A TRUSTED SOURCE

The Beverly Hills Courier is the #1 source of local news, surpassing the LA Times, television, radio and internet.
## BY THE NUMBERS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Beverly Hills Properties</th>
<th>Bel Air Properties</th>
<th>Century City Properties</th>
<th>Westwood Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Income</td>
<td>461K</td>
<td>100%</td>
<td>73%</td>
<td>55%</td>
</tr>
<tr>
<td>Average Home Value</td>
<td>$6.9M</td>
<td>$4.4M</td>
<td>$12.3B</td>
<td></td>
</tr>
<tr>
<td>Average Net Worth</td>
<td>$4.4M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Buying Power</td>
<td>$12.3B</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## MARKET REACH
80% of residents are regular readers of The Beverly Hills Courier, with 76% frequently purchasing products or services seen in our advertising.
PRINT PAPER

40,000 PRINT CIRCULATION 88,000 AUDIENCE REACH 52 ISSUES PER YEAR 17,732 DIGITAL SUBSCRIBERS

<table>
<thead>
<tr>
<th>PLACEMENT (PER INSERTION)</th>
<th>RATE (5X)</th>
<th>RATE (15X)</th>
<th>RATE (26X)</th>
<th>RATE (52X)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT PAGE STRIP</td>
<td>$5,100</td>
<td>$4,800</td>
<td>$4,200</td>
<td>$3,600</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$3,331</td>
<td>$3,135</td>
<td>$2,743</td>
<td>$2,351</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$1,889</td>
<td>$1,778</td>
<td>$1,555</td>
<td>$1,333</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$1,167</td>
<td>$1,098</td>
<td>$961</td>
<td>$824</td>
</tr>
<tr>
<td>ADVERTORIAL</td>
<td>$4,250</td>
<td>$4,000</td>
<td>$3,500</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*DISCOUNT AVAILABLE WHEN PURCHASED WITH DIGITAL ADVERTORIAL

BACK PAGE +35%
PAGE 02 -25%
PAGE 03 -25%

ALL RATES FOR FULL COLOR ONLY. CLASSIFIED PRICING AVAILABLE UPON REQUEST.

LVMH Unveils Plans for Cheval Blanc Beverly Hills

The Beverly Hills Courier has exclusive information about the development plan submitted by LVMH for Cheval Blanc Beverly Hills. The ultra-luxury hospitality, retail and dining project is expected to open soon. From 2020, LVMH has been developing a 5-star hotel and spa in Beverly Hills, and now it’s expanding its presence in the city with a new destination which will add to the existing portfolio of luxury brands and properties.

Cheval Blanc (a prestigious brand of LVMH) is known for its high-end resorts and hotels. Beverly Hills, with its reputation as a global luxury destination, is an ideal location for Cheval Blanc to open its new property. The hotel will offer guests an unparalleled level of service and amenities, including private chefs, concierge services, and access to LVMH’s exclusive clubs.

You’re Not Like Everyone Else. Get $5,000 from us and only $300 per month.

MARESALI

40,000 PRINT CIRCULATION 88,000 AUDIENCE REACH 52 ISSUES PER YEAR 17,732 DIGITAL SUBSCRIBERS

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BACK PAGE +35%
PAGE 02 -25%
PAGE 03 -25%

ALL RATES FOR FULL COLOR ONLY. CLASSIFIED PRICING AVAILABLE UPON REQUEST.
### EMAIL ALERTS

<table>
<thead>
<tr>
<th>NEWSLETTER SUBSCRIBERS</th>
<th>OPEN RATE</th>
<th>CLICK THROUGH RATE</th>
<th>OPENED IN U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,732</td>
<td>-22%</td>
<td>-10%</td>
<td>98%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLACEMENT (PER EMAIL)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HERO POSITION NEWS ALERT</td>
<td>$1,000</td>
</tr>
<tr>
<td>STANDARD POSITION NEWS ALERT</td>
<td>$500</td>
</tr>
<tr>
<td>BASIC POSITION NEWS ALERT</td>
<td>$350</td>
</tr>
</tbody>
</table>

**Hero News Alert**
1240px x 560px

**Standard News Alert**
1240px x 560px

**Basic News Alert**
1240px x 560px

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**Courier Exclusive: LVMH Unveils Plans for Cheval Blanc Beverly Hills**

The Beverly Hills Courier has obtained exclusive first details about the development plan submitted by LVMH for Cheval Blanc Beverly Hills. The ultra-luxury hospitality, retail and dining project is expected to open on Rodeo Drive in 2025. Plans call for an innovative, yet classic 200-guestroom boutique hotel, as well as ground-floor LVMH retail establishments and exclusive dining venues. Additional features include rooftop pools, a private club and expansive penthouse space.

LVMH Moët Hennessy Louis Vuitton is the world leader in luxury, composed of 75 Maisons in five key sectors of the luxury market. Its portfolio of one-of-a-kind Cheval Blanc properties is acclaimed for combining the French art of hospitality with uncompromising privacy, exclusivity and an intimate sense of place.
WEBSITE

3.7M PAGE VIEWS / MONTH
1.1M SESSIONS / MONTH
293K UNIQUE VISITORS / MONTH
17,732 DIGITAL SUBSCRIBERS

PLACEMENT (PER WEEK)  RATE
LEADERBOARD        $550
LARGE RECTANGLE     $450
POP UNDER           $500
ADVERTORIAL*        $5,000

*DISCOUNT AVAILABLE WHEN PURCHASED WITH PRINT ADVERTORIAL

LEADERBOARD
1466px x 180px

PLEASE NOTE: FOR ALL LEADERBOARD PLACEMENTS, ALSO SUPPLY 600px x 500px ARTWORK FOR DISPLAY ON MOBILE DEVICES.

LEADERBOARD AD APPEARS ON ALL PAGES.

LARGE RECTANGLE
600px x 500px

LARGE RECTANGLE AD APPEARS ON ALL PAGES.

POP UNDER
1440px x 600px

POP UNDER AD APPEARS ON HOME PAGE AND ALL SECTION FRONTS.

Page Views / Month: 3.7M
Sessions / Month: 1.1M
Unique Visitors / Month: 293K
Digital Subscribers: 17,732

LEADERBOARD $550
LARGE RECTANGLE $450
POP UNDER $500
ADVERTORIAL* $5,000

*Discount available when purchased with print Advertorial
## Placement (per insertion) rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
<th>Rate (2x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,000</td>
<td>$4,600</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>$9,000</td>
<td>$8,280</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,250</td>
<td>$2,990</td>
</tr>
<tr>
<td>Inside Front/Back</td>
<td>$6,000</td>
<td>$5,520</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$6,500</td>
<td>$5,980</td>
</tr>
</tbody>
</table>

## Circulation and Audience Reach

- **Print Circulation**: 5,000
- **Audience Reach**: 88,000
- **Issues per Year**: 2
- **Digital Subscribers**: 17,732
AD SUBMISSION

PRINT SPECIFICATIONS

All artwork must be supplied in press-ready in Adobe® Acrobat PDF format to the following specifications:

- **Print method:** Offset
- **Minimum resolution:** 300dpi
- **Color:** CMYK with no spot colors
- **Text:** K:100% (no cyan, magenta, yellow mix)
- **Black backgrounds:** C:30% M:30% Y:30% K:100%
- **Halftones/line art:** Furnished in 85 line screen
- **Total ink limit:** 240%

DIGITAL SPECIFICATIONS

All artwork must be supplied in exact pixel dimensions in one of the following formats:
- JPG
- PNG
- HTML5

Please note all of our size specifications are at 2X of actual display size. This is done to ensure all ads appear sharp and clear across all different devices and display resolutions.

Please note, we no longer accept ads in Flash, .PDF or .GIF file types.

POLICIES

BHC reserves the right to revise its advertising rates at any time. Advertising contracts are accepted subject to such provisions: all advertising contracts on record will be honored for a period of thirty (30) days. The advertisers may cancel his/her contract on the date of the new rate becomes effective.

BHC reserves the right to reject any advertising submitted for publication.

Advertisements resembling reading matter: The words “Sponsored Content” will be printed at the top of copy in space occupied by advertiser. If an error is made after the proof has been corrected by advertiser, a maximum of one (1) re-run will be credited to the account. We are not responsible for error resulting from copy charges given by telephone, or not corrected by advertiser after first run.

DEADLINES

- **Ad Reservation:** 1pm Friday (week prior to publication)
- **Ads Requiring Composition:** 9am Monday (week of publication)
- **Ads with Finished Artwork:** 3pm Tuesday (week of publication)

CONTACTS

Artwork Submission
production@bhcourier.com

Advertising Inquiries
Beverly Hills Courier Advertising
Phone: 310 278 1322
advertise@bhcourier.com