

ADVERTISING PLANNER

2020



BEVERLY HILLS *COURIER*

A TRUSTED SOURCE

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



OUR AUDIENCE

BY THE NUMBERS

461K

MEDIAN INCOME

\$6.9M

AVG. HOME VALUE

\$4.4M

AVG. NET WORTH

\$12.3B

TOTAL BUYING POWER

MARKET REACH

100%

BEVERLY HILLS PROPERTIES

73%

BEL AIR PROPERTIES

55%

CENTURY CITY PROPERTIES

24%

WESTWOOD PROPERTIES



COMMUNITY SUPPORT

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

PRINTCIRCULATION

88,000

AUDIENCE REACH

52

ISSUES PER YEAR

17,732

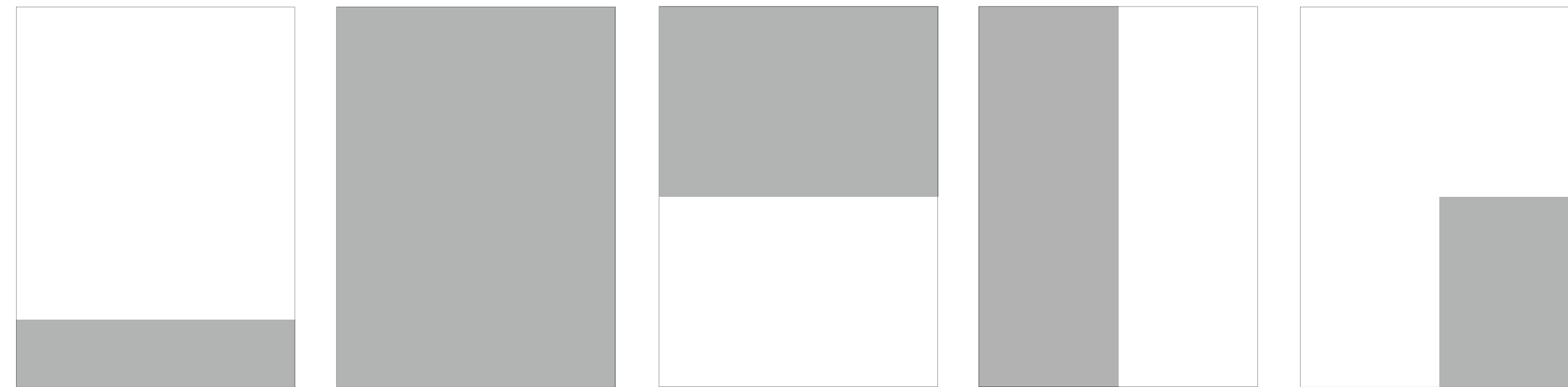
DIGITALSUBSCRIBERS

PLACEMENT (PER INSERTION)	RATE	RATE (5X)	RATE (13X)	RATE (26X)	RATE (52X)
FRONT PAGE STRIP	\$6,000	\$5,100	\$4,800	\$4,200	\$3,600
FULL PAGE	\$3,919	\$3,331	\$3,135	\$2,743	\$2,351
HALF PAGE	\$2,222	\$1,889	\$1,778	\$1,555	\$1,333
QUARTER PAGE	\$1,373	\$1,167	\$1,098	\$961	\$824
ADVERTORIAL*	\$5,000	\$4,250	\$4,000	\$3,500	\$3,000

*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.



FRONT PAGE STRIP
10" W x 1.5"H

FULL PAGE
10" W x 14" H

HALF PAGE (HOR.)
10" W x 7" H

HALF PAGE (VER.)
5" W x 14" H

QUARTER PAGE
5" W x 7" H

BEVERLY HILLS *COURIER*

VOL. LVI NO. 11

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

BHCOURIER.COM APRIL 03, 2020

IN THIS ISSUE

City of Beverly Hills Receives Los Angeles Conservancy Award ⁰³ News

Safety Concerns on Coldwater Canyon Drive in Beverly Hills Abound ⁰⁵ News

Beverly Hills To Update City Sustainability Plan ⁰⁶ News

One Night Only: Al Pacino at The Wallis ¹² Arts & Entertainment

"For us, it's not about the event, but a guy who lives across the road and is one of our neighbors. This is his home and he wants this theatre to be his artistic home." *Paul Crewes, Artistic Director (The Wallis)*

The Scene ⁰⁹ Arts & Entertainment ¹⁰ Food & Wine ¹⁴ Community ¹⁶

Classifieds ²⁸

Announcements
Real Estate
Rentals
Sales and more

THE WEATHER, BEVERLY HILLS CA

☀ Friday	74° 55°
☁ Saturday	71° 55°
☁ Sunday	69° 51°
☁ Monday	69° 52°
☁ Tuesday	68° 52°
☁ Wednesday	62° 52°
❄ Thursday	61° 49°

LVMH Unveils Plans for Cheval Blanc Beverly Hills



COURIER WORLDWIDE EXCLUSIVE BY ANA FIGUEROA

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 115-guestroom bespoke 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, comprised 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.

Cheval Blanc Courchevel in the French Alps, Cheval Blanc Randheli in the Maldives, Cheval Blanc St-Barth Isle de France in the French West Indies and Cheval Blanc St-Tropez have transformed the concept of high-end hotels for the world's most discerning guests. A Paris property is set to open this spring and additional projects are in the pipeline in London and Seychelles. LVMH has now chosen Beverly Hills as the site of its first Cheval Blanc in the United States.

It is a testament to the company's belief in Beverly Hills as one of the world's premier locations, and in Rodeo Drive as its most exciting focal point.

LVMH is a longtime stakeholder, taxpayer and employer on Rodeo Drive, all of which underscores a key factor distinguishing their proposal. This is not a case where the applicant is a developer interested in flipping the project once completed. LVMH plans to build and operate the property as the latest in its series of investments in Beverly Hills. Those investments are substantial. LVMH currently owns or leases 18 properties in the City, employing more than 240 people through brands such as Louis Vuitton, Christian Dior, Fendi, Marc Jacobs, Rimowa, Bulgari, Loro Piana, Hublot, Berluti and Sephora brands. By mid-2020, LVMH is expected to close on its acquisition of Tiffany.

Continued, Page 02



EMAIL ALERTS

17,732

NEWSALERTSUBSCRIBERS

~22%

OPEN RATE

~10%

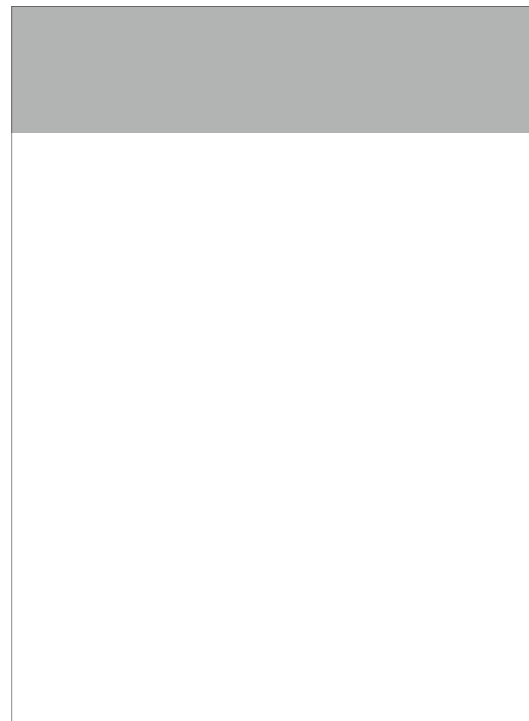
CLICK THROUGH RATE

98%

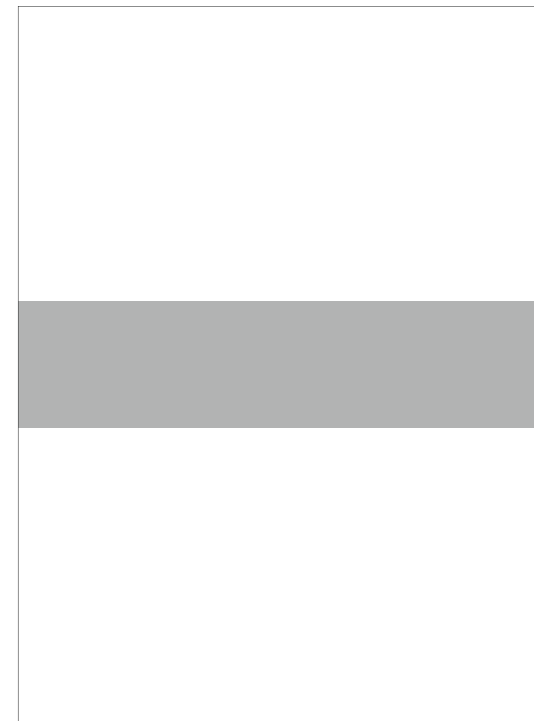
OPENED IN U.S.

PLACEMENT (PER EMAIL)

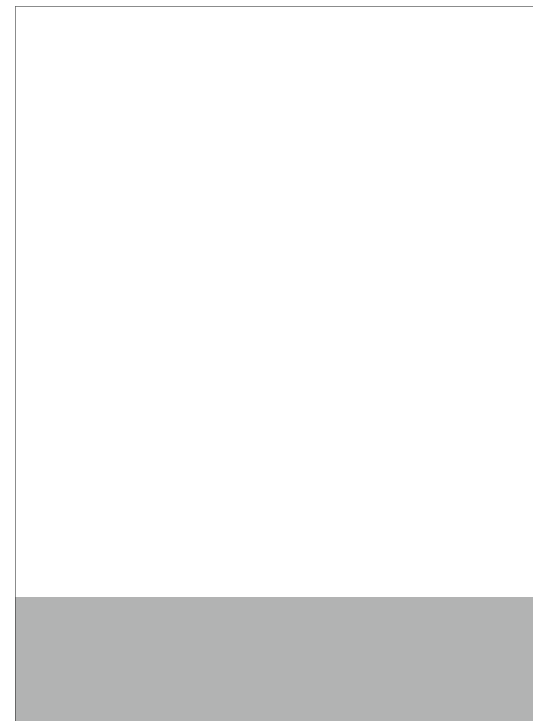
PLACEMENT (PER EMAIL)	RATE
HERO POSITION NEWS ALERT	\$1,000
STANDARD POSITION NEWS ALERT	\$500
BASIC POSITION NEWS ALERT	\$350



HERO NEWS ALERT
1240px x 560px



STANDARD NEWS ALERT
1240px x 560px



BASIC NEWS ALERT
1240px x 560px

BEVERLY HILLS *COURIER*

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS



MARCH 2, 2020

Courier Exclusive: LVMH Unveils Plans for Cheval Blanc Beverly Hills

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ADVERTISEMENT



WEBSITE

3.7M

PAGE VIEWS / MONTH

1.1M

SESSIONS / MONTH

293K

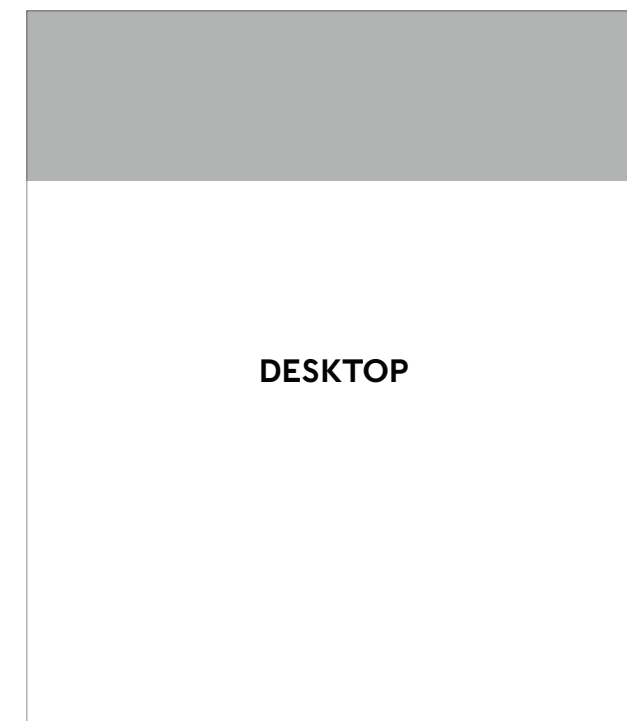
UNIQUE VISITORS / MONTH

17,732

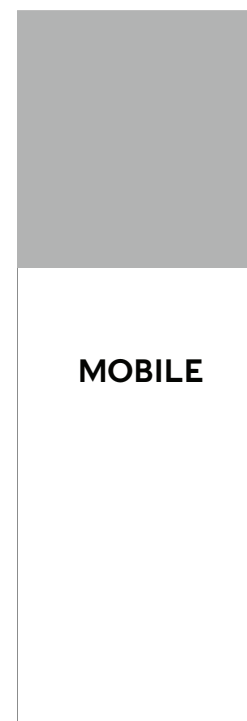
DIGITAL SUBSCRIBERS

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

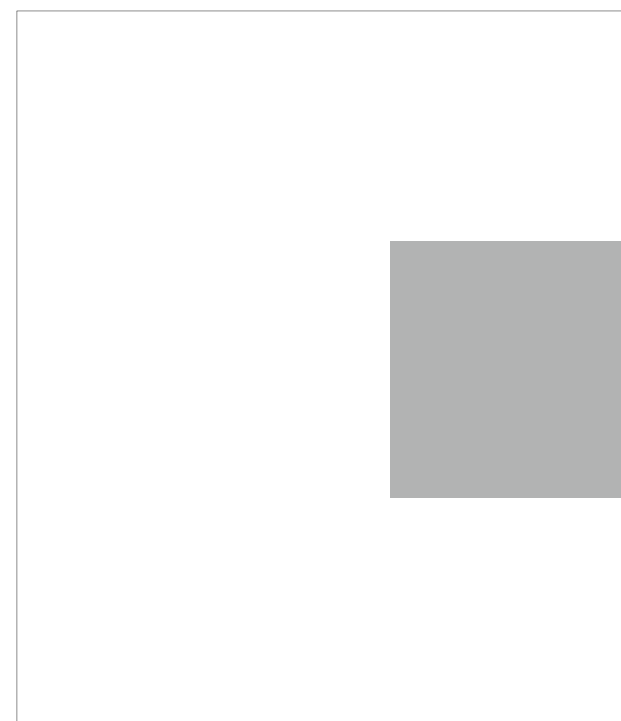
*DISCOUNT AVAILABLE WHEN PURCHASED WITH PRINT ADVERTORIAL



DESKTOP

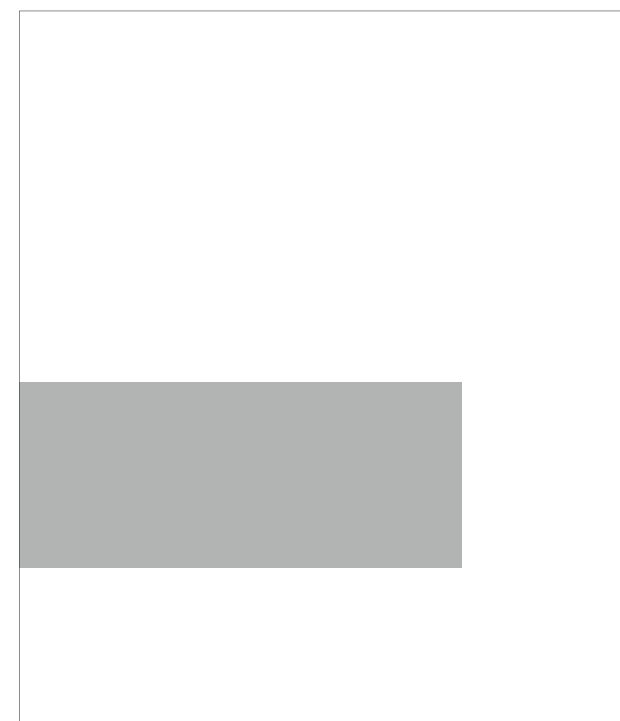


MOBILE



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.

LEADERBOARD
1456px 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.

SEARCH

SIGN IN | REGISTER



BEVERLY HILLS *COURIER*

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

NEWS | ARTS & ENTERTAINMENT | LIFESTYLE | BUSINESS | BLOGS | COURIER CALENDAR | COLUMNISTS | PRINT EDITION



Cheval Blanc Beverly Hills | LVMH

LVMH Unveils Plans for Cheval Blanc Beverly Hills

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JANUARY 10, 2019



Rodeo Drive Launches Historic Podcast

Podcasts on every conceivable topic have grown increasingly popular in recent years. In fact, Nielsen Podcast Insights reports that 50 percent of all homes in the U.S., about 60 million, are podcast fans.

JANUARY 10, 2019



Cycling Trend in Beverly Hills Grows Stronger

As we wind up May "bike month" in Beverly Hills, the cycling trend shows no signs of slowing down. Since the pandemic, there has been an increase in bicycling, not just for recreational fun and exercise but also for transportation.

JANUARY 10, 2019

Courier Email Updates

Eria velligendisi omnim lam ipsam ut aute re eosto blabor simus quam esed ma parit eat quiae vollupt atunt escit a dus es diandisciet maio berestrum renimus solorrores.

EMAIL

SIGN UP

By signing up, you agree to our Terms of Use. We never share your data and you may unsubscribe at any time.



Top Stories

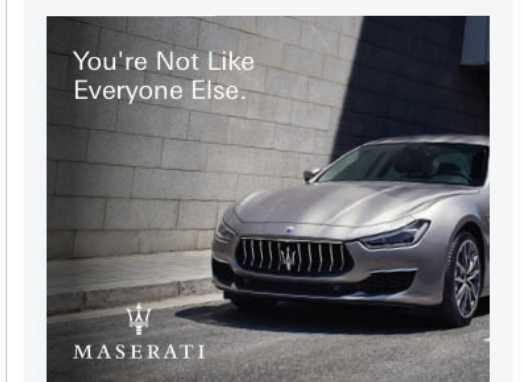
BEVERLY HILLS
Courier Exclusive: Interview with Consul General of Israel Dr. Hillel Newman

BEVERLY HILLS
Mind Body and Soil – Improving Your Life Through the Garden

BEVERLY HILLS
Nate 'n Al's is Back in Beverly Hills

BEVERLY HILLS
Galleries and Museums Go Virtual

BEVERLY HILLS
Vanity Fair After Party and Backstage at the Oscars



Feature Story



Exclusive: Nerano Opens BG Speakeasy Restaurant Upstairs

Nerano is an exceptional spot in Beverly Hills where you can find branzino flown in three times per week from Naples and rare wines from the Campania region of Italy.

MAGAZINE

5,000

PRINTCIRCULATION

88,000

AUDIENCE REACH

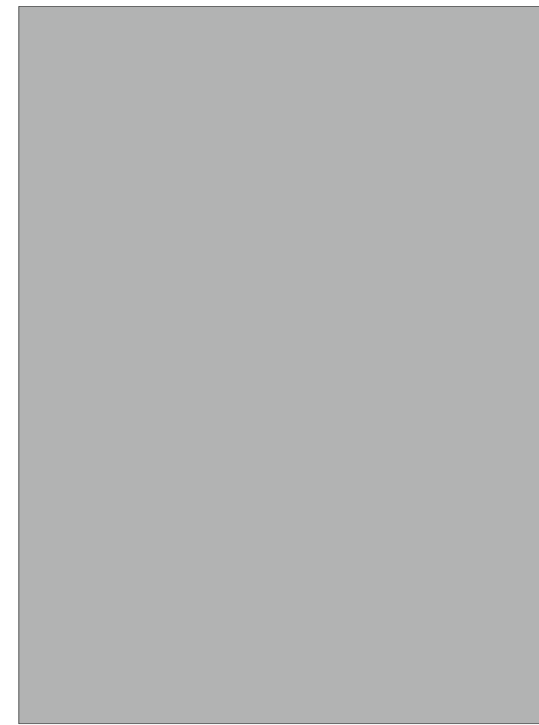
2

ISSUES PER YEAR

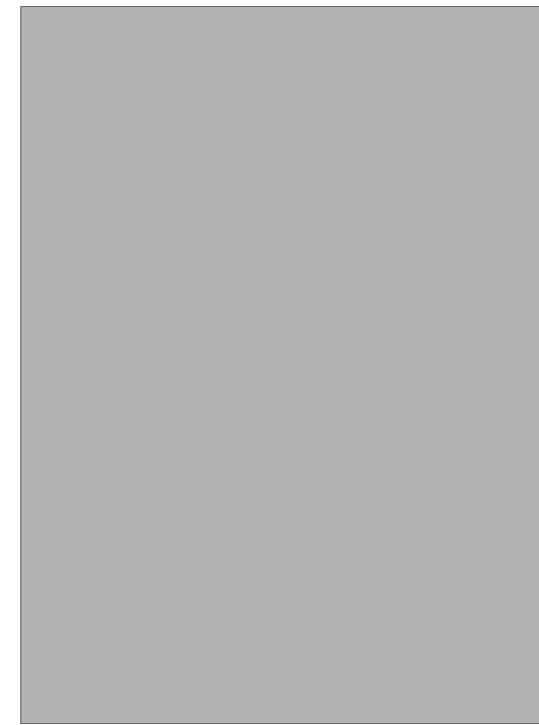
17,732

DIGITALSUBSCRIBERS

PLACEMENT (PER INSERTION)	RATE	RATE (2X)
FULL PAGE	\$5,000	\$4,600
TWO-PAGE SPREAD	\$9,000	\$8,280
HALF PAGE	\$3,250	\$2,990
INSIDE FRONT/BACK	\$6,000	\$5,520
BACK COVER	\$6,500	\$5,980



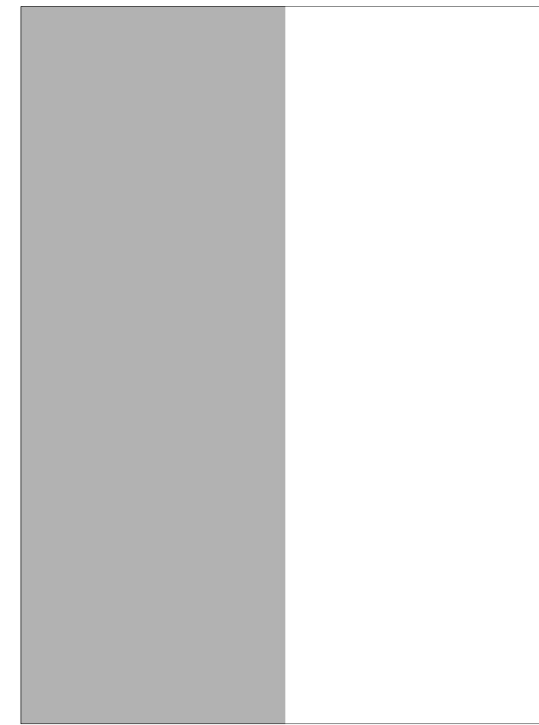
COVER
10" W x 14"H



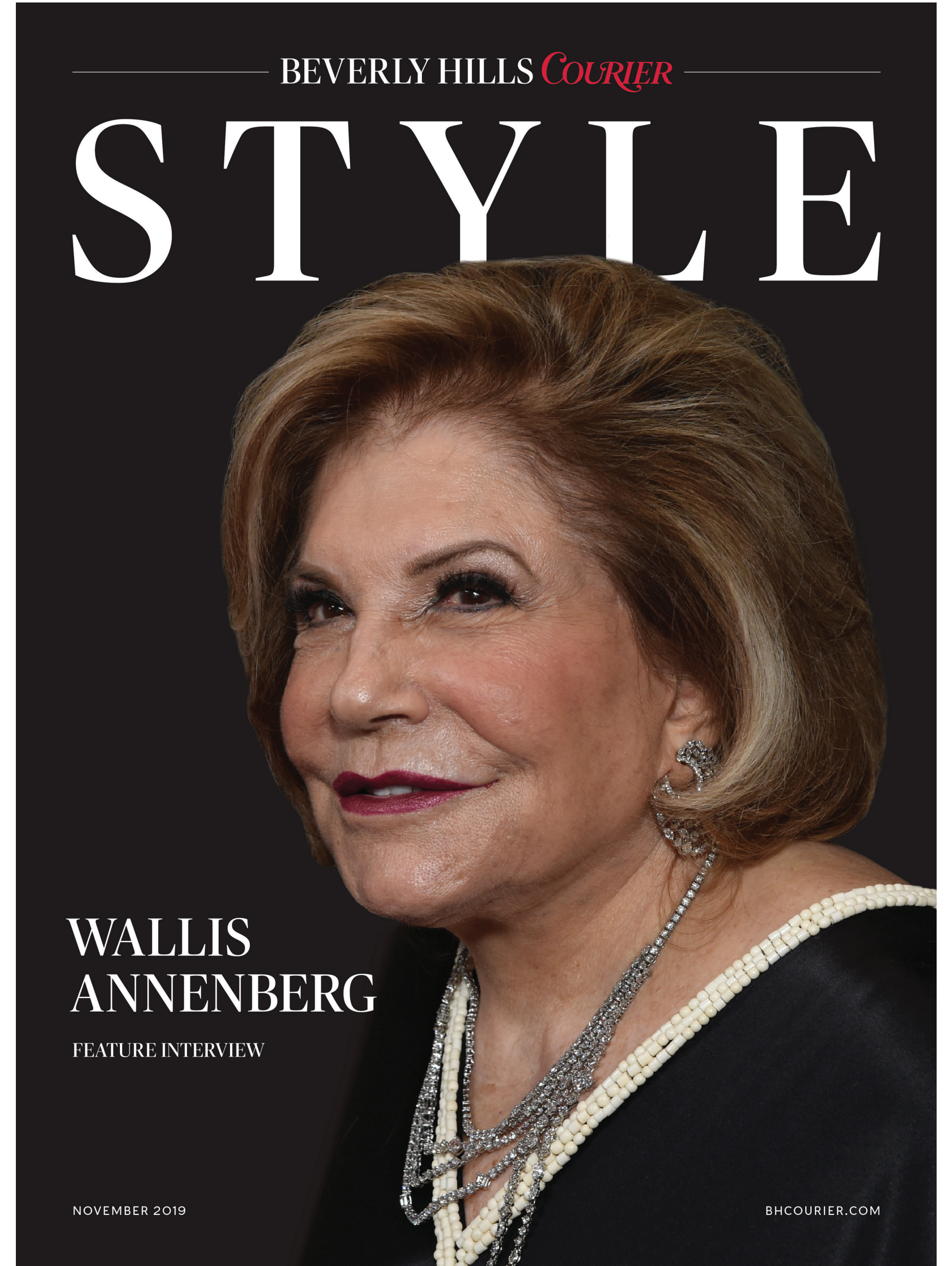
FULL PAGE
10" W x 14"H



HALF PAGE (HORIZONTAL)
10" W x 7"H



HALF PAGE (VERTICAL)
5" W x 14" H



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