

# ADVERTISING PLANNER

2022



BEVERLY HILLS *COURIER*



A TRUSTED SOURCE

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





# OUR AUDIENCE

BY THE NUMBERS

461K	\$6.9M	\$4.4M	\$12.3B
MEDIAN INCOME	AVG. HOME VALUE	AVG. NET WORTH	TOTAL BUYING POWER

MARKET REACH

100%	73%	55%	24%
BEVERLY HILLS PROPERTIES	BEL AIR PROPERTIES	CENTURY CITY PROPERTIES	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

30,000	88,000	52	17,732
PRINT CIRCULATION	AUDIENCE REACH	ISSUES PER YEAR	DIGITAL SUBSCRIBERS

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/SPONSORED CONTENT	\$5,000	\$4,250	\$4,000	\$3,500	\$3,000
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

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Drive in Beverly Hills Abound <sup>05</sup>  
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One Night Only: Al Pacino at The Wallis <sup>12</sup>  
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)*

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## Classifieds <sup>28</sup>

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





# E-BLASTS

17,732	~22%	~10%	98%
TOTAL SUBSCRIBERS	OPEN RATE	CLICK - THROUGH RATE	OPENED IN U.S.

E-BLAST PRODUCTS ARE:

“COMING IN THE COURIER,” SENT WEEKLY ON THURSDAY EVENING  
“NEWS ALERTS,” SENT AS WARRANTED BY BREAKING NEWS

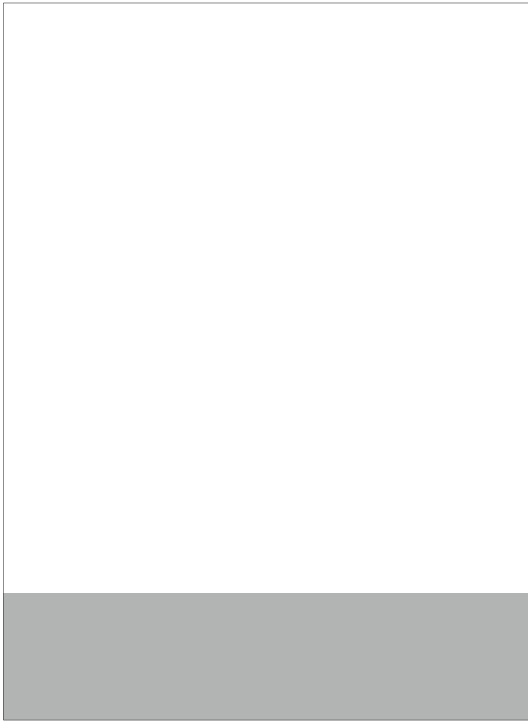
PLACEMENT	RATE
NEWS ALERT HERO POSITION	\$1,000
NEWS ALERT STANDARD POSITION	\$500
NEWS ALERT BASIC POSITION	\$350
COMING IN THE COURIER HERO POSITION	\$550



HERO POSITION  
1240px x 560px



STANDARD POSITION  
(NEWS ALERT)  
1240px x 560px



BASIC POSITION  
(NEWS ALERT)  
1240px x 560px

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THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

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December 10, 2020

Greetings Beverly Hills Courier Subscribers! This week's Beverly Hills Courier is now available online at [www.beverlyhillscourier.com](http://www.beverlyhillscourier.com)

BEVERLY HILLS *COURIER*

VOL. LVI NO. 50 DECEMBER 11, 2020 THE NEWSPAPER OF RECORD FOR BEVERLY HILLS \$HCOURIER.COM

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THE WEATHER, BEVERLY HILLS

Friday

62° | 40°

Saturday

68° | 48°

Sunday

71° | 49°

Monday

67° | 47°

Tuesday

69° | 48°

Wednesday

69° | 49°

Thursday

68° | 49°

Beverly Hills Council Considers Own Health Department

BY BIANCA HEYWARD

The possible creation of a separate Public Health Department for the City of Beverly Hills was the main topic of discussion at the City Council's Dec. 8 Special Study Session. The concept was first introduced at the Dec. 1 Study Session. In response to the Los Angeles County Department of Public Health (Public Health) Order that prohibits in-person dining, the Council has since approved a resolution, sending a letter to County Health officials opposing that Public Health Order. The letter cited a lack of data that supports a link between in-person dining (including outdoor dining) and the surge in COVID-19 cases. As evidenced by the public comments at recent Council hearings, as well as the amount of correspondence received by City officials, the decision to curtail restaurant operations has been devastating to businesses in Beverly Hills. Although opponents of the dining prohibition have recently gained some victories in the Los Angeles Superior Court, this week's Regional Stay at Home Order imposed by the State will continue to keep restaurants closed for any on-premises dining. (City Health Department continues on page 9)

The City Council discussed the issue of an independent Health Department at its Dec. 8 Study Session. Photo by Bianca Heyward

Beverly Hills Residents Face Solid Waste Rate Hikes

BY SAMUEL BRASLOW

The Beverly Hills City Council voted to approve a five-year increase of solid waste rates. While an earlier proposal scheduled the rate hike to begin in July 2021, the Council opted instead to delay the implementation until January 2022 because of the COVID-19 pandemic. The Council voted 4-1, with Councilmember John Mirisch dissenting. While the City's General Fund receives money from taxes (like the sales tax and transient occupancy tax), the City's solid waste disposal is supported by an enterprise fund. This is a self-sufficient coffe maintained by service charges. For solid waste disposal, the service charges paid by residents and businesses goes toward refuse and recycling collection, yard waste and organic waste collection, and for material sorting and processing. Beverly Hills has not seen any changes to its solid waste disposal rates since 2011, "despite the addition of State mandated programs for organics processing and several escalations in the price of landfill disposal and recycling processing," the staff report reads. (Rate Hikes continues on page 9)

COVID-19 Update

BY BIANCA HEYWARD

"Thanksgiving has come and gone and now Hanukkah is upon us. Residents of Beverly Hills have grown accustomed to a holiday season of rapidly-changing health orders, initiatives and programs. As the year winds down, Los Angeles County continues to see more new cases of COVID-19 every day than any other point during the pandemic. The Los Angeles County Department of Public Health (Public Health) has confirmed 74 new deaths and 12, 619 new cases of COVID-19 as of Dec. 10. In Beverly Hills, there have been 1,152 cases of COVID-19 and 11 deaths. To date, the agency has identified 485,917 positive cases of COVID-19 across all areas of L.A. County, and a total of 8,149 deaths. (Covid Update continues on page 7)

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

PLACEMENT (PER WEEK)	RATE
HERO BANNER	\$600
RIGHT RECTANGLE	\$450
POP UNDER	\$500
ADVERTORIAL	\$5,000

DESKTOP

MOBILE

HERO BANNER 1440px x 600px	LARGE RECTANGLE 600px x 500px	POP UNDER 1440px x 600px
PLEASE NOTE: FOR ALL HERO BANNER PLACEMENTS, ALSO SUPPLY 600PX x 500PX ARTWORK FOR DISPLAY ON MOBILE DEVICES.	LARGE RECTANGLE AD APPEARS ON ALL PAGES.	POP UNDER AD APPEARS ON HOME PAGE AND ALL SECTION FRONTS.
HERO BANNER AD APPEARS ON ALL PAGES.		

BEVERLY HILLS *COURIER*

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See how

These People are sick pedo gate

Gina Bisignano at the Freedom Rally

Salon Owner Indicted on Seven Counts for Capitol Riot

"The magistrate here in Los Angeles on Tuesday afternoon set bond for Bisignano, which we objected to on behalf of our colleagues in the District of Columbia," United States Attorney's Office Director of Media Relations Thom Mrozek previously told the Courier.

FEBRUARY 4, 2021

Schlessinger Elected Chairman of Jewish Community Foundation of Los Angeles Board

"With The Foundation's rich history and track record of support for Jewish causes locally, in Israel and around the world, as well as across the general community, its mission has never been more important than during these challenging times where need is greater than ever.

FEBRUARY 22, 2021

BHEA Votes To Seek Injunction Over Beverly Hills Elementary School Return Dates

On Saturday, Feb. 20, the Beverly Hills Education Association (BHEA) voted to seek injunctive relief in connection with return to in-person learning dates announced by the BHESD.

FEBRUARY 22, 2021

Council Approves Open Air Dining Permit Waivers

"I'm supporting this 100% percent," Councilmember Bill Roser said. "When we have thriving restaurants, it helps the retail, it helps the offices.

FEBRUARY 21, 2021

1006 N REXFORD DR, BEVERLY HILLS | \$32,500,000

LINDA MAY 310.492.0755

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The Wallis Announces Two First Time Endowments

"Philanthropic investments of this magnitude speak to the dedication of our Wallis Family members and the priority they give The Wallis as a cornerstone institution of our community and a bright hope for our future," said Wallis Executive Director and CEO Rachel Fine in a statement.

FEBRUARY 20, 2021

Ryan Gohlich Named New Beverly Hills Director of Community Development

"I am so pleased to congratulate Ryan on his new role," said City Manager George Chavez.

FEBRUARY 20, 2021

Hawthorne School Welcomes Holocaust

MOBILE

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DESKTOP

Top Stories

BEVERLY HILLS

Term limits spark hot debate in Beverly Hills

BEVERLY HILLS

Louis Vuitton Men's Temporary Residency Arrives in Beverly Hills

BEVERLY HILLS

Beverly Hills Prepares for Louis Vuitton Men's Temporary Residency

BEVERLY HILLS

Beverly Hills Salon Owner Ordered Back Into Federal Custody

BEVERLY HILLS

Courier Exclusive: Louis Vuitton Men's Temporary Residency Heading to Beverly Hills

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Spotlight Story

STYLE

RINGO STARR

FEATURE INTERVIEW - RINGO STARR - A Rare Conversation

I send peace and love to everyone having a hard time or feeling lonely. It is a tough time, but we all have to get through this together.

NOVEMBER 19, 2020



# MAGAZINE

5,000	88,000	2	17,732
PRINT CIRCULATION	AUDIENCE REACH	ISSUES PER YEAR	DIGITAL SUBSCRIBERS

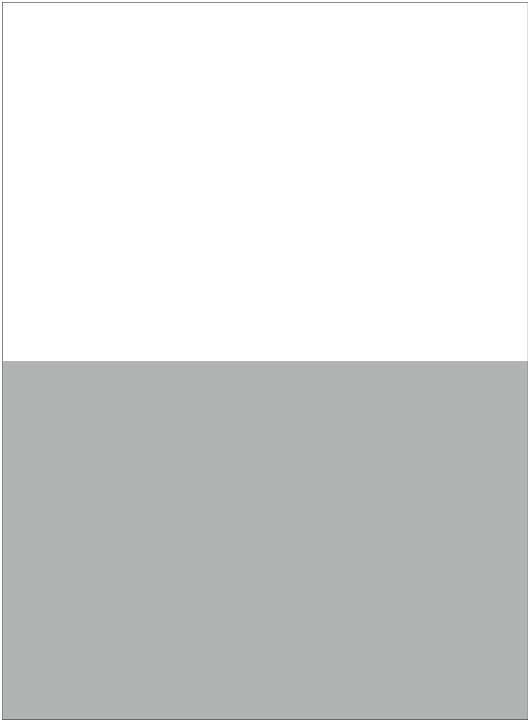
PLACEMENT (PER INSERTION)	RATE	RATE (2X)
FULL PAGE	\$5,000	\$4,600
TWO-PAGE SPREAD	\$9,000	\$8,280
HALF PAGE	\$3,250	\$2,990
INSIDE FRONT/BACK	\$6,000	\$5,520
BACK COVER	\$6,500	\$5,980



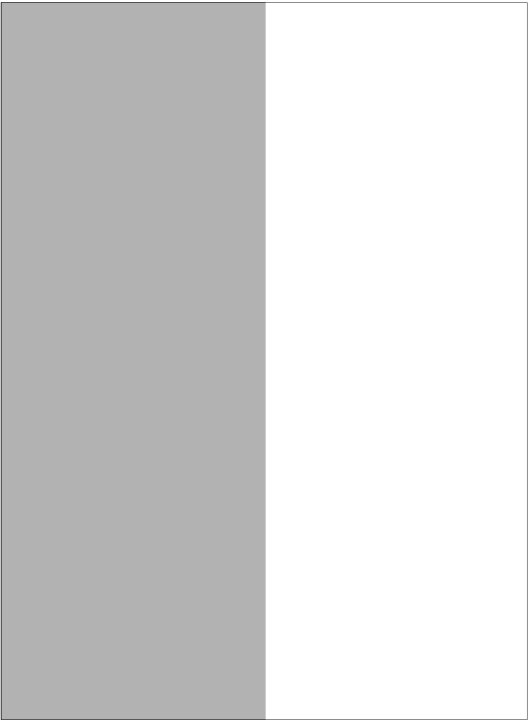
COVER  
9.375” W x 13”H



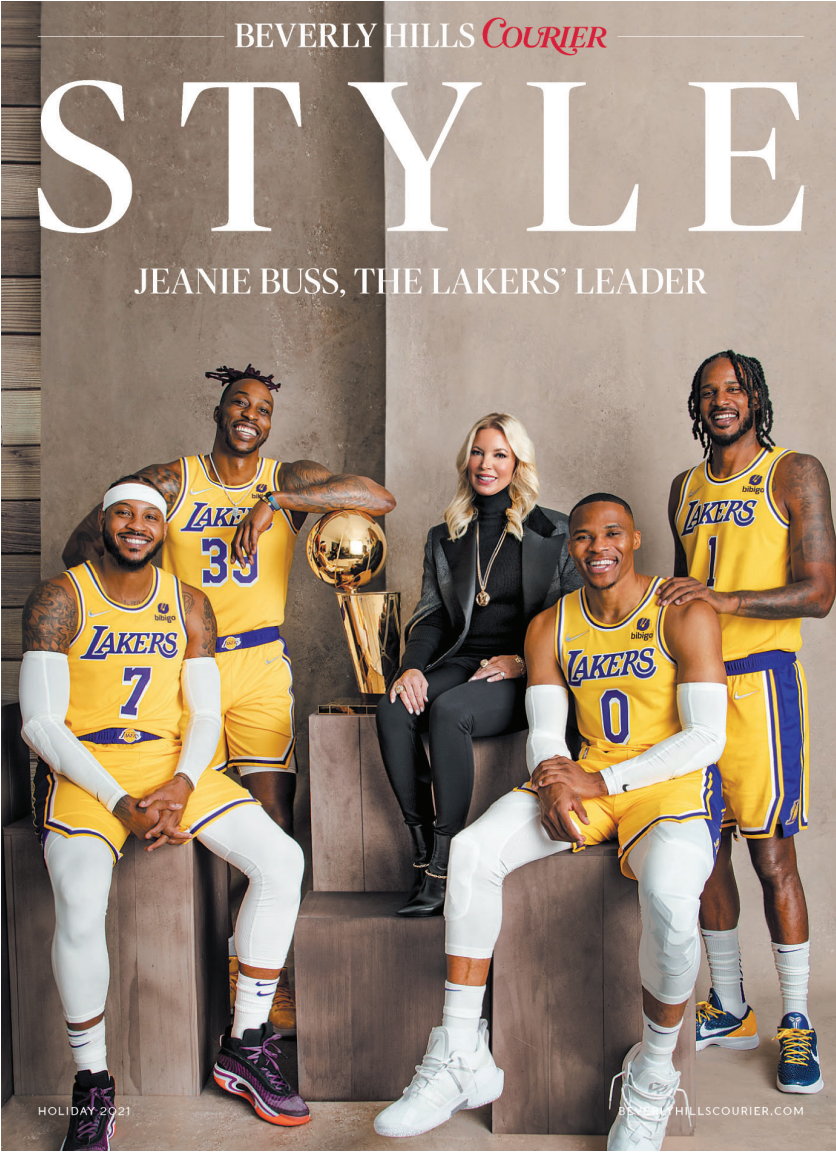
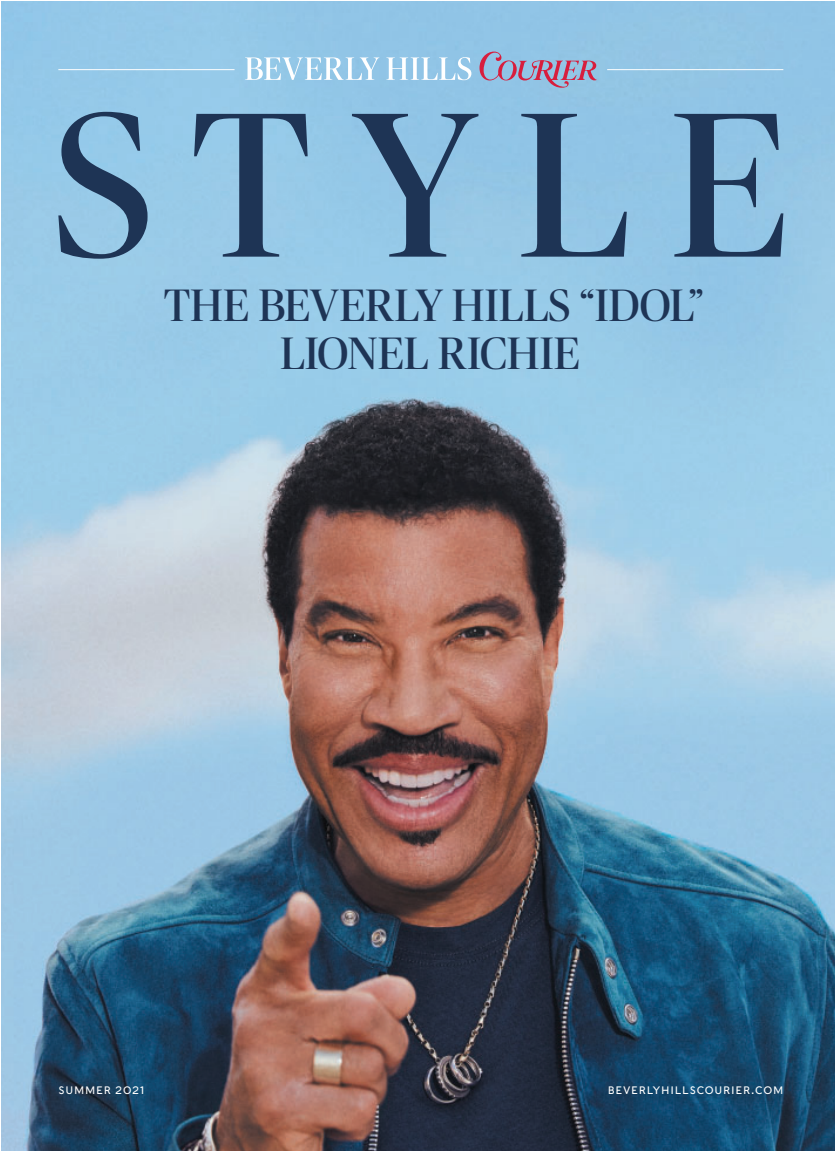
FULL PAGE  
9.375” W x 13”H



HALF PAGE (HORIZONTAL)  
9.375” W x 6.5”H



HALF PAGE (VERTICAL)  
4.687” W x 13” H





# THE COURIER IN THE NEWS

## New York Times 01/19/2021

“ In a video filmed in the crowd directly in front of the Capitol, Ms. Bisignano states her first and last name, place of residence and Instagram account. In a separate video, she identifies her business while speaking through a bullhorn to the crowd, according to the F.B.I. She appears to struggle with a police officer who tries to expel her and others, and later raises her fist in what appears to be a gesture of defiance, the F.B.I. said.

“We need strong, angry patriots to help our boys,” Ms. Bisignano says on video, according to the F.B.I., as she calls for gas masks and weapons. Nearby, rioters are physically assaulting police officers.

Later, she confirmed to [The Beverly Hills Courier](#) that she had entered the Capitol. ”

## Univision 01/19/2021

“ Según el periódico *Los Angeles Times*, Bisignano ha asumido un papel principal en la organización de protestas semanales en Beverly Hills en apoyo del presidente Trump, mientras que el *Beverly Hills Courier* indicó que Bisignano fue captada en un video alentando a la gente a tomar el Capitolio desde un megáfono.

“Necesitamos estadounidenses. Vamos chicos. Necesitamos patriotas. Chicos, es la entrada”, añadió. ”

## LA Times 01/19/2021

### Los Angeles Times

“The description of the videos contradicts an account Bisignano gave the Beverly Hills Courier last week. In it, she acknowledged she entered the Capitol but said she was experiencing a panic attack and needed to find somewhere safe.

“I couldn’t breathe. I was having a panic attack. I needed air,” she told the newspaper. “Every time I opened my eyes, they were burning. My mouth was burning. Everything was burning, and I couldn’t breathe.

“I was caught up, I was scared, I was excited,” Bisignano told the Courier. “A guy said to say that over the megaphone. I don’t even remember saying it.” ”

## CBS LA 01/19/2021

“ [Bisignano owns](#) Gina’s Eyelashes And Skincare. Last week, Bisignano confirmed to the Beverly Hills Courier that she traveled to Washington, D.C., where she found herself among the mob who stormed the Capitol building on Jan. 6.

In a cell phone video [obtained by the Courier](#), a woman believed to be Bisignano holds a megaphone on a ledge of the Capitol and yells, “Everybody, we need gas masks, we need weapons. We need strong, angry patriots to help our boys, they don’t want to leave. We need protection.” ”

## KTLA: 01/19/2021

KTLA 5

LAS VEGAS

WATCH LIVE

VIDEO

NEWS

CORONAVIRUS

MORNING NEWS

WEATHER

JOB

CONTESTS

“ The FBI also reviewed an article published in the [Beverly Hills Courier](#) on Jan. 14 in which Bisignano recalled her experiences at the Capitol.

She described the scene as a “war zone,” and said she was near a man who broke windows in the Capitol.

RELATED CONTENT

McConnell: Capitol rioters were ‘fed lies’ and ‘provoked by the president’

FBI searched Huntington Beach home of far-right extremist who previously claimed to have attended the Capitol riot

Capitol riot: FBI investigates tip that woman took laptop from Pelosi’s office with intent to sell to Russia

Bisignano told the newspaper she was unarmed and described her role in the riot as a passive one, but she ended up being pepper sprayed and experienced a panic attack.

“I couldn’t breathe. I was having a panic attack. I needed air. Every time I opened my eyes, they were burning. My mouth was burning. Everything was burning, and I couldn’t breathe,” Bisignano said in the interview.

Upon returning to California, Bisignano said people began commenting on her business’s Yelp page with photos of her at the Capitol.

“Having watched Gina at the 01/06/21 riot, I do not feel safe coming here again,” one review read.

Bisignano decided to contact the FBI herself.

“My life is over, I’m going to jail,” she told the Courier. “I’m going to lose my son.” ”

## Los Angeles Magazine 01/19/2021

“ Local eyelash salon owner Gina Bisignano, 52, was arrested in Beverly Hills on Tuesday and charged with damaging or destroying government property, obstruction of an official proceeding, and violent entry and disorderly conduct on capitol grounds, according to the U.S. Attorney’s Office. [In an interview with the Beverly Hills Courier](#), Bisignano reportedly admitted she’d entered the building, but that she left when she was stricken with a panic attack. ”

## Daily Beast 01/19/2021

DAILY BEAST

CAPITOL RIOTS COVID-19 CHEAT SHEET POLITICS ENTERTAINMENT MEDIA WORLD HALF FULL

“ In an interview with the *Beverly Hills Courier*, Bisignano admitted she went to the Capitol with one other person, “stating she felt called upon by President Donald Trump to travel to D.C. to change the outcome of the election, which she believes was stolen,” the complaint states.

Claiming she got “caught up” in the moment during the riots, Bisignano said she witnessed fighting during the siege—but insisted, without offering a shred of evidence, that the violence was “antifa and BLM.” ”

9 BEVERLY HILLS COURIER



# AD SUBMISSION

## PRINT SPECIFICATIONS

All artwork must be supplied 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

If link to a landing page is desired, advertiser must submit along with artwork

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

The Beverly Hills Courier reserves the right to revise its advertising rates at any time. Advertisements requiring graphic design services are subject to an additional charge and earlier deadline. All contracts are accepted subject to the Courier's STANDARD ADVERTISING TERMS and CONDITIONS, which are available upon request.

## DEADLINES

Space Reservation  
1 p.m. Friday (week prior to publication)

Press-ready artwork  
3 p.m. Tuesday (week of publication)

Ads requiring graphic design  
9 a.m. Monday (week of publication)

## CONTACTS

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