

# 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

PRINT CIRCULATION

88,000

AUDIENCE REACH

52

ISSUES PER YEAR

16,939

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 O2					+25%
PAGE O3					+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

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THE WEATHER, BEVERLY HILLS		
☀️	Friday	67°   47°
☀️	Saturday	70°   49°
☀️	Sunday	68°   49°
☁️	Monday	63°   50°
☁️	Tuesday	66°   50°
☁️	Wednesday	68°   51°
☀️	Thursday	68°   51°

Louis Vuitton Men’s Temporary Residency Arrives in Beverly Hills

BY ANA FIGUEROA

The much-anticipated Louis Vuitton Men's Temporary Residency is here, and it couldn't have come at a more auspicious time. Beverly Hills has come alive in the past week, as outdoor dining returned after a two-month stay. Sidewalks are busy, spirits are high and the Louis Vuitton installation at 468 North Rodeo Drive is a celebratory backdrop. The Temporary Residency comes to Beverly Hills as the last stop in a global rollout. Its raison d'être is the Louis Vuitton Men's Spring-Summer 2021 Collection, a sensation in its live show debuts in Shanghai and Tokyo last summer. (Louis Vuitton continues on page 8)



Louis Vuitton trucks arriving in Beverly Hills Photo Courtesy BFA.com

City Council Authorizes Additional \$1 Million for Private Security in Beverly Hills

BY SAMUEL BRASLOW

In a brief Regular Meeting on Feb. 3, the Beverly Hills City Council passed a series of motions that included the extension of contracts with two private armed security companies for the next eight weeks. The price tag for the extension comes out to nearly \$1 million. The Council also heard updates on Kindness Week, which will begin on Feb. 14. "The City of Beverly Hills has experienced unprecedented protest activity since May 2020 and continues to experience protests for a variety of reasons throughout the Business Triangle and in Beverly Gardens Park," a staff report compiled for the meeting reads. "While the City is not anticipating extensive civil protests in Beverly Hills, staff believes it would be beneficial for the City to remain alert and able to respond quickly to civil protests." (Private Security continues on page 15)

Canon Drive Restaurants Try To Expand

BY BIANCA HEYWARD

On Feb. 2, the Beverly Hills City Council held a regular Study Session during which a proposal detailing plans for two temporary outdoor dining tents and subsequent street closures in front of Spago and Nusr-Et restaurants was discussed. Nusr-Et is a new steakhouse helmed by Turkish chef Nusret Gökçe, known globally as the "Salt Bae." (Canon Drive continues on page 14)

DTLA OFFICE SPACE AND WEST COAST’S LARGEST JEWELRY SHOPPING MALL  
OVER 350 JEWELERS OPEN TO THE PUBLIC MON.-SAT. 9 A.M.-6 P.M.

SHIRA HAKIM | THE MOINIAN GROUP  
Director of Leasing  
213.624.3201 | shira@moiniangroup.com

M MOINIAN

MOINIAN.COM



# E-BLASTS

**16,939**  
TOTAL SUBSCRIBERS

**33%**  
**OPEN RATE**

**98%**  
**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 HEADER POSITION	\$1,000
NEWS ALERT STANDARD POSITION	\$500
NEWS ALERT FOOTER POSITION	\$350
COMING IN THE COURIER HEADER POSITION	\$550
COMING IN THE COURIER FOOTER POSITION	\$500

Patient Information	
First Name	
Last Name	
Address	
City	
State	
Zip	
Phone	
Fax	
E-mail	
Date of Birth	
Sex	
Race	
Religion	
Marital Status	
Occupation	
Education	
Insurance	
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Genetic	
Laboratory	
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Discharge	
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Mental	

**HEADER POSITION**  
1240px x 560px



**FOOTER POSITION**  
**1240px x 560px**

**STANDARD POSITION  
(NEWS ALERT)  
1240px x 560px**

BEVERLY HILLS *COURIER*  
THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

ADVERTISEMENT



March 10, 2022-TEST SAMPLE 2 ADS

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

[illegible]

ADVERTISEMENT



DINA BROWN ART APPRAISALS

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fine art appraisal services  
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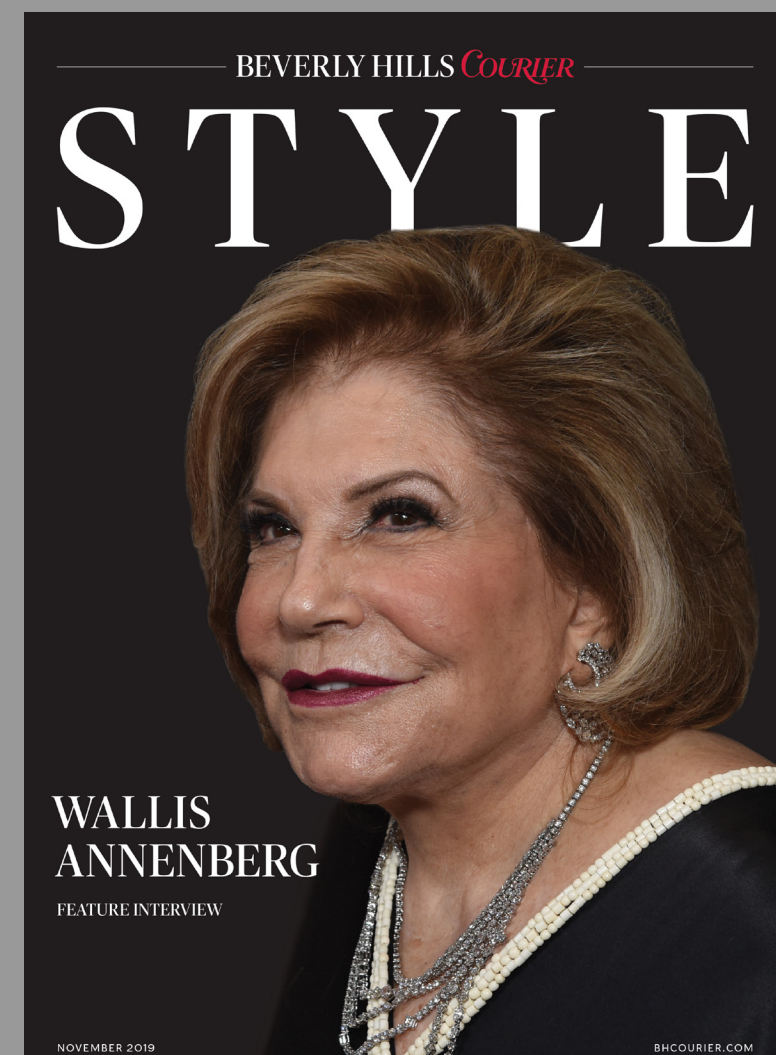
[WWW.DINABROWNARTAPPRAISALS.COM](http://WWW.DINABROWNARTAPPRAISALS.COM)

BEVERLY HILLS *COURIER*

BEVERLYHILLSCOURIER.COM | UNSUBSCRIBE



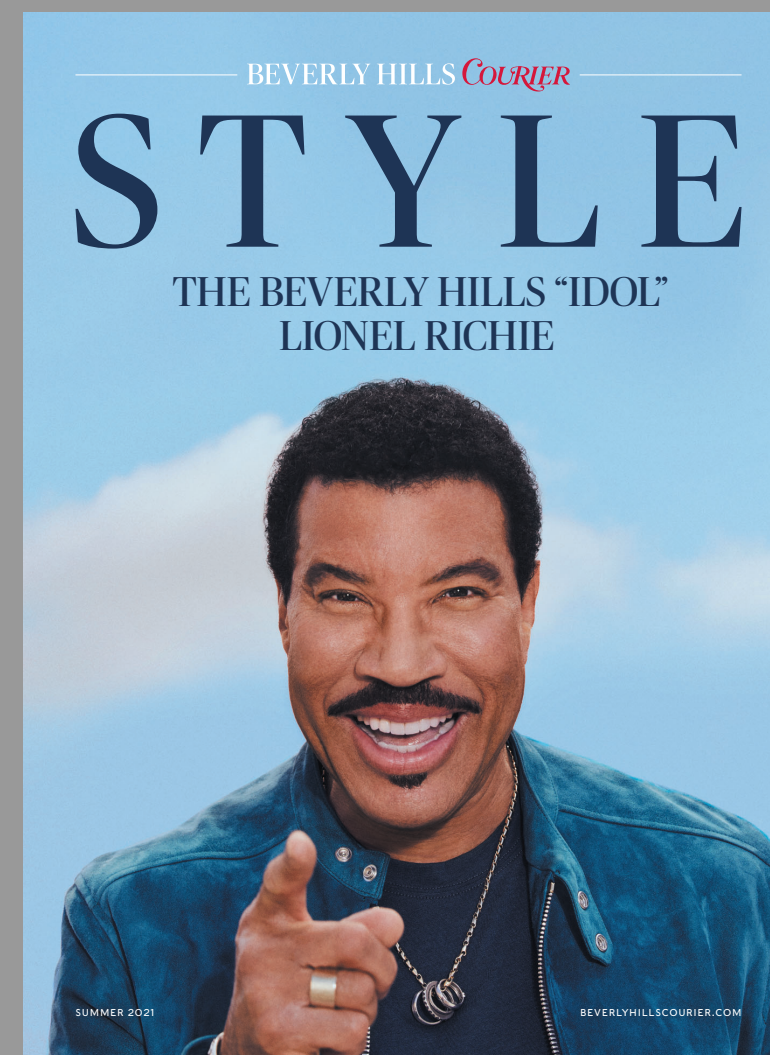
# BEVERLY HILLS *COURIER* STYLE MEDIA KIT 2022/2023



HOLIDAY 2019



HOLIDAY 2020



SUMMER 2021



HOLIDAY 2021



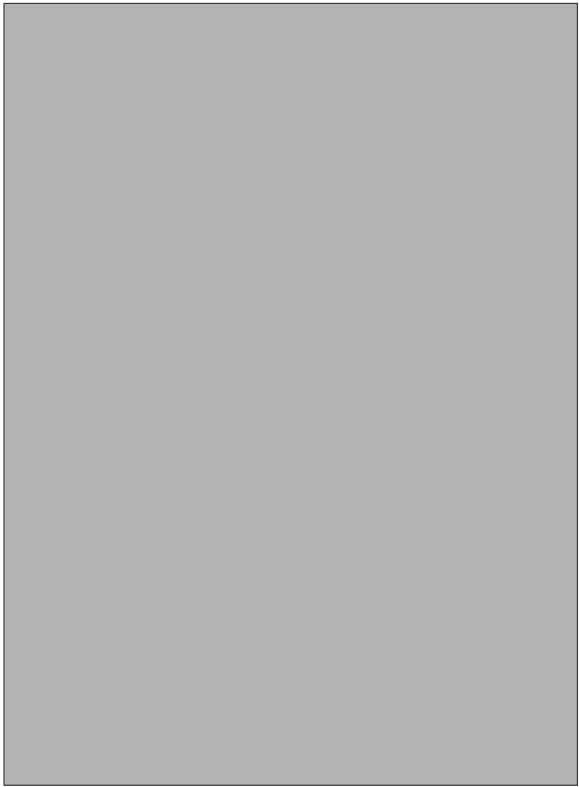
SUMMER 2022



# STYLE MAGAZINE

30,000	5,000	88,000	2	16,939
PRINT CIRCULATION	GLOSSY CIRCULATION	AUDIENCE REACH	STYLE ISSUES PER YEAR	DIGITAL SUBSCRIBERS

PLACEMENT (PER INSERTION)	RATE	RATE (2X)
FULL PAGE	\$5,000	\$4,500
TWO-PAGE SPREAD	\$9,000	\$8,280
HALF PAGE	\$3,250	\$2,900
INSIDE FRONT/BACK	\$6,000	\$5,500
BACK COVER	\$6,500	\$6,000

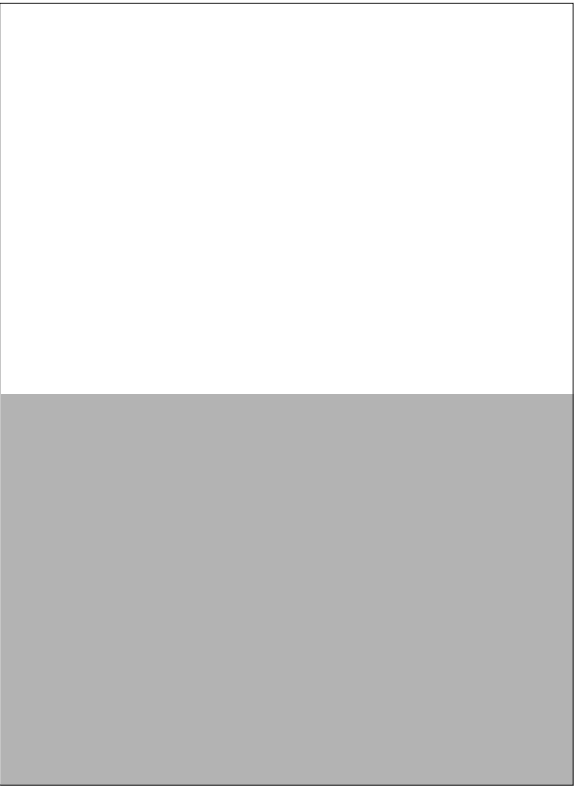


**FULL PAGE**

TRIM : 9.625” W X 13.25” H  
BLEED: 9.875” W X 13.5” H  
LIVE : 9.375” W X 13” H

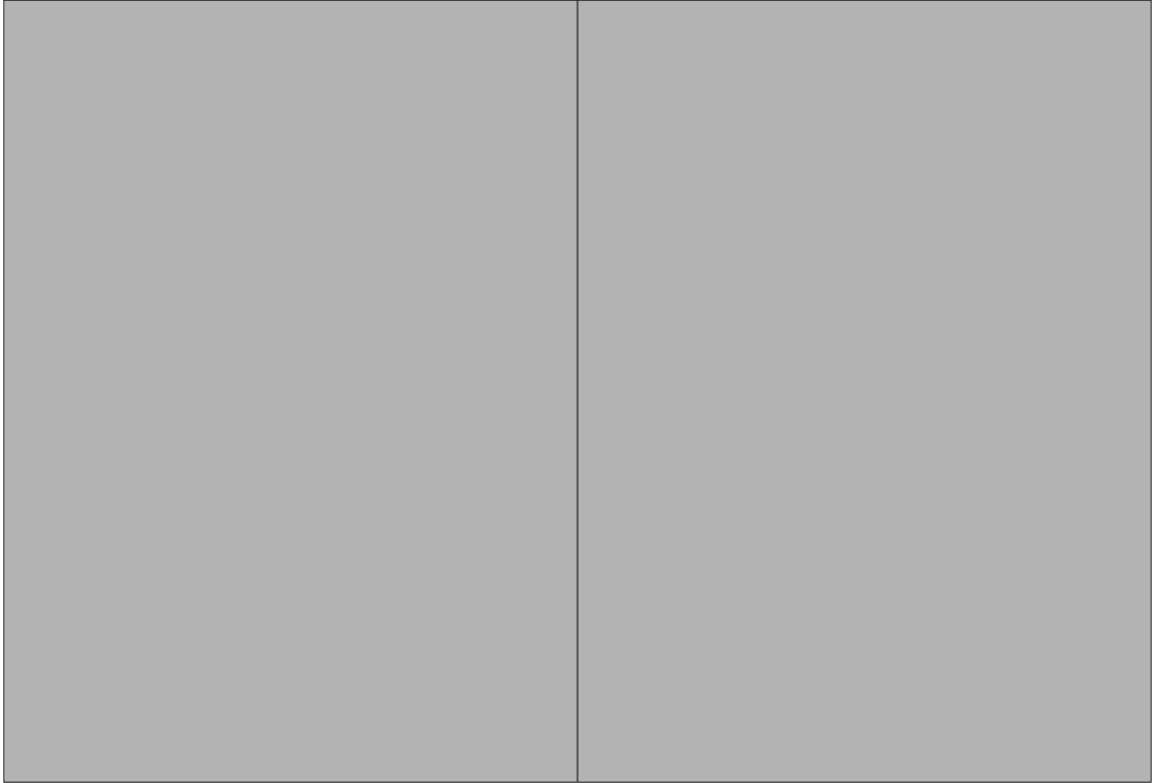
**TWO-PAGE SPREAD (W/ CENTER BLEED)**

TRIM : 19.25” W X 13.25” H  
BLEED: 19.5” W X 13.5” H  
LIVE : 19” W X 13” H



**HALF PAGE**

TRIM: 9.625” W X 6.625” H  
BLEED: 9.875” W X 6.875” H  
LIVE: 9.375” W X 6.375” H



**NEWSPAPER SIZE**

FULL PAGE: 10” W X 14” H  
HALF PAGE: 10” W X 7” H  
SPREAD: 21” W X 14” H

- Please create two ads with two different sizes, one for the magazine, one for the newspaper.
- If you provide only one size ad, please use magazine dimensions.

## CONTACT

Beverly Hills Courier  
499 N. Canon Dr., Suite 212  
Beverly Hills, CA 90210  
310-278-1322

**Artwork Submission**  
production@bhcourier.com  
**Advertising Inquiries**  
Phone: 310-278-1322  
advertise@bhcourier.com

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

## HOLIDAY STYLE MAGAZINE 2022

Our cover story will feature an exclusive interview with Anastasia Soare, Founder and CEO of Anastasia Beverly Hills. Not only did Soare launch a billion-dollar beauty empire from Beverly Hills, she operates one of the most popular Instagram accounts in the beauty category, with 19.2 million followers.

### DEADLINES

**HOLIDAY STYLE 2022**

Space Reservations: September 30  
Ad Material Deadline: October 7  
Publication Date: November 18

**SUMMER STYLE 2023**

Space Reservations: April 28  
Ad Material Deadline: May 5  
Publication Date: June 16

**HOLIDAY STYLE 2023**

Space Reservations: September 29  
Ad Material Deadline: October 6  
Publication Date: November 17

## DISTRIBUTION

Advertisements receive double exposure for enhanced value and client reach. STYLE Magazine is printed on glossy, heavy-coated stock and distributed (5,000 copies) in Beverly Hills and environs, including on Rodeo Drive, five-star hotels, fine dining establishments, high-profile events and more. STYLE Magazine is also within the pages of the Beverly Hills Courier. The Courier reaches approximately 90,000 readers in Beverly Hills and surrounding cities. Holiday and Summer STYLE will appear in November and June issues of the Courier, respectively.

STYLE magazine is also available on the Courier’s website, beverlyhillscourier.com, which receives approximately 10 million impressions a year.

## STYLE 2023

Plan ahead for Style in 2023. Space Special rates available now for insertion in multiple publications of Style.



# WEBSITE

3.7M	1.1M	293K	16,939
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

**PLEASE NOTE: FOR ALL HERO BANNER PLACEMENTS, ALSO SUPPLY 600PX x 500PX ARTWORK FOR DISPLAY ON MOBILE DEVICES.**

HERO BANNER 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.**

BEVERLY HILLS *COURIER*

Here for every shade of life.

We go beyond banking to deliver beyond expectations. Like helping Habit Cosmetics launch a new line of nail colors.

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 Lili Roser said. “When we have dining restaurants, it helps the retail, it helps the offices.

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FEBRUARY 22, 2021

#### 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 Chuang.

FEBRUARY 20, 2021

#### Hawthorne School Welcomes Holocaust

MOBILE

BEVERLY HILLS *COURIER*

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

HOME | NEWS | ARTS & ENTERTAINMENT | LIFESTYLE | BUSINESS | COLUMNISTS | VIDEO EXCLUSIVE | PRINT EDITIONS

Here for every shade of life.

We go beyond banking to deliver beyond expectations. Like helping Habit Cosmetics launch a new line of nail colors.

See how

These People are sick pedo gate

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FEBRUARY 20, 2021

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TOGETHER WE INSPIRE PEOPLE TO CONFRONT HATE AND HELP SHAPE A FUTURE DIFFERENT FROM THE PAST.

Join the Second Steps Behavioral Research Program for the 2021 WESTERN REGION VIRTUAL EVENT THURSDAY, MARCH 11, 7 PM PT

RSVP NOW

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

DESKTOP



# 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. ”

## 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



“ 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.” ”



# 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

Artwork Submission  
[production@bhcourier.com](mailto:production@bhcourier.com)

Advertising Inquiries  
Beverly Hills Courier Advertising  
Phone: 310-278-1322  
[advertise@bhcourier.com](mailto:advertise@bhcourier.com)