consideration to taking ownership of the event by joining us on stage and announcing winners – you have the opportunity to shake hands with the movers and shakers in each industry.

JANUARY

LATINO BUSINESS AWARDS The Business Journal recognizes businesses within the Latino business community who are setting the example for excellence. The awards luncheon pays tribute to the very best throughout Los Angeles.

FEBRUARY

COMMERCIAL REAL ESTATE AWARDS The CRE Awards showcases the biggest, best and most notable commercial real estate projects throughout Los Angeles. We'll be honoring the developers, architects, and general contractors of each award winning project. In addition, we'll recognize the most successful broker/broker teams in the market.

MARCH

BUSINESS HALL OF FAME This reception and luncheon honors the #1 companies in Los Angeles based on research and listing in the annual Book of Lists. In addition, each year we announce our Businessperson of the Year and induct them into our Business Hall of Fame.

APRIL

HEALTHCARE LEADERSHIP AWARDS This awards luncheon pays tribute to people and organizations that have made strides in helping Angelenos receive better healthcare. We'll honor leaders that made an impact on both lines – the front line and those protecting the bottom line.

MAY

WOMEN MAKING A DIFFERENCE Honoring LA's most successful women in business and those making a difference in the community. This reader-nominated event traditionally garners more than 200 nominations each year.

JUNE

NONPROFIT & CORPORATE RESPONSIBILITY AWARDS We recognize the dedication of hard-working nonprofit organizations throughout LA. This program honors those that make an impact to the community under difficult financial constraints. We also recognize the important role that corporate citizens play in supporting our local nonprofits. This event pays tribute to nonprofits, corporate volunteerism, board supporters, and corporate partnerships.

JULY

ASIAN BUSINESS AWARDS In partnership with the Asian Business Association, we are proud to host a luncheon recognizing the impact that Asian-American businesses have throughout Los Angeles. The awards luncheon brings together this important business community and unveils its very best.

AUGUST

BEST PLACES TO WORK AWARDS The Local employers are given the opportunity to participate in a professional program conducted by Best Companies Group on subjects such as Leadership, Culture, Communications and more. A detailed survey is provided to participating businesses and leading companies are honored at an exciting awards celebration each year.

SEPTEMBER

CFO OF THE YEAR AWARDS The CFO of the Year Awards will be presented to financial professionals in the Los Angeles region for outstanding performance in their roles as corporate financial stewards. Nominations are submitted for Public Company, Small Private Company, Large Private Company, and Non-Profit Organization. Lunch Reception & Networking.

OCTOBER

CORPORATE COUNSEL AWARDS The LABJ acknowledges the significant role that in-house counsel plays in the success of a business enterprise and recognizes the accomplishments of leading in-house attorneys within the Los Angeles business community. Candidates in each category will be recognized for exceptional legal skill and achievement across the full spectrum of in-house responsibility, exemplary leadership as evidenced by the highest professional and ethical standards and impact in the community.

1 in 4

subscribers has attended a Business Journal event in the past twelve months

NOVEMBER

PATRICK SOON-SHIONG INNOVATION AWARDS Los Angeles is home to the most cutting-edge and innovative companies in the world. Innovation plays an important role in enhancing the competitiveness of the region. This special program was created to honor organizations striving to stretch the boundaries of their products and services. We are proud to have a partner in Dr. Soon-Shiong who shares our vision and who, himself, is a true innovator.

FASTEST GROWING PRIVATE

COMPANIES We rank and unveil the year's Top 100 fastest growing private companies at a private reception event honoring each CEO making the List.



PRESENTING SPONSORSHIPS

- Top billing as Presenting Sponsor
- Industry exclusivity (at presenting level only)
- Speaking/Presenting role
- Company logo on all promotional materials including pre-event ads, event signage and event programs
- Signage at event
- 20 guests at event
- Collateral in attendee take away bag and/or collateral table (depends on event and venue)
- Full Page, 4-Color advertisement in event report/supplement
- List of attendees

PLATINUM SPONSORSHIPS

- Billing as Platinum Sponsor
- Company logo on all promotional materials including pre-event ads, event signage and event programs
- Signage at event
- 15 guests at event
- Collateral in attendee take away bag and/or collateral table (depends on event and venue)
- Island, 4-Color advertisement in event report/supplement

GOLD SPONSORSHIPS

- Billing as Gold Sponsor
- Company Name (not logo) on promotional materials including pre-event ads, event signage and event programs
- 10 guests at event
- Collateral in goodie bag
- Black & white advertisement in event report/supplement

SPONSORSHIP

DIGITAL EDITION

For more than 35 years, the Los Angeles Business Journal has been a trusted source of business news and analysis for Southern California. Since May 2011, the digital edition has been available to paid print subscribers. Whether you are a PC/Mac user or do your reading on a tablet or smartphone, you have the option to access the same print edition on the go! The digital edition provides links to navigate through pages and articles easily and to visit advertiser websites with the touch of your fingertips.



ONLINE ADVERTISING

In addition to the weekly print/digital edition, we offer news and analysis on labusinessjournal.com. Ads placed on the website get the chance to be seen by any visitor and subscribers accessing their print/digital edition and seeking information on events.

AD UNIT DIMENSIONS

Top Banner 728 x 90

Island 300 x 250

Bottom Banner 728 x 90

Inventory subject to availability.

Acceptable formats include gif, jpg and flash banners.

No banner should be more than 60K in size.

Ads must be accompanied by a URL address.

DAILY eNEWS ALERTS

From the newsroom of the Los Angeles Business Journal, breaking news alerts are offered at least once a day (sometimes twice) starting in the morning.

AD UNIT DIMENSIONS

Top or Bottom Banner 728 x 90

Frequency discounts are available. Please contact us to discuss your particular needs and questions.



THE NETWORK OF CITY BUSINESS JOURNALS

The fastest growing segment of the U.S. economy today is small business. The network of City Business Journals represents nearly 70 City Business Journals in the nation's fastest-growing markets for entrepreneurs.

Contact your Account Manager for more information.

SOUTHERN CALIFORNIA BUSINESS JOURNALS

This region comprises more than 410,000 businesses and over 1 million key business decision makers – and only a multi-market program with the Southern California Business Journals can put your message directly in front of this powerful audience.

From Los Angeles to the San Fernando Valley and from Orange County to San Diego, by working with your Los Angeles Business Journal Account Manager you can arrange to have your print and online advertising messages placed directly in the publications that business leaders in Southern California rely on every week:

- Los Angeles Business Journal
- San Fernando Valley Business Journal
- Orange County Business Journal
- San Diego Business Journal

Together, these publications have a combined circulation of 62,000.

Please contact your Advertising Account Manager for print and online advertising rates and for event sponsorship packages.

EXTENSIVE COVERAGE

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