

LOS ANGELES BUSINESS JOURNAL

Inside The VALLEY



MEDIA KIT 2025

ASSETS

THE **LEADING** SOURCE FOR BUSINESS NEWS IN THE VALLEY AREA



IN PRINT: THE MAGAZINE

ALIGN your brand with the leaders, companies and industries impacting the region

DISTRIBUTION:

PRINT ISSUE 3,688
READERSHIP 12,336

ONLINE:

VALLEY.LABUSINESSJOURNAL.COM

STAY INFORMED with up to date news and information from our news team

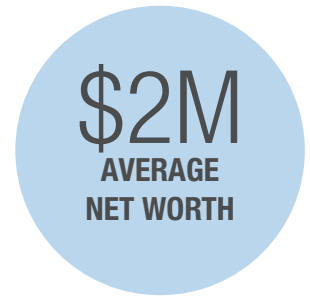
MONTHLY UVS 13,993
PAGEVIEWS 23,118

IN PERSON: EVENTS

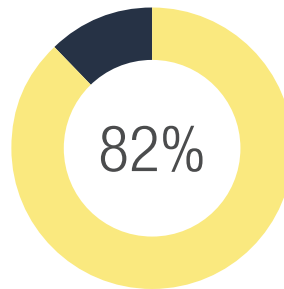
CONNECT with Valley leaders at awards, panels and receptions

ANNUAL EVENTS 6

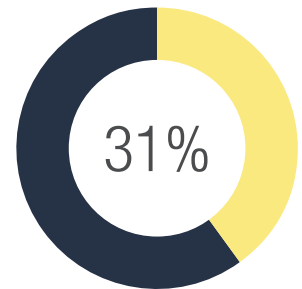
OUR AUDIENCE



\$1.6M
PORTFOLIO



COLLEGE GRADUATES



POSTGRADUATE DEGREE

43%
MILLIONAIRES



43%
MIDDLE MARKET
& ENTERPRISE COS



36%
WOMEN
EXECUTIVES



54
AVERAGE
AGE

Our readers enjoy business news. They also subscribe to:

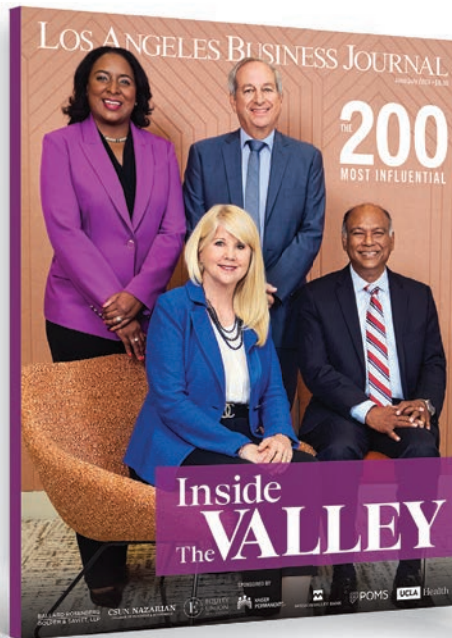
34% Wall Street Journal **13%** Bloomberg Business Week **12%** Economist

Our subscribers make decisions. They personally buy:

43% Banking Services **41%** Computer Services **33%** Business Insurance

SPECIAL EDITIONS

HIGHLY-COVETED **SIGNATURE ISSUES**



THE VALLEY 200
MAY/JUNE



THE LISTS
NOVEMBER/DECEMBER

THE VALLEY 200 & THE LISTS SPECIFICATIONS

Spread

Bleed: 17.25" w x 11.375" h

Full Page

Bleed: 8.875" w x 11.375" h

Half Page horizontal

7.562" w x 4.875" h

CUSTOM CONTENT

FOCUSED **BRANDED CONTENT** FROM INDUSTRY EXPERTS

SAMPLE CUSTOM CONTENT INCLUDES

CORPORATE PHILANTHROPY & GIVING GUIDE

LABOR & EMPLOYMENT ROUNDTABLE

LEADERS TO KNOW: TRUSTED ADVISORS

LEADERS TO KNOW: FINANCE

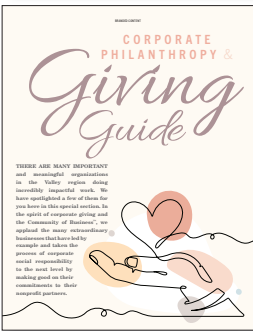
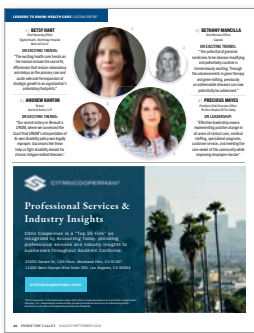
LEADERS TO KNOW: HEALTH CARE

LEADERS TO KNOW: REAL ESTATE

HEALTH CARE ROUNDTABLE

MBA/MASTERS GUIDE

INSURANCE ROUNDTABLE



DISPLAY ADVERTISING

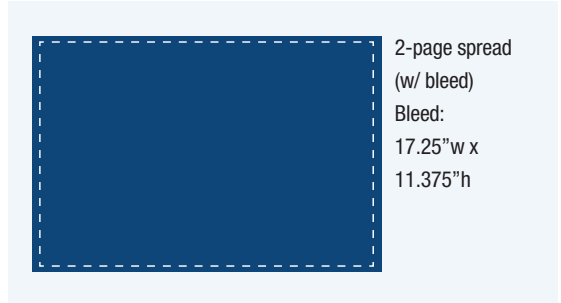
RATES AND SPECIFICATIONS

NET 4-COLOR RATES

Frequency discounts. Rates per insertion. Bi-monthly.

Effective January 1, 2025

SIZE	Open Rate	2-3X	4-5X	6X
2-page spread	7,425	6,310	5,565	4,825
Full page	4,125	3,505	3,095	2,680
1/2 page	2,475	2,100	1,855	1,610

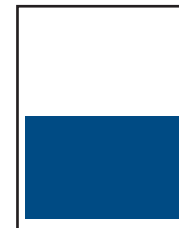


ADVERTISING DIMENSIONS

SIZE	WIDTH	HEIGHT
2-page spread (w/ bleed)	*17.25"	*11.375"
*Spec includes .25" bleed on all sides		
Full page (w/ bleed)	*8.875"	*11.375"
*Spec includes .25" bleed on all sides		
1/2 page (hor)	7.562"	4.875"
1/2 page (vert)	3.5"	9.6"



Full page (w/ bleed)
Bleed: 8.875" w x 11.375" h"



1/2 pg (hor.)
7.562" w x 4.875" h

- Ads must be submitted as high resolution PDFs (300 dpi, PDFx1a preferred).
- Color formatting for ads is CMYK, if color, and grayscale, if black and white.
- Please convert all black text to 100% black.

PREMIUM POSITIONS

Open rate, no discounts for frequency. Inquire with your rep for specs.

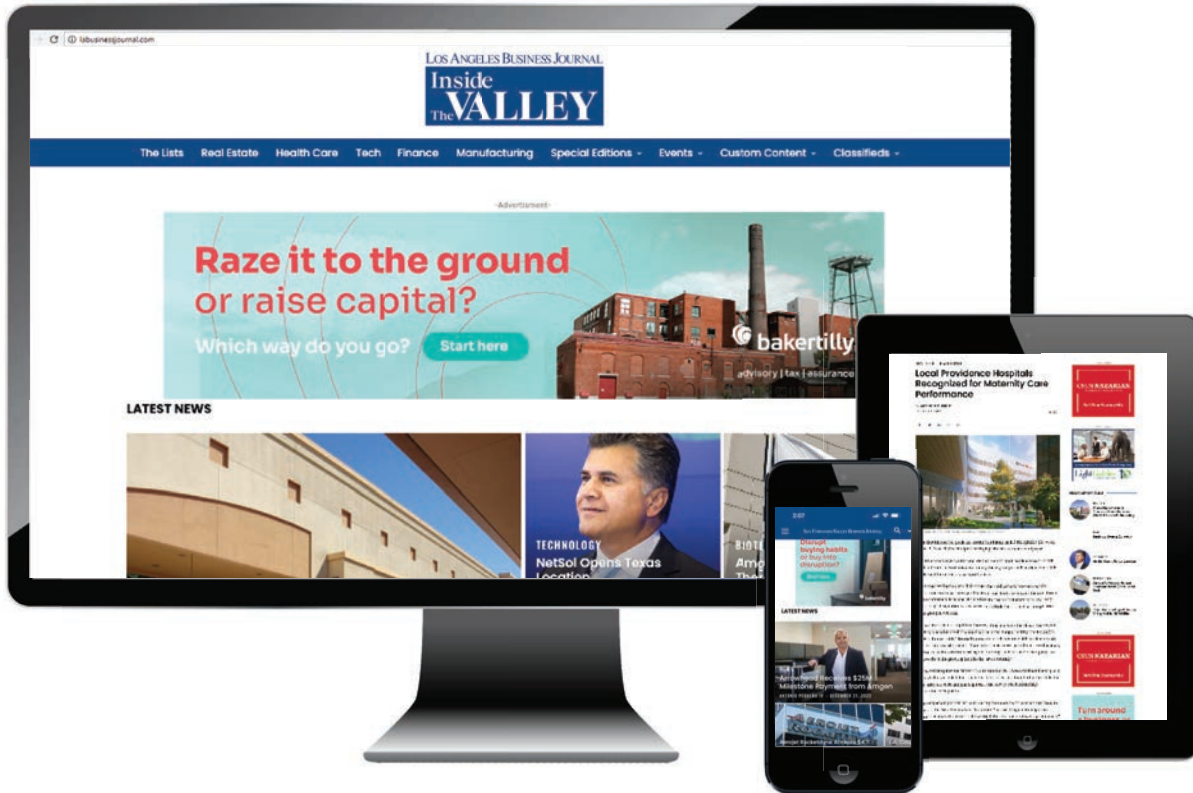
4-Page Coverwrap	\$10,300	\$8,755	\$7,725	\$6,695
2-Page coverwrap	7,830	6,655	5,870	5,090



1/2 pg (vert.)
3.5" w x 9.6" h

ONLINE

WE CONNECT **THE VALLEY'S ENTREPRENEURS**



DELIVER YOUR MESSAGE TO VALLEY BUSINESS COMMUNITY

We help you tailor your digital campaign. Choose from a variety of advertising units.

- Run-of-Site
- Branded content
- Interstitials
- Dedicated Email Marketing
- Homepage Takeover
- Daily Digital Newsletters

INTERSTITIAL

A **HIGH IMPACT** DIGITAL UNIT THAT LEADS INTO THE EDITORIAL CONTENT

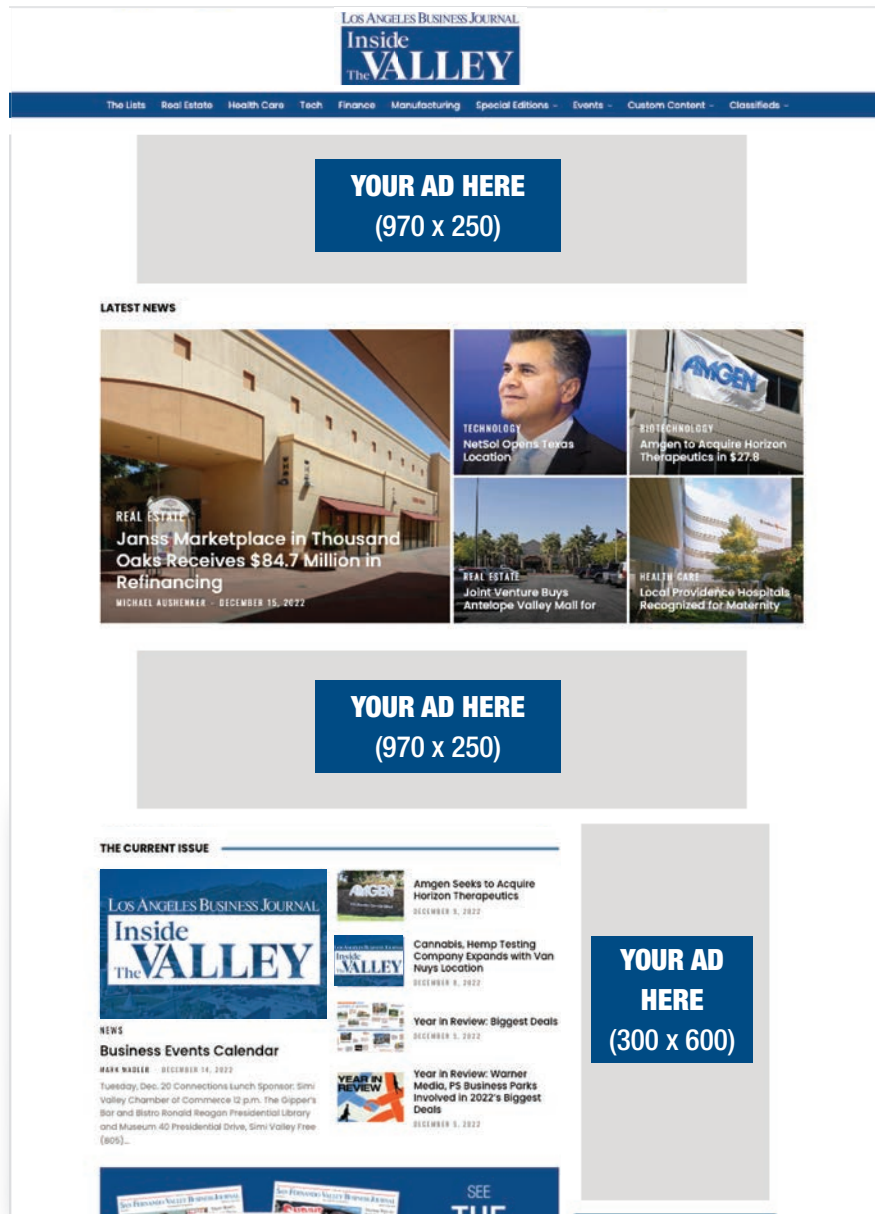


Welcome Interstitial's will preview on desktops and laptops, however, mobile devices are excluded.

- Maximum size: 640 x 480

HOMEPAGE TAKEOVER

SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. **100% SOV.**

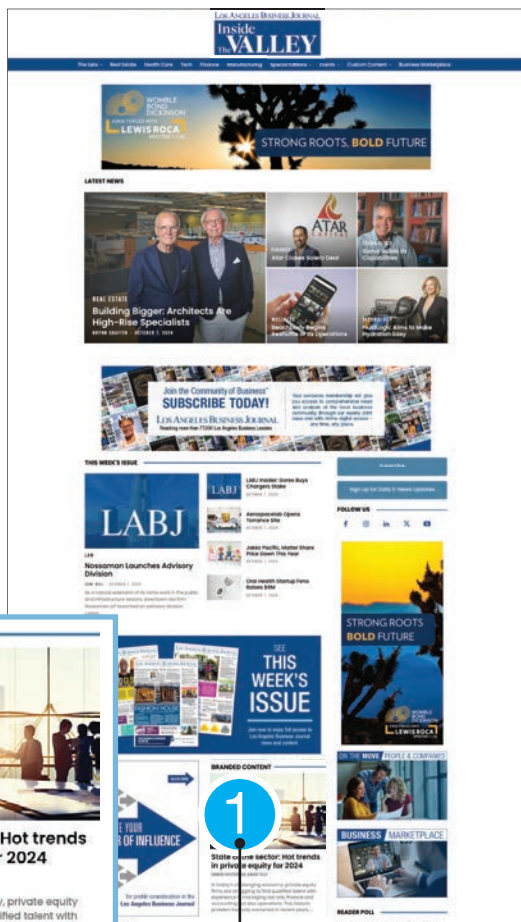


• 1,156 daily page views

• Limited to one advertiser per day

BRANDED CONTENT

A COMPLETELY **CUSTOM-BUILT PAGE** WITHIN THE WEBSITE



BRANDED CONTENT allows for articles written by your web content experts to appear alongside our editorial headlines.

Branded Content position includes:

1. Photo, 2-line Headline and beginning of the article (1 or 2 sentences) will be posted among the editorial well on our Homepage.
2. The Homepage article will click through to a landing page on our website.
3. Campaign will be live for a calendar month.

Benefits:

- Only 2 articles per month will appear on our site.
- Your Branded Content article will be searchable, providing opportunities to drive SEO to your company and content.

Please provide:

- High-res photo for the Homepage and up to 2 high-res photos for the landing page.
- Submit a 2-line headline (about 7 words) and your article in a word doc (subject to editing by our editorial team).
- We suggest no more than 700 words for your article, so that your author and contact info do not bump to a second landing page.
- Materials are due 12 days prior to the beginning of the month contracted.

Investment: \$1,500 Net per month

DIGITAL NEWSLETTERS

KEEPING THE BUSINESS COMMUNITY UPDATED ON ALL **BUSINESS NEWS** IN THE VALLEY REGION

TUESDAYS: INSIDE BUSINESS

Each Tuesday, the news team of the Business Journal publishes a weekly update including breaking Valley news, top stories of the week, industry activity and announcements, features on Valley leaders and more.

WEDNESDAYS: INSIDE THE COMMUNITY

Our Wednesday digital newsletters focus on our Community of Business™, providing important information and updates on Business Journal events, calls for nominations for recognition programs and upcoming networking opportunities.

THURSDAYS: INSIDE TOP VALLEY COMPANIES – THE LISTS

On Thursdays, our editorial research department unveils the List of the Week. For 25 years, The Lists have been a trusted source in the Valley business community - ranking more than 40 industries from health care and technology, to accounting and manufacturing.



THE LISTS: DIGITAL PUBLICATION SCHEDULE

Jan 2	Business Improvement Districts	Apr 3	Meeting & Banquet Facilities	Jul 3	Women Owned Businesses	Oct 2	Family-Owned Businesses
Jan 9	Franchisers	Apr 10	Law Firms	Jul 10	Largest Public Companies	Oct 9	Charitable Foundations
Jan 16	Franchisers	Apr 17	Law Firms	Jul 17	Highest Paid Executives	Oct 16	Commercial RE Brokerages
Jan 23	Business Associations & Groups	April 24	Insurance Brokers	Jul 24	Aerospace Manufacturing Cos	Oct 23	Commercial RE Brokerages
Jan 30	Property Managers	May 1	Insurance Brokers	July 31	Non-Aerospace Manufacturing Cos	Oct 30	Private Companies
Feb 6	Office Property Managers	May 8	PR Firms	Aug 7	Colleges & Universities	Nov 6	Assisted Living Facilities
Feb 13	Accounting Firms	May 15	Staffing Agencies	Aug 14	MBA Programs	Nov 13	Nursing Homes
Feb 20	Accounting Firms	May 22	Staffing Agencies	Aug 21	MBA Programs	Nov 20	Banks
Feb 27	Bioscience Companies	May 29	Residential Real Estate Brokers	Aug 28	Hospitals	Nov 27	Credit Unions
Mar 6	Bioscience Companies	Jun 5	Residential Real Estate Brokers	Sep 4	Hospitals	Dec 4	Fastest Growing Private Cos.
Mar 13	Private High Schools	Jun 12	Private Aviation Companies	Sep 11	Private Sector Employers	Dec 11	SBA Lenders
Mar 20	Hotels	Jun 19	Money Management Firms	Sep 18	Public Sector Employers	Dec 18	Nonprofit Organizations
Mar 27	Hotels	Jun 26	Money Management Firms	Sep 25	Performing Arts Venues		

NET RATES	OPEN	8X	13X	26X
	\$750	\$600	\$565	\$490

LABJ: Inside The Valley SELECT

Our Readers. Your Message. Co-Branded.

Co-branding your message to the readership of the **LABJ: Inside The Valley** is one of the most strategic and effective ways to market your products and services. LABJ: Inside The Valley readers are C-Suite executives, top managers, and hold leadership positions in companies of all sizes and industries. Outside of the office, they are also affluent consumers. **ITV Select** allows our marketing partners to reach our audience in a meaningful and impactful way.



Our dedicated email marketing campaigns align your brand with ours – delivering your message directly into their inboxes. Our digital subscribers are never curated through random purchased lists. Our digital readership is comprised of only opt-in subscribers who choose to receive our digital content on their phones, laptops and desktops. They've opted-in because they consider the LABJ: Inside The Valley as their trusted source for business news.

Guaranteed Delivered Emails:

4,250 (minimum)

Average Open Rate:

22.5%

INVESTMENT

\$1,200 each

ITV Select marketing is limited to 2 client emails per week, based on availability

For more information, please email sfvbj@advertising.com or contact your account manager at (323) 549-5225

DIGITAL ADVERTISING

NET RATES

RUN OF SITE

Rates apply to the 970 x 250, 300 x 600, 300 x 250 and 320 x 50 ad units

Advertising Impressions	Month Net Cost
100,000	\$50 CPM
150,000	\$45 CPM
200,000	\$40 CPM

HIGH IMPACT UNITS

Site Takeover	\$5,000 per day
Homepage Takeover	\$2,000 per day
Interstitial*	\$750 per day

*not available on mobile devices

BRANDED CONTENT

4-week campaign \$1,500

- 700 words
- 2-3 photos
- Format: DOC, JPEG, HTML code

INSIDE THE VALLEY JOURNAL DIGITAL NEWSLETTERS

NET RATES	OPEN	8X	13X	26X
	\$750	\$600	\$565	\$490

DEDICATED EMAIL MARKETING

NET RATE: \$1,200

DIGITAL ADVERTISING

SPECIFICATIONS

FILE SIZES: RUN OF SITE

Billboard: 970 x 250; Medium Rectangle: 300 x 250;

Skyscraper: 300 x 600;

Mobile Super Leaderboard: 320 x 50

Maximum Recommended File Size: 150k

DAILY DIGITAL NEWSLETTERS

Billboard: 970 x 250 ad size only

We cannot accept any tracking pixels or 3rd party tags for newsletters. Static only (no animation), jpg/gif/png files under 125kb in files size and a click url.

INTERSTITIAL

- Maximum size: 640 x 480

DEDICATED EMAIL MARKETING

- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it "Subject line"

The subject line will appear after the phrase:

Inside The Valley Sponsored Content: *(Your text here)*

- Materials are due 7 business days prior to blast date
- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers' inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

AD FORMAT/CREATIVE TYPES

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties, or that they need to click on the box (ad) to eliminate the message from their screen.

- If third party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF. Back-up GIFs must always be provided.
- Ads must not modify any elements of a user's browser or computer settings. Ads must not resemble the Inside The Valley's editorial content (exact or close replica). Ads must not include references to the San Fernando Valley Business Journal unless part of previously arranged co-promotion.

GENERAL GUIDELINES BORDER

If ads are on a white background, they must include black, encasing one pixel rule. The length of the website is 2575 px.

TESTING

Creative must be delivered 7 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple versions of all major browsers. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

STANDARD CREATIVE

GIF, JPEG, PNG. Third-party internal redirect tags accepted.

No INS tags accepted.

RICH MEDIA

DFA, Atlas, Bluestreak, Eyebaster, Point Roll

- See Digital Advertising Rates

RICH MEDIA SPECS

We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

BRANDED CONTENT

Format: DOC, JPG, HTML code

EVENTS CALENDAR

WE BRING BUSINESS ELITES TOGETHER, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.



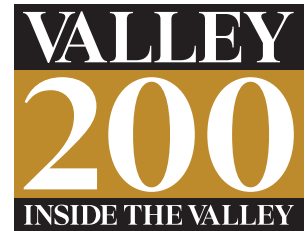
JANUARY

Valley Economic Trends



APRIL

Valley Commercial Real Estate Awards



MAY

The Valley 200



AUGUST

Valley Women's Leadership Symposium & Awards



OCTOBER

Valley Small Business Roundtable & Awards
