

Retail Rates

Daily Breeze
DailyBreeze.com

(310) 540-5511 x6221



The Daily Breeze primary market, covering from LAX to the Los Angeles Harbor, consists of 14 communities with 23 individual zip codes. Our weekly publications, The Beach Reporter and Palos Verdes Peninsula News increase your reach and frequency with target marketing opportunities.

Population: 854,700
Households: 306,299
Effective Buying Income: \$19.6 billion
Average Household Income: \$82,243
Retail Sales: \$10 billion
Retail Sales per square mile: \$81.5 million

Source: Claritas, 2006

	1/16 pg (3.41"x4")	1/8 pg (5.18"x5")	1/6 pg (5.18"x7")	1/4 pg (5.18"x10.5")	1/3 pg (6.95"x10.5")	1/2 pg (10.5"x10.5")	2/3 pg (6.95"x21")	3/4 pg (10.5"x15.5")	Full pg (10.5"x21")
1 Ad	\$441.50	\$827.82	\$1,042.97	\$1,395.10	\$1,860.14	\$2,608.96	\$3,478.61	\$3,851.32	\$4,826.30
5% OFF 6 Ads	421.51	790.34	995.78	1,331.60	1,775.47	2,491.21	3,321.61	3,677.50	4,606.69
13% OFF 13 Ads	382.08	716.40	903.84	1,208.34	1,611.12	2,259.18	3,012.24	3,334.98	4,175.64
26% OFF 26 Ads	324.96	609.30	767.76	1,026.90	1,369.20	1,921.50	2,562.00	2,836.50	3,553.20
32% OFF 52 Ads	300.96	564.30	711.90	951.30	1,268.40	1,780.38	2,373.84	2,628.18	3,288.60
ADD COLOR!									
1 Ad	\$587.50	\$973.82	\$1,286.97	\$1,761.10	\$2,226.14	\$2,974.96	\$3,844.61	\$4,217.32	\$5,192.30
6 Ads	567.51	936.34	1,239.78	1,697.60	2,141.47	2,857.21	3,687.61	4,043.50	4,972.69
13 Ads	528.08	862.40	1,147.84	1,574.34	1,977.12	2,625.18	3,378.24	3,700.98	4,541.64
26 Ads	470.96	755.30	1,011.76	1,392.90	1,735.20	2,287.50	2,928.00	3,202.50	3,919.20
52 Ads	446.96	710.30	955.90	1,317.30	1,634.40	2,146.38	2,739.84	2,994.18	3,654.60