

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

MEDIAN INCOME

\$6.9M

AVG. HOME VALUE

\$4.4IVI

AVG. NET WORTH

\$12.3B

TOTAL BUYING POWER

MARKET REACH

100%

BEVERLYHILLSPROPERTIES

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

30,000

PRINT CIRCULATION

88,000

AUDIENCE REACH

ISSUES PER YEAR

16,939

DIGITAL SUBSCRIBERS

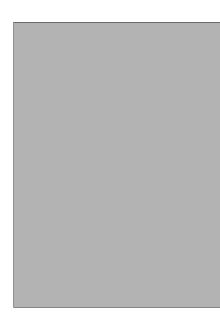
PLACEMENT (PER INSERTION)	RATE	RATE (5X)	RATE (13X)	RATE (26X)	RATE (52X)
FRONT PAGE STRIP	\$6,000	\$5,100	\$4,800	\$4,200	\$3,600
FULL PAGE	\$3,919	\$3,331	\$3,135	\$2,743	\$2,351
HALF PAGE	\$2,222	\$1,889	\$1,778	\$1,555	\$1,333
QUARTER PAGE	\$1,373	\$1,167	\$1,098	\$961	\$824
ADVERTORIAL/SPONSORED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

BACK PAGE	+35%
PAGE O2	+25%
PAGE 03	+25%

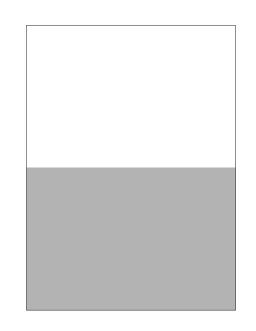
ALL RATES FOR FULL COLOR ONLY. CLASSIFIED PRICING AVAILABLE UPON REQUEST.



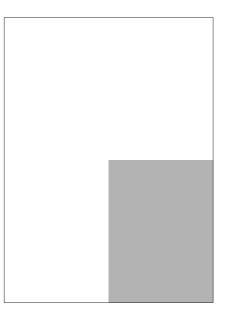
FRONT PAGE STRIP 10" W x 1.5"H



FULL PAGE 10" W x 14" H



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



QUARTER PAGE 5" W x 7" H

BEVERLY HILLS COURIER

VOL. LVIII NO. 49 DECEMBER 2, 2022

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

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Fun & Games 14 Classifieds 18

THE WEATHER, BEVERLY HILLS CA

C.	Friday	61° 51°
4	Saturday	64° 47°
0	Sunday	62° 43°
\$	Monday	62° 41°
0	Tuesday	63° 42°
4	Wednesday	66° 43°
\$	Thursday	65° 45°

Overwhelming Response to Holidays at **Greystone Event**



Photo courtesy city of Beverly Hills

BY MICHELE RAPHAEL

The highly anticipated Holidays at Greystone is back again this year and promises to be a very festive event for families ready to celebrate the season. The annual fest, which opened up to reservations in early November, received an overwhelming response, selling out in less than a week, according to organmade reservations and about 400 people were signed up on the waitlist, as of press time. For those who are lucky to have a photos or for children to share wish lists. scheduled reservation, the event will take

Holidays at Greystone returns this weekend.

place this weekend, Sat., Dec. 3, and Sun., Dec. 4, from 9 a.m. to 5 p.m., at Greystone Mansion & Gardens. The iconic building and grounds will be transformed into a bedecked indoor-outdoor space, with interactive experiences, multicultural themes and decorations, live music, caroling, dancing, craft-making, and storytelling, and a show in the newly restored Greystone Theatre by the popular izers. More than 1,600 guests had already Bob Baker Marionette Theater company. Santa and Mrs. Claus and their sleigh will be there, too, with lots of opportunities for

State Rejects Beverly Hills' Housing Plan

BY MATTHEW BLAKE

Beverly Hills lacks an adequate plan to do its part in addressing California's affordable housing crisis.

That was the opinion of a Nov. 28 letter by the state's Department for Housing and Community Development, or HCD, which for the second time rejected the city of Beverly Hills' state-mandated housing

Once a sleepy document broadly chronicling a city's next eight years of housing policy, "A paper-pushing exercise," said UC Davis Land Use Law Professor Chris Elmendorf, the housing element has become vitally important to Beverly Hills' near-term

That's because Beverly Hills is now required under the state's Regional Housing Needs Assessment to produce 3,104 units of affordable housing between 2021 to 2029, compared to a requirement of just three sites total from 2013 to 2021.

Also, large-scale developers are evir Beverly Hills and other noncompliant cities as the site of their next residential mega-pro ject. A state law known as the builder's remedy lets developers build what they wish in these cities if it includes a 20% affordable

The letter from Paul McDougall, senior program manager at HCD, was addressed to Timmi Tway, director of the city's See HOUSING PLAN, page 13

Bosse Signs Historic Declaration | Masks at Antisemitism Summit

BY ANA FIGUEROA

Mayor Lili Bosse has signed an historic declaration in Athens, Greece, as part of the second annual Mayors Summit Against Antisemitism. Bosse joined municipal leaders from 53 cities and 23 countries at the summit this week. The event is co-hosted by the Combat Antisemitism Movement and the Center for Jewish Impact in partnership with the Jewish Federations of North America.

The inaugural Mayors Summit took place in 2021 as a virtual event hosted by the city vernment of Frankfurt, Germany. This year's event is in person.

chair, noted the significance of the Athens spread of antisemitism, so there is a need has been steadily rising in recent weeks.

"Athens is the birthplace of democ- as to see how these trends are global and testing positive for virus is 13.4%, up from

antisemitism we are witnessing around the



cratic values. That is why this event is so Nov. 29 followed by 4,353 on Nov. 30 and to fight this scourge at the local level as well | The seven-day daily average rate of people See ANTISEMITISM, page 10

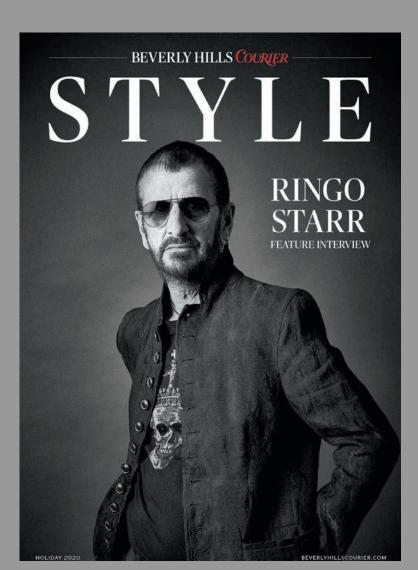
Mayor Bosse with Athens Mayor Bakoyannis

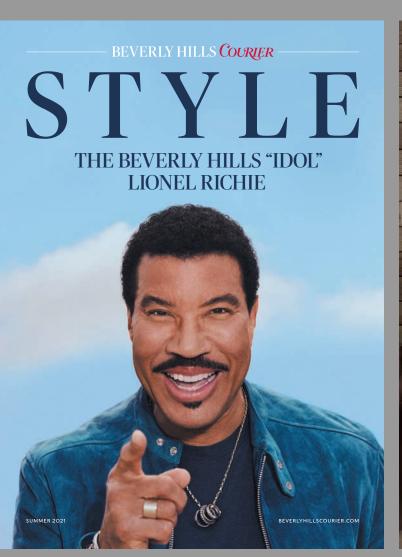
Recommended **Indoors Once** Again

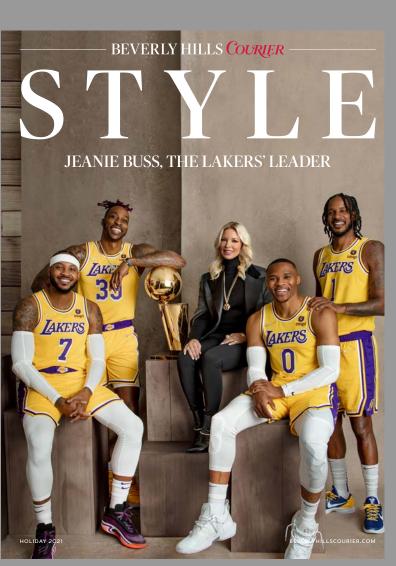
BY BIANCA HEYWARD

With dipping temperatures and the holiday season in full swing, Los Angeles County is seeing a sharp rise in new COVID-19 cases this week, according to the Los Angeles County Department of Public Health (Public Health). New cases have almost doubled from one day to the next, with 2,370 cases reported o Mayor Kostas Bakoyannis, the summit's important and timely. We see an insidious 4,493 on Dec. 1. The rate of daily increases racy, and the significant rise of hate and learn best practices from each other towards 10.8% last week. Health officials are also See MASK, page 10

SILIS COURIER STATE OF THE STA











HOLIDAY 2020 SUMMER 2021 HOLIDAY 2021 SUMMER 2022 HOLIDAY 2022

STYLE MAGAZINE

30,000 5,000 88,000

PRINT CIRCULATION

GLOSSY CIRCULATION

AUDIENCE

REACH

DIGITAL

16,939 404,000

STYLE ISSUES PER YEAR **SUBSCRIBERS**

GLOBAL IMPRESSIONS

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

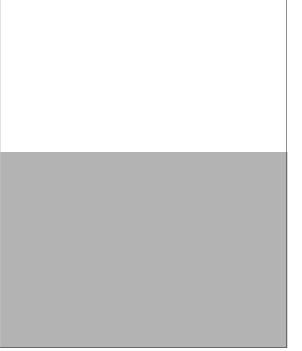


FULL PAGE

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

SUMMER STYLE MAGAZINE 2023

Summer STYLE 2023 will feature a cover profile of Mike Amiri, founder, CEO and creative director of the fashion line AMIRI whose flagship store opened on Rodeo Drive in 2020. The Beverly Hills High School graduate now helms a global luxury fashion house with stores in Las Vegas, New York, Miami, Tokyo, Shanghai and Dubai. Additionally, Summer STYLE 2023 will include a preview of summer blockbusters; the latest high-tech beauty treatments; hidden art gems of Beverly Hills hotels; top nature hikes around the city and "must-haves" for the summer.

Advertisements receive double exposure for enhanced value and client reach. STYLE Magazine is printed on glossy, heavycoated 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. Summer and Holiday STYLE will appear in June and November 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.



MIKE AMIRI, SUMMER STYLE 2023

DEADLINES

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

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

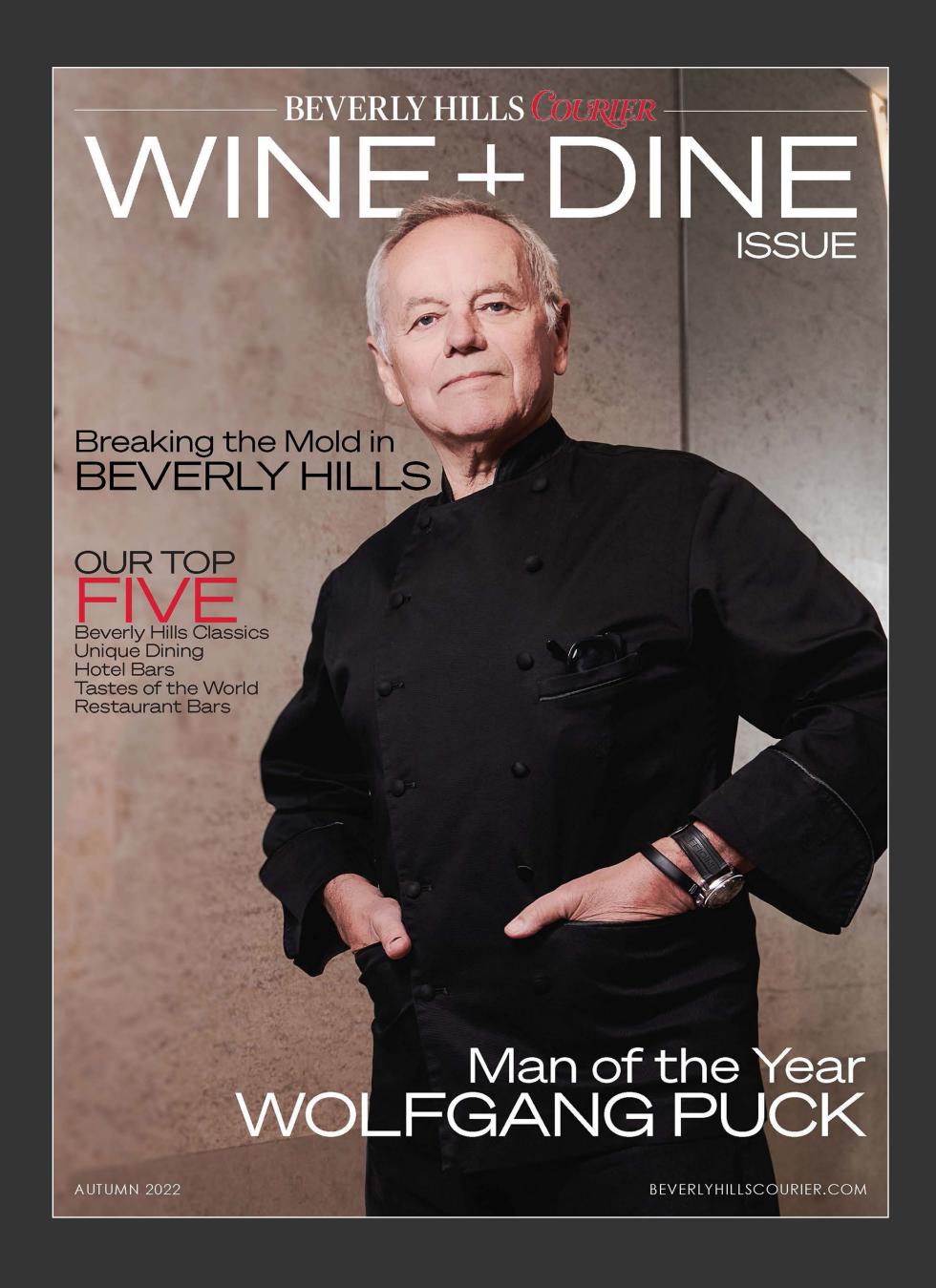
Artwork Submission production@bhcourier.com **Advertising Inquiries** Phone: 310-278-1322 advertise@bhcourier.com

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

BEVERLY HILLS COURIER presents

Wine + Dine

MEDIA KIT 2025



WINE + DINE ISSUE

30,000

GLOSSY CIRCULATION

1

ISSUE PER YEAR

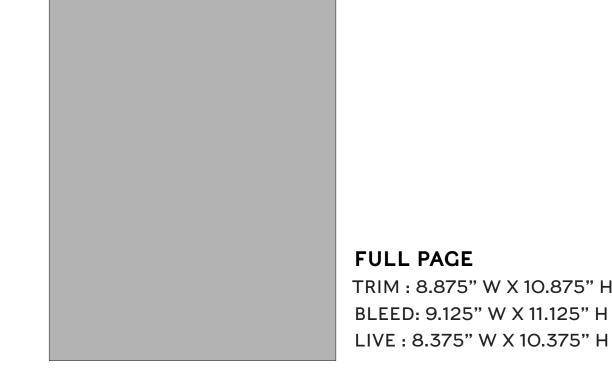
265,000+

DIGITAL SUBSCRIBERS

961,000

GLOBAL IMPRESSIONS

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



TRIM: 8.875" W X 10.875" H

HALF PAGE

LIVE: 8.375" W X 5.3175" H

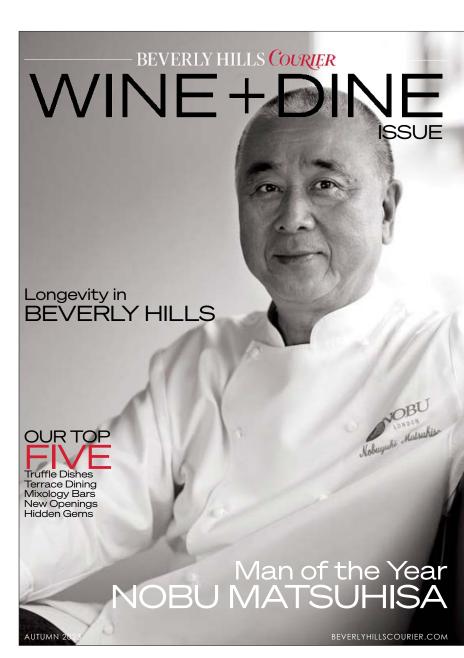
WINE + DINE ISSUE 2023

The Beverly Hills Courier and Wally's Beverly Hills present the Autum 2023 "Beverly Hills Courier WINE + DINE ISSUE."

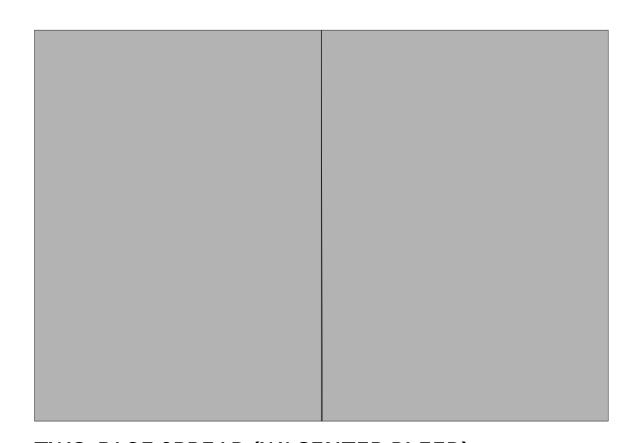
The cover story will feature an exclusive interview with culinary icon and Man of the Year Nobu Matsuhisa; several timely features on the latest gastronomic trends plus our popular "Top Five" lists that serve as useful guides all year long. "Wine + Dine" is printed on glossy, heavy-coated stock and distributed (30,000 copies) to Beverly Hills residences and businesses.

DEADLINE

If you would like to be a part of this exciting publication, please reserve your ad space by **July 14**.



WINE + DINE ISSUE AUTUMN 2023



TWO-PAGE SPREAD (W/ CENTER BLEED)

TRIM: 17.75" W X 10.875" H BLEED: 18.25" W X 11.125" H LIVE: 16.75" W X 10.375" H

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

BEVERLY HILLS COURIER

E-BLASTS

16,939

33%

98%

TOTAL SUBSCRIBERS

OPEN RATE

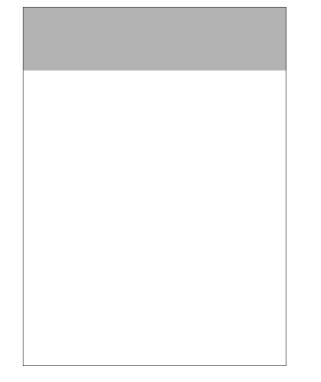
OPENED IN U.S.

E-BLAST PRODUCTS ARE:

"COMING IN THE COURIER" SENT WEEKLY ON THURSDAY EVENING

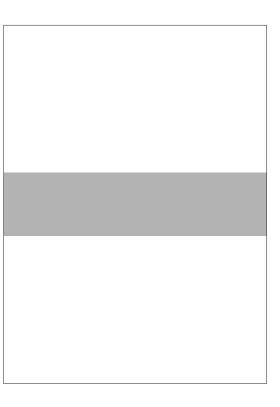
"NEWS ALERTS" SENT AS WARRANTED BY BREAKING NEWS

RATE
\$1,000
\$500
\$350
\$550
\$500



HEADER POSITION 1240px x 560px

FOOTER POSITION 1240px x 560px



STANDARD POSITION (NEWS ALERT) 1240px x 560px

BEVERLY HILLS COURIER



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



ADVERTISEMENT



BEVERLY HILLS COURIER

WEBSITE

3.7M

PAGE VIEWS / MONTH

1.1M

SESSIONS / MONTH

293K

UNIQUE VISITORS / MONTH

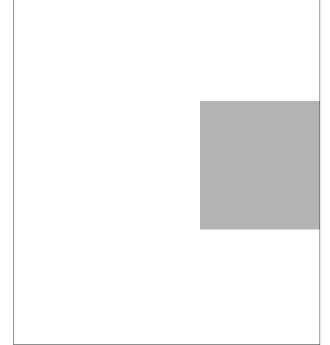
16,939

DIGITAL SUBSCRIBERS

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



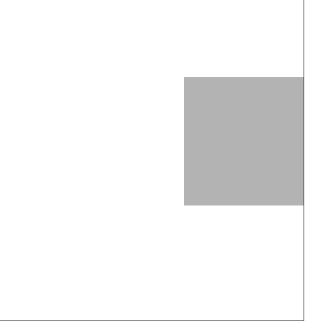


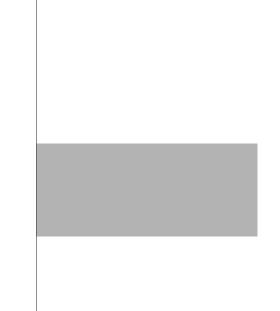


LARGE RECTANGLE AD APPEARS ON

LARGE RECTANGLE

600px x 500px





POP UNDER 1440px x 600px

POP UNDER AD APPEARS ON HOME

1440px x 600px

HERO BANNER

PLEASE NOTE: FOR ALL HERO BANNER PLACEMENTS, **DISPLAY ON MOBILE DEVICES.**

HERO BANNER AD APPEARS ON ALL PAGES.

Q BEVERLY HILLS COURIER =





Gina Bisingano 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



BEVERLY HILLS COURIER





TURE DIFFERENT FROM THE PAS

2021 WESTERN REGION VIRTUAL EVENT

FEATURE INTERVIEW - RINGO STARR - A Rare Conversation

Salon Owner Indicted on Seven Counts for Capitol



Schlessinger Elected Chairman of Jewish

Community Foundation of Los Angeles Board



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

On Saturday, Feb. 20, the Beverly Hills Education Association (BHEA) vot



Council Approves Open Air Dining Permit





Ryan Gohlich Named New Beverly Hills Director of Community Development

Hawthorne School Welcomes Holocaust

DESKTOP

AWARD-WINNING BEVERLY HILLS COURIER

The Beverly Hills Courier has won the following awards:

1st Place "Personality Profile-Newspapers under 50,000 in circulation"

L.A. Press Club's 2022 64th Annual California Journalism Awards, awarded to Courier Publisher Lisa Friedman Bloch for her piece "The Beverly Hills Idol. Lionel Richie"

2nd Place "News Feature-Newspapers under 50,000 in circulation"

L.A. Press Club's 2022 64th Annual California Journalism Awards, awarded to Samuel Braslow for "Beverly Hills Salon Owner Recounts Her Actions in D.C. Riot"

4th Place "Breaking News"

California News Publishers Association's 2020 California Journalism Awards, awarded to Samuel Braslow for "Rally Turns Violent as Extremist Groups Take Part"

1st Place "Breaking News"

California News Publishers Association's 2021 California Journalism Awards, awarded to Samuel Braslow for "Shooting at Il Pastaio"

4th Place "Investigative Reporting"

California News Publishers Association's 2021 California Journalism Awards, awarded to Samuel Braslow for "BHPD Task Force Accused of Widespread Racial Profiling"

4th Place "Protests and Racial Justice"

California News Publishers Association's 2020 California Journalism Awards, awarded to Samuel Braslow for "Embedded with the Beverly Hills Protestors: One Reporter's Story"

1st Place "Writing"

California News Publishers Association's 2021 California Journalism Awards, awarded to Samuel Braslow for "Community Rallies Around Children With Rare Disease"

5th Place "Coverage of Local Government"

California News Publishers Association's 2021 California Journalism Awards, awarded to Samuel Braslow for "Court Strikes Down Beverly Hills Ordinance"

4th Place "Business News"

California News Publishers Association's 2020 California Journalism Awards, awarded to Samuel Braslow for "With No End In Sight, Restaurants Flout COVID Restrictions"

3rd Place "News Photo"

California News Publishers Association's 2021 California Journalism Awards, awarded to Samuel Braslow for "Protestors Confronting Schoolchildren"

4th Place "News Photo"

California News Publishers Association's 2021 California Journalism Awards, awarded to Samuel Braslow for "Protestors and the BHPD"

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

⁶⁶ 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." *9

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. 99

CBS LA 01/19/2021

66 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

66 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. Bisignano told the newspaper she was unarmed and described her **RELATED CONTENT** role in the riot as a passive one, but she ended up being pepper McConnell: Capitol rioters were 'fed sprayed and experienced a panic attack. lies' and 'provoked by the president' "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. **FBI searched Huntington Beach** home of far-right extremist who Everything was burning, and I couldn't breathe," Bisignano said in previously claimed to have attended the Capitol riot Upon returning to California, Bisignano said people began Capitol riot: FBI investigates tip that commenting on her business's Yelp page with photos of her at the

"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.

woman took laptop from Pelosi's

office with intent to sell to Russia

"My life is over, I'm going to jail," she told the Courier. "I'm going to lose my son." 99

Los Angeles Magazine 01/19/2021

66 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

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

66 In an interview with the <u>Beverly Hills Courier</u>, 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." "99

AD SUBMISSION

PRINT SPECIFICATIONS

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

Offset Print method: 300dpi Minimum resolution:

CMYK with no spot colors Color:

K:100% (no cyan, magenta, yellow mix) Text:

Black backgrounds: C:30% M:30% Y:30% K:100% Halftones/line art: Furnished in 85 line screen

240% Total ink limit:

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

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