

CARE DEEPLY. CONSIDER THOROUGHLY.

DISAGREE VEHEMENTLY. RESPOND

INTELLIGENTLY. SUFFER GLADLY. WANDER

AIMLESSLY. EXPERIMENT SOCIALLY.

SPEAK FREELY.

LA WEEKLY

LA WEEKLY STATISTICS



PRINT MONTHLY READERS

1.5 Million monthly readers
686,668 weekly readers
 50% male / 50% female
 40% 18-34 years / 65% 18-49 years
 41 yrs mean age
 70% college educated
 \$70,153 average household income

ONLINE MONTHLY VISITS

2.4 Million monthly visits
612,756 weekly readers
 65% male / 35% female
 50% 18-34 years / 78% 18-49
 36 yrs mean age
 66% college educated
 \$72,916 average household income

852,000 attended a **concert** in the past 12 months
631,000 attended the **theatre** in the past 12 months
480,000 attended a **bar or club** in the past 4 weeks
789,000 attended a **movie** in the past 4 weeks
250,000 went to a **restaurant** 4x in the past 2 weeks



Source: Media Audit Mar.-Apr. 2012
 Comscore, April 2012
 Google Analytics, April 2012

REACH

LA WEEKLY & LAWEEKLY.COM

THE ADDITION OF LAWEEKLY.COM EXTENDS REACH BY 74.6%

TARGET: LOS ANGELES ADULTS 18+

LA WEEKLY



ADDING LAWEEKLY.COM EXTENDS REACH BY 77.6%



LA WEEKLY & LAWEEKLY.COM DELIVER UNIQUE 18+ ADULTS



Source: Media Audit March-April 2012
Google Analytics April 2011

LA WEEKLY

EXCLUSIVE AUDIENCE

LA WEEKLY READERS

DO NOT READ



Los Angeles Magazine



Daily Daily News



Daily LA Times



Sunday LA Times



Sunday Daily News



Source: Media Audit 2012
Adults, age 18-49

DISTRIBUTION

Every Thursday, LA Weekly distributes 140,000 papers to over 4,000 high traffic locations throughout Los Angeles, **reaching over 686,000 readers each week**. Our targeted distribution system enables advertisers to utilize the full circulation or to pinpoint specific areas of influence via Zone Pages or pre-printed inserts.

1 East L.A./Montebello/Monterey Park (2,200)	
5 Downtown Los Angeles/USC (13,400)	
6 South Central Los Angeles (7,700)	
7 Hollywood/West Hollywood (22,000)	
13 Silver Lake/Los Feliz (7,100)	
19 Wilshire District (3,300)	
27 South Pasadena/Eagle Rock (2,800)	
28 Pasadena (4,700)	
28 Alhambra/Arcadia (1,300)	
34 San Gabriel Valley (2,100)	
50 Long Beach (2,000)	
TOTAL OF ORANGE ZONE 68,600*	
15 Woodland Hills (1,400)	
17 Canoga Park/Chatsworth/West Hills (2,300)	
20 Burbank/Toluca Lake (6,300)	
21 Encino/Tarzana (2,700)	
22 Northridge/Reseda (3,900)	
23 Van Nuys/North Hollywood (5,700)	
24 Studio City/Universal City (4,500)	
25 Glendale/Atwater/Montrose/La Canada/La Crescenta (3,800)	
26 Agoura Hills/Westlake Village/Thousand Oaks (300)	
30 Sherman Oaks (2,300)	
31 Granada Hills/Mission Hills (1,500)	
32 Santa Clarita/Valencia/Canyon Country (1,200)	
TOTAL OF GREEN ZONE 35,900*	
2 Beverly Hills (3,100)	
3 Culver City (5,400)	
4 Malibu/Pacific Palisades (900)	
8 Marina Del Rey/Playa Del Rey (1,700)	
9 Manhattan Beach/Hermosa Beach (1,500)	
10 Redondo Beach/Torrance/Palos Verdes/San Pedro (3,100)	
11 Inglewood/Hawthorne/Lawndale (3,600)	
12 Santa Monica/West L.A. Brentwood (9,000)	
14 Century City (900)	
16 Venice (3,000)	
18 Westwood (3,300)	
TOTAL OF BLUE ZONE 35,500*	



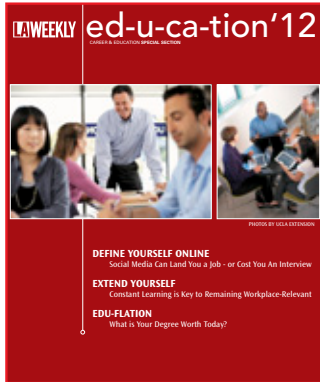
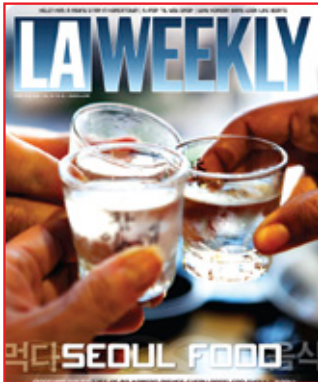
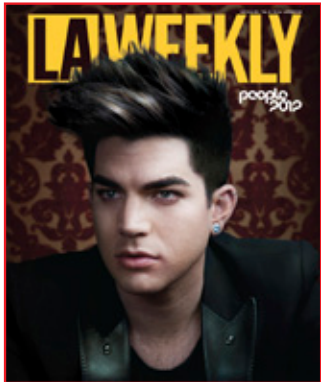
WEEKLY CIRCULATION 140,000

*Average circulation may vary from week to week.



SPECIAL ISSUES 2013

LA WEEKLY SPECIAL ISSUES



Special Issues	Publish Date	Ad Deadline
Couples Issue	February 7	February 1
Spring Restaurant	February 28.....	February 22
Education Guide	March 14	March 8
Theatre Issue	April 4	March 29
Rolling Paper	April 18	April 12
Happy Hour Guide.....	April 18.....	April 12
Best of LA People Issue	May 16	May 10
Education Guide	May 16	May 10
Summer Concert Guide.....	June 6	May 31
Home Design.....	June 13	June 7
Summer Restaurant Issue....	August 1.....	July 26
Best of LA Issue.....	October 3	September 26
Education Guide	October 3	September 26
Music Issue	October 31	October 25
Rolling Paper	December 5	November 29
Film Issue	December 19	December 13

STICKERS, BELLY BANDS AND INSERTS

MAXIMUM EXPOSURE

Target by location

Put your brand in the minds of consumers with highly visible special products. This is a guaranteed way that every reader will see you.

- Innovative way to focus attention on your product or service
- Create the buzz you need

Special Products

- Stickers
- Belly Bands
- Blow-in Inserts
- Bind-in Inserts



LA WEEKLY

BANNER ADVERTISING

The Exorcist
LAWEEKLY
CAST ANNOUNCED FOR WORLD PREMIERE THIS SUMMER!
BUY TICKETS
GREEN PLAYHOUSE

NEWS » CALENDAR » MUSIC » RESTAURANTS » ARTS » FILM » BEST OF » PROMO » CLASSIFIEDS » MMJ » Search

WORLD PREMIERE ON STAGE JULY 3 • TICKETS ON SALE NOW

10 Best Handmade Chinese Noodles in L.A.
Invasion of the Beauty Bloggers
The 20 Whitest Musicians of All Time

Top Stories

FOOD
BBQ Flowchart: Your Soul
Teen Obama
Dennis Romero

LAWEEKLY
Blogs
The Exorcist
ACCLAIMED BROADWAY PLAYWRIGHT
TONY AWARD WINNING DIRECTOR
BUY TICKETS
GREEN PLAYHOUSE

NEWS » CALENDAR » MUSIC » RESTAURANTS » ARTS » FILM » BEST OF » PROMO » CLASSIFIEDS » MMJ » Search

BEST OF VOICE PLACES GET THE BEST 24 HOURS A DAY Download the free app at bestof.voiceplaces.com

THE INFORMER

TOP blog STORIES

Obama's Marijuana Use as Teen Was EPIC: Joints 'Intercepted' by Future President
By Dennis Romero
Categories: Marijuana

When Barack Obama was running for president he wasn't shy about his past marijuana use, saying, "I inhaled. That was the point."
Well, it looks like he wasn't joking.
A forthcoming election-year biography of the Commander in Chief, *Barack Obama: The Story*, by David Maraniss, describes the future leader of the free world as quite the *hoganator* of weed when he was a teen in Hawaii:
[More >>](#)

Most Popular Stories

Viewed Commented Recent

Bobby Khamvongsa Murdered Near Beverly Center: Victim Dressed as Woman

Was James Dean Gay? 'Joshua Tree, 1961' Takes an Unlinking Look at Legendary Actor

The Abbeys, West Hollywood Gay Bar, Bars Bachelorette Parties as Political Statement

Amber Pooler, Santa Clarita Mom, Killed When Car Splits in Half on Solodad Canyon Road

Bryan Barnes, Accused of USC Murders, Claims UCLA Allegiance: Party Crew Tied to Suspects

[More Most Popular...](#)

TODAY'S DEAL IN LA
\$99 for a wine tour on horseback of four

AVAILABLE SIZES

Leaderboard 728x90

Rectangle 300x250

Half Page 300x600

Spotlight Left & Right Images 300x100

LAWEEKLY.COM

MONTHLY VISITS

2.4 Million monthly visits

612,736 weekly readers

65% male / 35% female

50% 18-34 years / 78% 18-49

36 yrs mean age

66% college educated

\$72,916 average household income

LAWEEKLY

TARGETED RESKINS

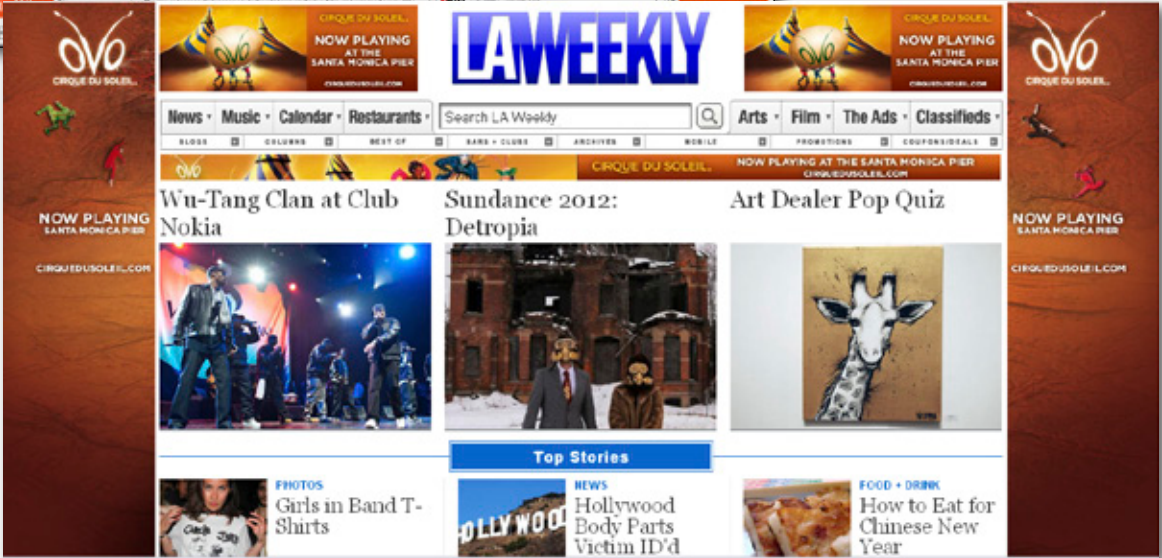
HIGH IMPACT WEB ADVERTISING FOR PRODUCTS AND EVENTS



Reskins are now available on a section targeted basis. Targeted reskins include a pencil ad and banner impressions.

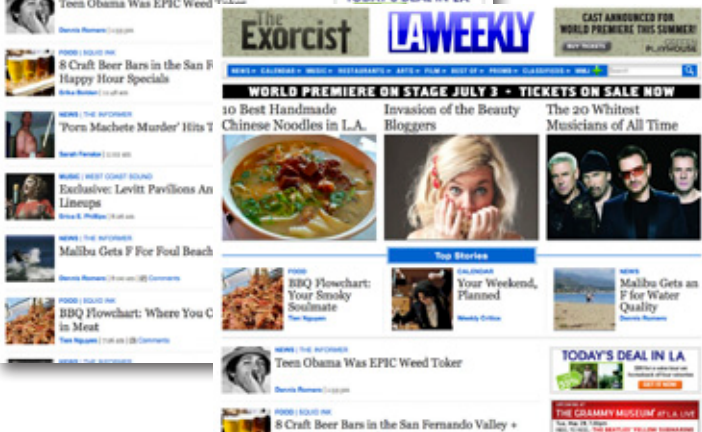
SECTIONS AVAILABLE:

- ARTS
- BEST OF
- CALENDAR
- MOVIES
- PROMOTIONS
- MUSIC
- RESTAURANTS
- HOME
- NEWS



SPECIALTY UNITS

SPECIALTY UNITS ON LAWEEKLY.COM



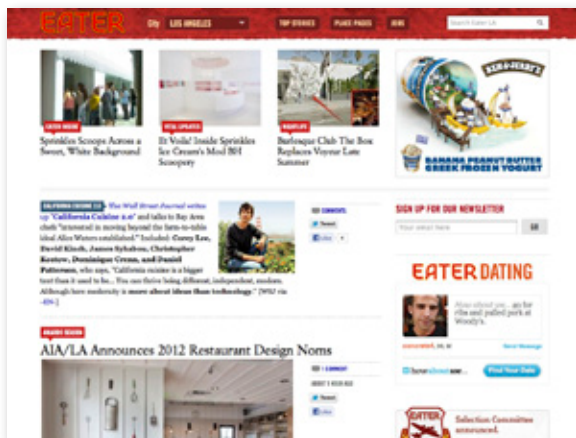
LA Weekly offers high impact digital advertising options. These specialty units are a great way to captivate our online readership and each package includes banner advertising on laweekly.com



- BANNER TYPES**
- CORNER PEEL**
- PENCIL BAR**
- EXPANDABLE BILLBOARD**
- ROAD BLOCK**
- SITE TAKEOVER**
- INTERSTITIAL**

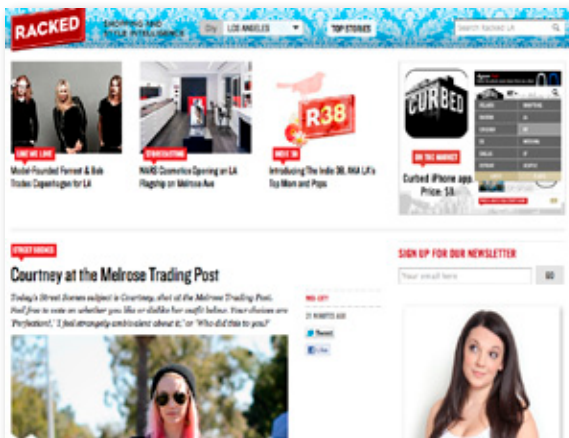


VOICE LOCAL NETWORK



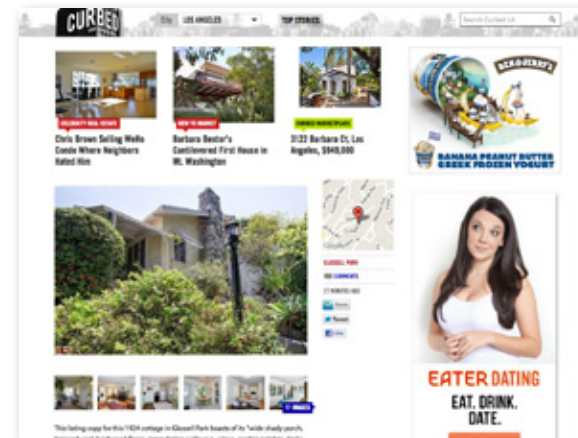
EATER
LA DMA

Monthly Pageviews 1,173,159
Monthly Uniques 105,180



RACKED
LA DMA

Monthly Pageviews 327,929
Monthly Uniques 43,968



CURBED
LA DMA

Monthly Pageviews 1,583,515
Monthly Uniques 171,763



URBAN SPOON
LA DMA

Monthly Pageviews 1,109,198
Monthly Uniques 97,305



CHECK OUT MY INK
LA DMA

Monthly Pageviews 83,669
Monthly Uniques 4,702

ONLINE COUPONS/AD INDEX

Coupons Home Page

LA WEEKLY Coupons

FOOD FOR THOUGHT Check Out Today's Deal

NEWS » CALENDAR » MUSIC » RESTAURANTS » ARTS » FILM » BEST OF » PROMO » CLASSIFIEDS » MMJ

search deals

zip + 1 mile search

Categories: Alternative Medicine, Audio/Video, Auto, Bars/Clubs, Cellular, Concerts/Promoters, Education, Electronics, Events/Entertainment, Fashion, Fitness/Health/Beauty, Furniture, Grocery, Health & Wellness, Liquor, Medical, Movies

Featured Deal: \$25 for \$50 worth of sushi and Japanese cuisine plus 2 glasses of sake at 7015 Melrose Sushi & Sake. Buy Now

Featured Deal: \$10 for two tickets for any movie at Street Food Cinema. Buy Now

Ad Index Home Page

LA WEEKLY Ad Index

DEALIGHTFUL! SIGN UP TODAY

NEWS » CALENDAR » MUSIC » RESTAURANTS » ARTS » FILM » BEST OF » PROMO » CLASSIFIEDS » MMJ

BEST OF VOICE PLACES GET THE BEST 24 HOURS A DAY Download the free app of bestof.voiceplaces.com

Featured Ads: Palm Springs, NOVEL, YO SAN UNIVERSITY, 魚元, Airbrush

Search Ad Index: Enter a Business Name, Select Neighborhood, Search

Entertainment: Bars, Clubs & Liquor (30), Casinos (4), Concerts, Festivals & Events (17), Galleries, Museums, & Performing Arts (2), Miscellaneous (3), Movies (7)

Restaurants: Restaurant Ads (32)

Retail: Automotive (2), Bookstores (8), Fashion/Accessories (2), Home Furnishings / Home Improvement (2), Miscellaneous (42), Music (12)

Services: Alternative Medicine (3), Bulletin Board / Backpage (12), Education (3), Employment (4)

Coupon Newsletter

LA WEEKLY Coupons of the Week

DISCOVER THE BEST SPOTS IN LA

WEST COAST WITH APPRAISALS

This Week's Karaoke

Newsletter with Coupon

Squid Ink!

LOVEFEST

THIS WEEK'S EVENTS

Tower

Restaurants

APPLE CAFE View Ad | View Site

BURGER CLUB View Ad | View Site

HAVANA ALMA DE CUBA View Ad | View Site

Sushi Lounge View Ad | View Site

cafetasia

Tower Sponsor

Flipper

LA WEEKLY Ad Index

General TRY IT TODAY! SAVE \$100

WARNING: This product can cause mouth cancer.

EMAIL NEWSLETTERS

DEDICATED

PROMO EMAIL

Subscribers: Over 24,000
Send Dates: Mondays or Tuesdays



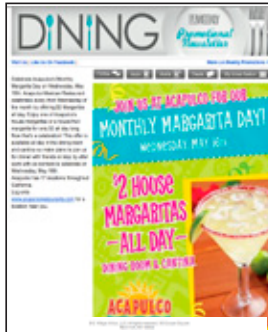
EVENTS EMAIL

Subscribers: Over 11,200
Send Dates: Mondays or Tuesdays



DINING EMAIL

Subscribers: Over 9,600
Send Dates: Thursdays or Fridays



MUSIC EMAIL

Subscribers: Over 10,400
Send Dates: Monday - Wednesday



FILM EMAIL

Subscribers: Over 12,200
Send Dates: Monday - Friday



THEATRE EMAIL

Subscribers: Over 6,400
Send Dates: Monday - Friday



ART EMAIL

Subscribers: Over 2,900
Send Dates: Monday - Friday



WEEKLY

EVENTS Newsletter

Subscribers: Over 11,200
Send Dates: Every Wednesday



EDITORIAL Newsletter

Subscribers: Over 26,300
Send Dates: Every Thursday



MUSIC Newsletter

Subscribers: Over 10,400
Send Dates: Every Thursday



DINING Newsletter

Subscribers: Over 9,600
Send Dates: Every Wednesday



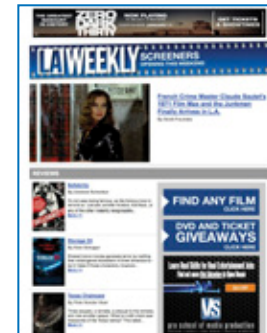
PROMO Newsletter

Subscribers: Over 24,000
Send Dates: Every Thursday



FILM Newsletter

Subscribers: Over 12,200
Send Dates: Every Wednesday



COUPON Newsletter

Subscribers: Over 4,200
Send Dates: Every Monday



MOBILE

MOBILE SITE

Condensed version of LAWeekly.com website. Accessible on all web-enabled phones through the internet browser.

Sections Include:

- NEWS
- FILM
- BLOG
- EVENTS
- BEST OF
- SLIDESHOWS
- FOOD
- MUSIC

Placements Include:

- BANNERS
- INTERSTITIAL



MOBILE APP

Free app that provides geo-targeted results without having to open a web browser.

Sections Include:

- CALENDAR
- MUSIC
- RESTAURANTS
- LAST NIGHT
- SLIDESHOWS
- BLOGS

Placements Include:

- BANNERS
- INTERSTITIAL

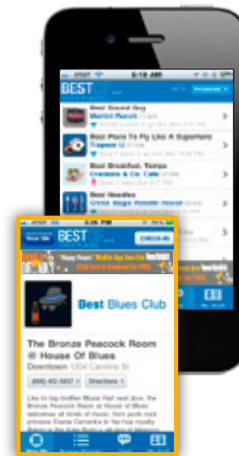


BEST OF APP

Browse the Best across 32 markets. Sort by category, location, or popularity.

Placements Include:

- FEATURED VENUE
- HOME PAGE + BROWSE WINNERS BANNER
- CATEGORY BANNERS
- FEED PAGE BANNER

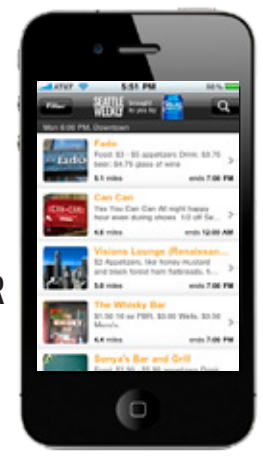


HAPPY HOUR APP

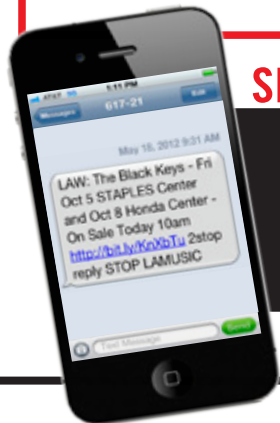
The premiere Happy Hour Guide in over 100 cities. Locate all the food and drink specials going on near you.

Placements Include:

- FEATURED VENUE
- MAIN SPONSORS
- DETAIL PAGE
- RESULTS BANNER
- INTERSTITIAL



SMS TEXT MESSAGING



Insider Text (over 1,800 subscribers)

Music Text (over 2,600 subscribers)

Club Text (over 2,100 subscriber)

Film Text (over 2,300 subscribers)

Theater Text (over 2,000 subscribers)

Food Text (over 2,800 subscriber)

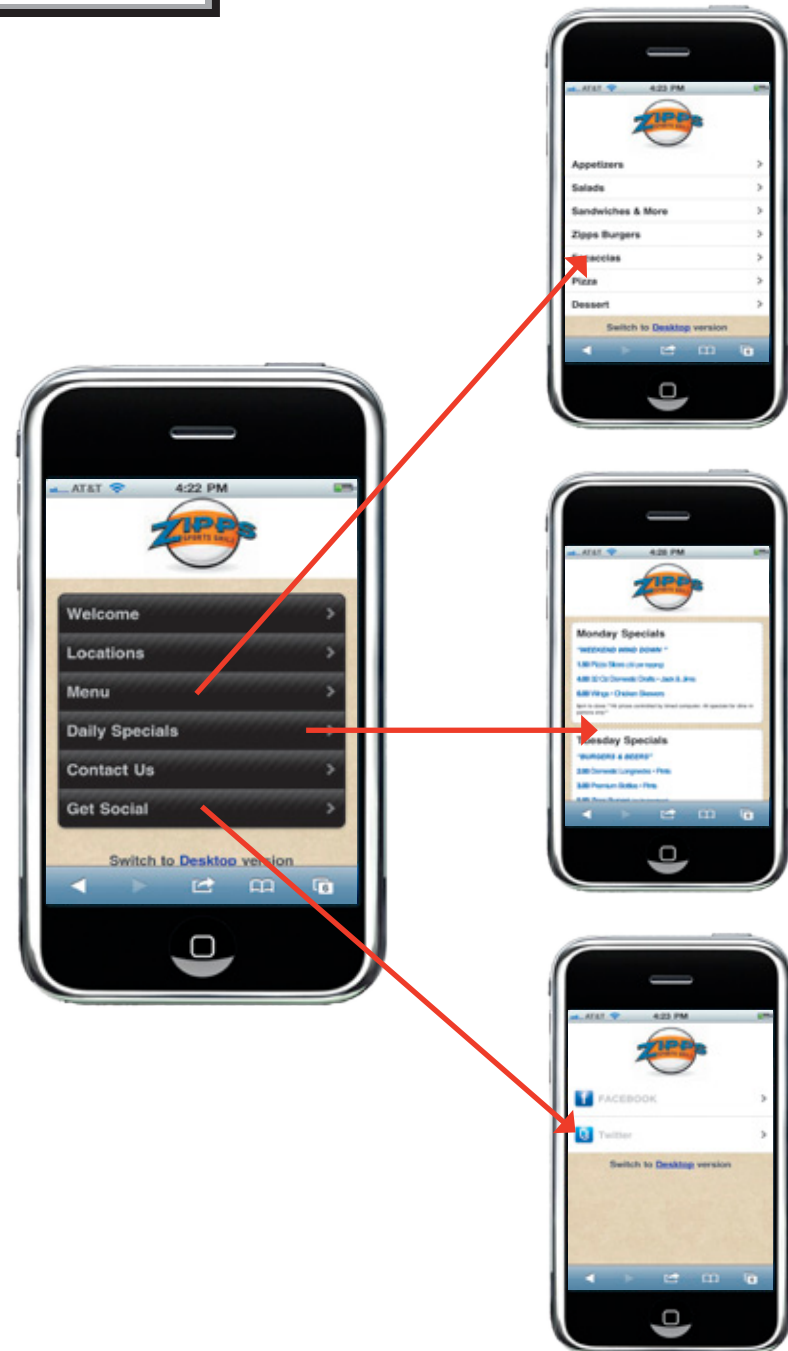
Art Text (over 2,200 subscribers)

YOUR MOBILE WEB SITE



LA Weekly will take your existing website and translate it into an easy-to-read mobile-friendly site.

Mobile websites are designed for an on-the-go user. They allow the page to load quickly and the user to navigate through your main sections.



VOICE DAILY DEALS

Daily Deals Homepage

VOICE DAILY DEAL

EFFICIENT, MEASURABLE, RISK FREE MARKETING.

Voice Daily Deal is a web-based business model whereby a single product or service is offered for sale at a heavily discounted price.

Email Blast

BENEFITS

- Provide exposure to thousands of ready to buy consumers through deal specific marketing to our email list, Facebook advertising, and banner advertising on LAWeekly.com
- 1 exclusive email blast to Daily Deals subscribers
- 5,000 web impressions on LAWeekly.com
- 24 hour widget visibility throughout LAWeekly.com
- Deal specific targeted advertising on Facebook
- Social media posts on our various Twitter and Facebook accounts
- Campaign re-investment option available

Widget

Sample Voucher



SOCIAL MEDIA

STAY CONNECTED

FACEBOOK AND BLOGS OFFERS OUR READERS OFFER OPPORTUNITIES TO REACH SPECIFIC DEMOGRAPHICS

Our readers stay connected to the LA Weekly through our main Facebook Fan Page and by following our numerous pages exclusive to our Editorial/blog coverage or marketing & promotional opportunities.

- Over 235,000 followers on all LA Weekly promotional social media accounts (Facebook, Twitter, Foursquare, Myspace, Instagram)
- Each account is updated daily with content, links, giveaways, coupons, deals and more
- Each site grows on average 100 users/followers per month

Twitter Pages

@LAWeekly
 @LAWeeklyStreet
 @LAWeeklyMusic
 @LAWeeklyFood
 @LAWeeklyArts
 @LAWeeklyNews
 @AfterDarkLA
 @DealsofLA

Content

Editorial
 Marketing
 West Coast Sound
 Squid Ink'd
 Public Spectacle
 The Informer
 After Dark
 Voice Daily Deals Los Angeles

Facebook Pages

www.facebook.com/LAWeekly
 www.facebook.com/DealsofLA
 www.facebook.com/LAWeeklyMusic
 www.facebook.com/LAWeeklyArts
 www.facebook.com/LAWeeklyFood
 www.facebook.com/afterdarkla

Content

LA Weekly
 Voice Daily Deals Los Angeles
 West Coast Sound
 Public Spectacle
 Squid Ink'd
 After Dark

Myspace

www.myspace.com/thelaweekly

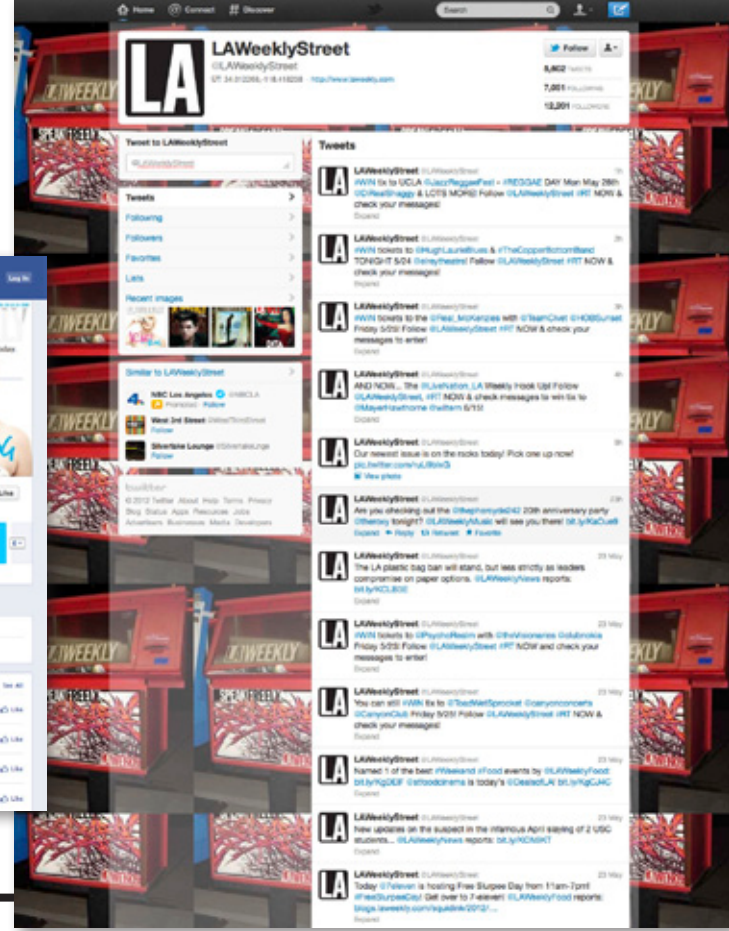
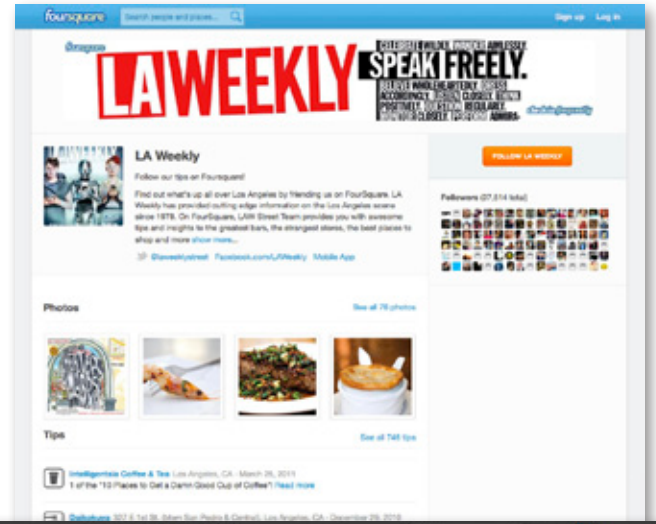
Foursquare:

https://foursquare.com/laweeklystreet

Instagram:

@LAWeeklyStreet

Exclusive Marketing & Promotional Pages



STREET TEAM



The LA Weekly Street Team acts as our physical presence at a variety of events and happenings throughout the city, and is a primary way for LA Weekly to directly engage readers. They help put a face to the LA Weekly name.

WHO THEY ARE

- Young Angelenos ranging in age from 18-30
- Made up of 25-30 members, with 5-8 dedicated event photographers
- Voracious LA Weekly readers
- Active in their neighborhood, music, arts and cultural communities
- Outgoing, informed and professional
- Passionate about Los Angeles, LA Weekly and our partners.

WHERE THEY GO

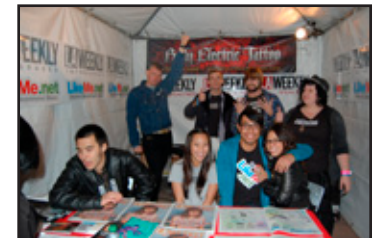
- Street / food / craft / alternative community fairs
- Concerts ranging a wide variety of genres, including festivals and Los LA's many free summer concert series
- Client requested events
- Art and cultural exhibitions
- Bars and bar event nights, including our monthly Tweet Up and Happy Hour series
- GLBT events
- Grand openings / release parties
- Film screenings

WHAT THEY DO

- Physically represent the LA Weekly brand at a variety of cultural, music, art, community and sports related events
- Distribute swag
- Represent LA Weekly clients for partners via branded t-shirts or client swag distribution as well as staffing events at client locations
- Photograph both the event (attendees, performances, sponsors) and LA Weekly promotional efforts (booth, team members in action, swag distribution)
- Collect e-mails and mobile numbers for our distribution lists
- Demonstrate the outgoing, fun personality that correctly embodies the spirit of LA Weekly – alternative trendsetting and in the know about the best things LA has to offer

SOCIAL MEDIA / PRINT INTEGRATION

- Each street team event is listed in the Street Team section of the LA Weekly website several weeks prior.
- Promotional tweets advertising the appearance go up on the LA Weekly Street Twitter account the day before and the day of
- Street team checks in on Foursquare when applicable
- Select events are featured on a weekly quarter page street team event dedicated ad in LA Weekly.



2013 EVENTS



MARCH FOOD EVENT

For LA Weekly's Gold Standard, now in our fifth year, LA Weekly's prize winning food writers choose 30+ of their favorite restaurants to serve sample menus. Currently named #11 out of 100 top food events to attend in Southern California by Biz Bash Magazine.

DATE: Sunday March 3, 2013

ATTENDANCE: 1800

VENUE: Petersen Automotive Museum

DEMO: Age 21-50 50% male 50% female

PAST SPONSORS: Wine House, LA Car Guy, Zagat, Urban Spoon, Knork, Gelson's, POM Wonderful, UCLA, Hammer Museum, Geffen Playhouse, Bulleit Bourbon, Stella, Avacados of Mexico, St Germain



APRIL THEATER AWARDS

Now in its 34th year, the LA Weekly Theater Awards honors local theater productions and theaters with 99 seats or less. Hosted by a different production every year, handpicked by our editorial staff, this sell-out event has proven invaluable to the community it celebrates. Catered after-party at the hosting venue.

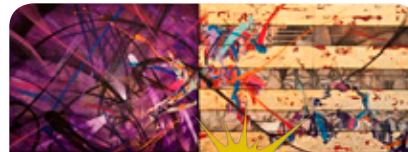
DATE: April 8, 2013

ATTENDANCE: 850

VENUE: Avalon Hollywood

DEMO: 21-65 40% male 60% female

PAST SPONSORS: Art of Acting Studio, La Mirada Theatre, The Second City Hollywood and The Lee Strasberg Theatre & Film Institute



MAY **NEW** ARTOPIA

Another great new event concept for 2013, LA Weekly is proud to present a Best of People/Artopia celebration, an interactive opportunity for the art loving community of Los Angeles.

DATE: Thursday May 16, 2013

ATTENDANCE: 800

VENUE: TBD

DEMO: Age 16-45, 50% male 50% female

PAST SPONSORS: New!



JUNE **NEW** LA LIBRE WEEKLY TACO FESTIVAL

This is a new, all ages, all-day celebration of music and food! Curated by the author of Tacos USA and Ask A Mexican columnist Gustavo Arellano, join us for some of the best Mexican food from LA to the OC.

DATE: Saturday June 29, 2013

ATTENDANCE: 1000

VENUE: Hollywood

DEMO: Age 16-45, 60% male 40% female

SPONSORS: Tequila, Beer, Auto, Lifestyle



AUGUST PANCAKE BREAKFAST

LA Weekly is proud to present our second annual Pancake Breakfast event, featuring a selection of 30 of LA's most eclectic pancake and breakfast menu picks.

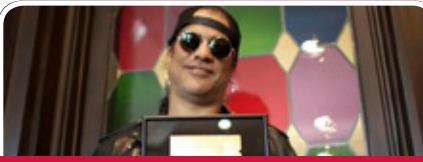
DATE: Sunday, August 4, 2013

ATTENDANCE: 750

VENUE: Vibiana, Downtown LA

DEMO: 21-45, 50% male 50% female, families

PAST SPONSORS: Harry and David, Don Q Rum, DineLA, Opulent Vodka, Kind, Pressed Juice, Ginger people, Art of Tea, Birchware, Smart Water



AUGUST LOS ANGELES WEB AWARDS

The 4th annual LA Weekly Los Angeles Web Awards honors the best in local online talent as judged by national web celebrities and our readership. After a heavily marketed online voting initiative, our panel of celebrity judges review the nominations and choose winners to be honored at a catered soiree in Hollywood. 350 tastemakers on the forefront of the national and local web community will be in attendance.

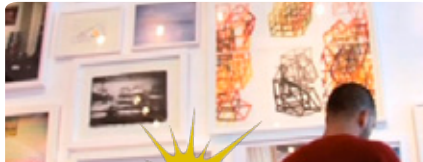
DATE: August 28, 2013

ATTENDANCE: 350

VENUE: Avalon Hollywood

DEMO: Age 21-55 male 60% female 40%

PAST SPONSORS: Opulent Vodka, Victoria Beer



OCTOBER **NEW** MUSIC FESTIVAL

LA Weekly presents a concert complimented by a festival atmosphere. In years past we have hosted the Detour festival in Downtown LA, and LA 101 at the Gibson Amphitheatre, featuring talent like Beck, Queens of the Stone Age, Airborne Toxic Event, Silversun Pickups, Built to Spill, Massive Attack and Thievery corporation. These all ages events include music, art, food trucks and vendors.

DATE: Saturday Oct 5, 2013 (subject to change)

ATTENDANCE: 6000

VENUE: TBD

DEMO: Age 18-45, 60% male 40% female

PAST SPONSORS: KCRW, Triumph Motorcycles, Museum of Natural History, Vitamin Water, Budweiser, the Art Institutes and Palm Springs Tourism.



ALL YEAR THERE'S MORE

Can't decide or committ to one of our signature events this year? We have an amazing amount of smaller, yet no less FUN things to be a part of. Whether it's a screening at the Cinefamily, a street team sponsorship, a special one night only gallery opening or a secret after party downtown - you are invited.

Check with your sales rep for our latest calendar.