

Media Kit

2025



A TRUSTED SOURCE

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





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

63,000

AUDIENCE REACH

52

ISSUES PER YEAR

16,939

DIGITAL SUBSCRIBERS

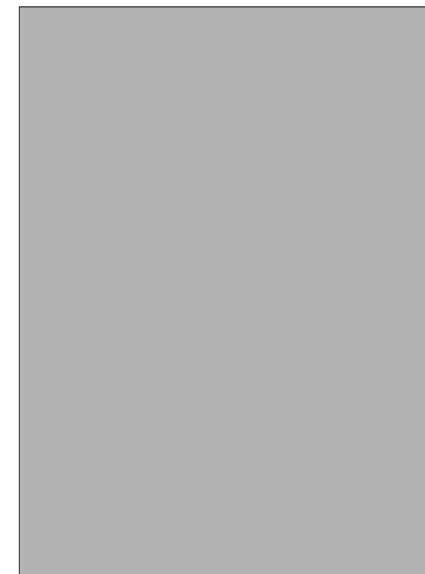
PLACEMENT (PER INSERTION)	RATE	RATE (5X)	RATE (13X)	RATE (26X)	RATE (52X)
FRONT PAGE STRIP	\$6,000	\$5,100	\$4,800	\$4,200	\$3,600
FULL PAGE	\$3,919	\$3,331	\$3,135	\$2,743	\$2,351
HALF PAGE	\$2,222	\$1,889	\$1,778	\$1,555	\$1,333
QUARTER PAGE	\$1,373	\$1,167	\$1,098	\$961	\$824
ADVERTORIAL/SPONSORED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

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

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



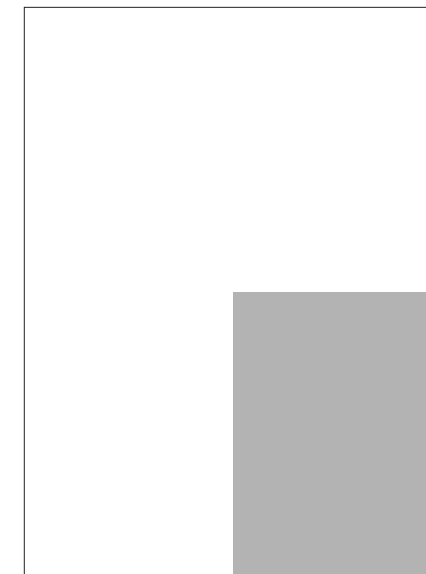
FRONT PAGE STRIP
10" W x 1.5"H



FULL PAGE
10" W x 14"H



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



QUARTER PAGE
5" W x 7" H

BEVERLY HILLS *COURIER*

VOL. LX NO. 47

NOVEMBER 22, 2024

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

BEVERLYHILLSCOURIER.COM

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THE WEATHER, BEVERLY HILLS CA

Friday	68° 50°
Saturday	60° 53°
Sunday	64° 50°
Monday	63° 53°
Tuesday	65° 54°
Wednesday	65° 51°
Thursday	62° 48°

'Rodeo Nights, Holiday Lights' Launches the Holiday Season

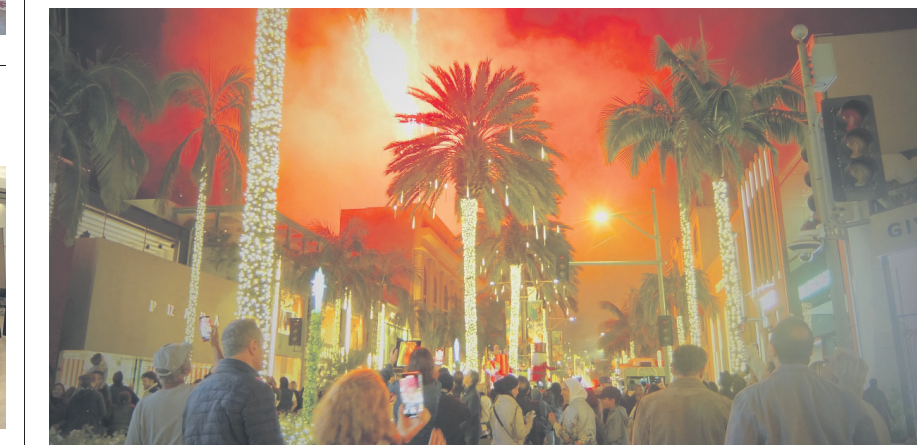


Photo by Darah Haimovitz

The fireworks finale lit up the sky above Rodeo Drive at the holiday lighting ceremony on Nov. 14.

BY SEAN BECKNER-CARMITCHEL

The Rodeo Drive Committee, in collaboration with the city of Beverly Hills, hosted the annual Rodeo Drive holiday lighting celebration on Nov. 14. According to the city, more than 9,000 people attended this

year's event, which serves as a kickoff to the holiday season. This year's theme was "Rodeo Nights, Holiday Lights," with highlights that included musical guests as well as candy cane street sweepers, stilt walkers and roller-skating performers. Food trucks dotted

See **RODEO DRIVE**, page 7

Russell Stuart Recovering From Injuries Sustained in Carjacking Incident

BY SEAN BECKNER-CARMITCHEL

Newly elected BHUSD Board Member Russell Stuart is set to be released from Cedars-Sinai Medical Center on Nov. 22, after being struck by a carjacked vehicle last week. The incident took place during the "Rodeo Nights, Holiday Lights" celebration on Nov. 14.

The Beverly Hills Police Department received a call shortly after 7 p.m. on Nov. reporting a carjacking of a BMW X3 on the 400 block of North Bedford Drive. They later received a second call of a vehicle-versus-pedestrian traffic incident. When officers arrived at the scene at Wilshire Boulevard and Camden Drive for their investigation, they determined that it was the stolen



Photo by Sean Beckner-Carmitchel

The carjacked vehicle crashed into a building on Wilshire Boulevard.

See **STUART**, page 5

New Rules Recommended for Short-Term Rentals

BY JULIANNA LOZADA

The Beverly Hills Planning Commission voted 3-2 at its Nov. 14 meeting to recommend that City Council adopt an ordinance that would impose new regulations on short-term rentals.

While a ban on short-term rentals has been in place in the city since 2014, the new ordinance essentially redefines minimum lease terms from six months to one year for single-family rentals and from 30 days to six months for multifamily rentals. The proposed ordinance would additionally outline a harsher fine to be issued for violations of short-term rental regulations to the maximum extent allowed under state law.

City staff developed these stricter regulations in response to concerns about housing availability, affordability, privacy, noise and safety. Since 2014, officials have documented 395 cases of short-term rental violations, with approximately one-third providing sufficient proof of a violation.

Short-term rentals are often facilitated by the use of third-party rental platforms such as Airbnb and Vrbo, which may provide

See **PLANNING COMMISSION**, page 9

Council Studies Traffic Calming Reports

BY SEAN BECKNER-CARMITCHEL

During its Nov. 19 Study Session, the City Council considered traffic calming issues regarding Clifton Way and Goldwater Canyon Drive. Jessie Holzer Carpenter, a transportation planner for Beverly Hills, reported results of a traffic-calming study on Clifton Way between Robertson and La Cienega boulevards. The study involved the placement of two traffic circles and four curb extensions along Clifton Way. The city then collected data on vehicle speeds as well as compliance with stop signs.

A community survey contained in the report indicated that traffic circles were

See **STUDY SESSION**, page 5



E-BLASTS

16,939
TOTAL SUBSCRIBERS

33%
OPEN RATE

98%
OPENED IN U.S.

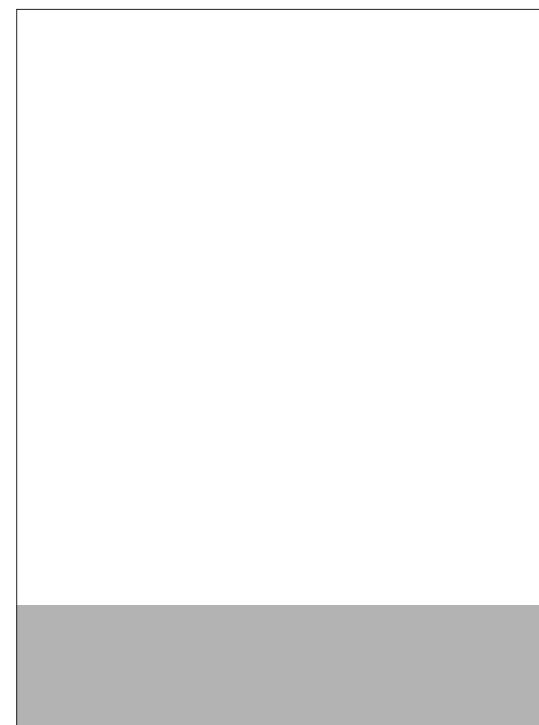
E-BLAST PRODUCTS ARE:

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

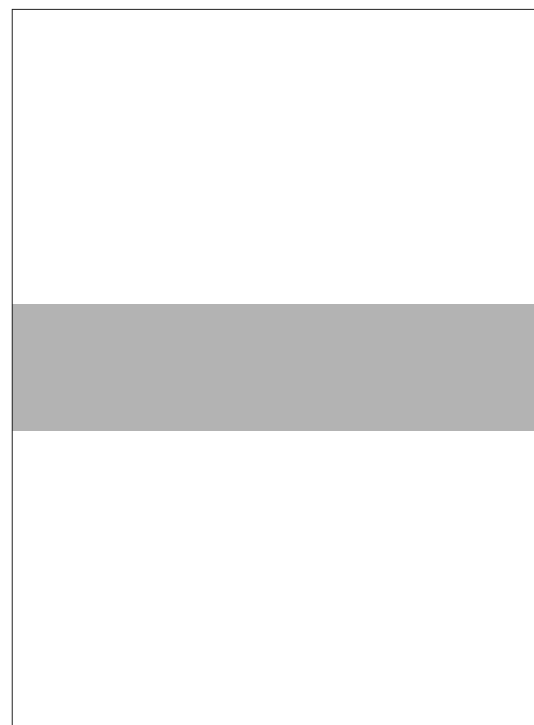
PLACEMENT	RATE
NEWS ALERT HEADER POSITION	\$1,000
NEWS ALERT STANDARD POSITION	\$500
NEWS ALERT FOOTER POSITION	\$350
COMING IN THE COURIER HEADER POSITION	\$550
COMING IN THE COURIER FOOTER POSITION	\$500



HEADER POSITION
1240px x 560px



FOOTER POSITION
1240px x 560px



STANDARD POSITION (NEWS ALERT)
1240px x 560px



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



ADVERTISEMENT



BEVERLY HILLS COURIER
BEVERLYHILLSCOURIER.COM | UNSUBSCRIBE

WEBSITE

3.7M

PAGE VIEWS / MONTH

1.1M

SESSIONS / MONTH

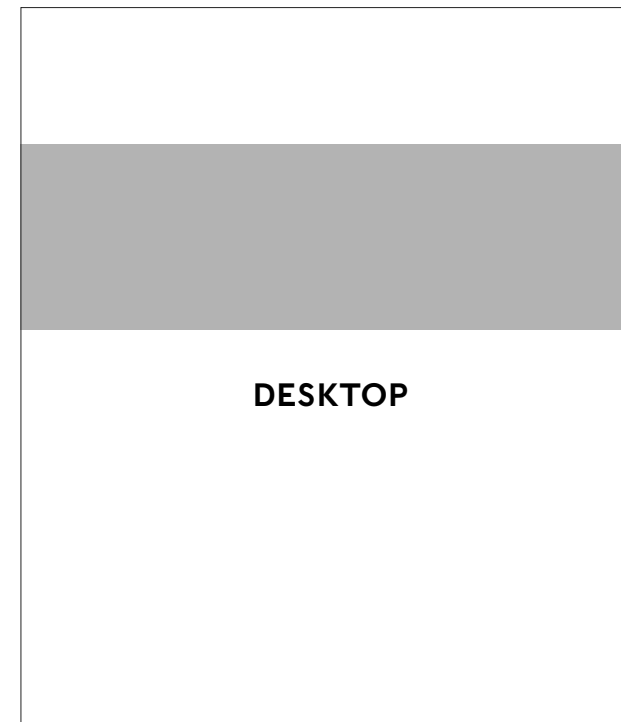
293K

UNIQUE VISITORS / MONTH

16,939

DIGITAL SUBSCRIBERS

PLACEMENT (PER WEEK)	RATE
HERO BANNER	\$600
RIGHT RECTANGLE	\$450
POP UNDER	\$500
ADVERTORIAL	\$5,000
VIDEO (POP UNDER)	\$600
TALL BANNER	\$550



DESKTOP

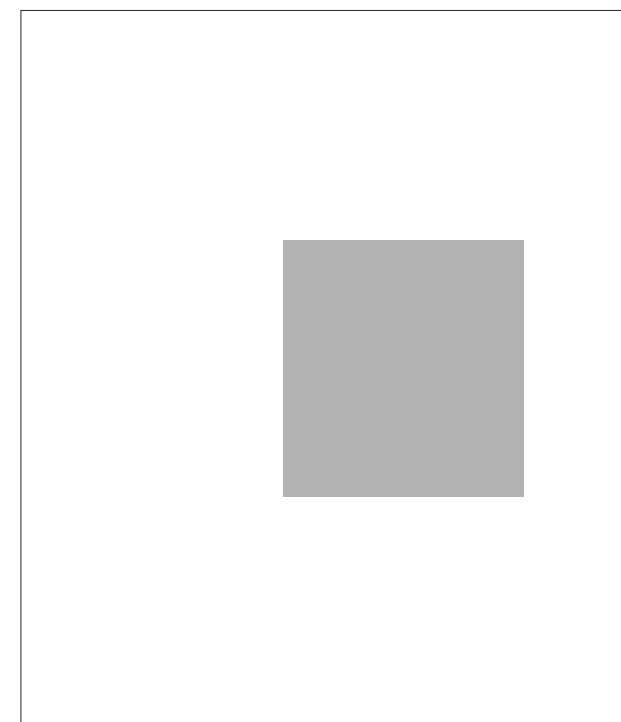


MOBILE



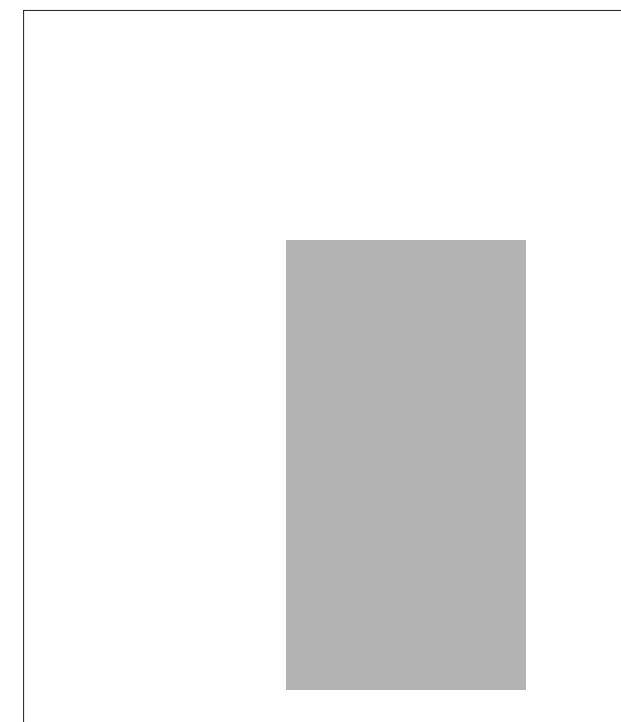
POP UNDER
1440px x 600px

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



RIGHT RECTANGLE
600px x 500px

RIGHT RECTANGLE AD APPEARS ON ALL PAGES.



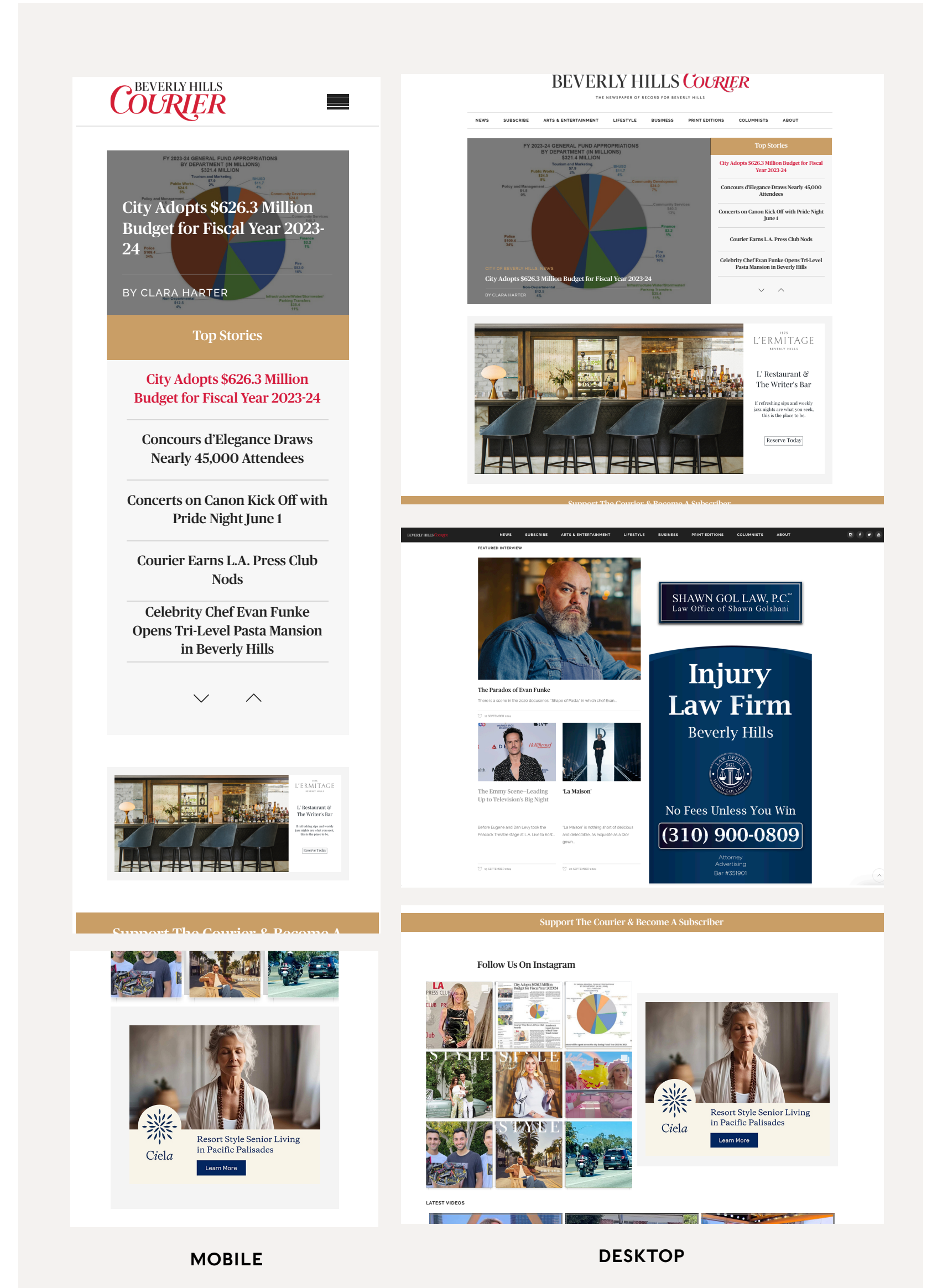
TALL BANNER
800px x 1600px

TALL BANNER APPEARS ON THE HOME PAGE

HERO BANNER AD APPEARS ON ALL PAGES.

FOR VIDEO ADS, PLEASE PROVIDE EITHER THE VIDEO FILE FOR THE AD OR A LINK TO THE VIDEO AD HOSTED ON A HOSTING SITE (YOUTUBE, VIMEO, ETC.) VIDEO ADS AUTOPLAY MUTED WHEN THE SITE LOADS

WEB ADS RUN MONDAY-SUNDAY - VIDEO AD MATERIAL IS DUE FRIDAY AT 12 P.M. PRIOR TO THE RUN.



MOBILE

DESKTOP

AWARD-WINNING BEVERLY HILLS COURIER

The Beverly Hills Courier has won the following awards in 2022-2024:

3rd Place

**“Personality Profile, Film Industry,
over 2,500 words, Print”**

L.A. Press Club’s 2024 17th Annual National Arts and Entertainment Journalism Awards, awarded to Courier Publisher Lisa Friedman Bloch for her piece “Eva Longoria Redefines Star Power”

3rd Place

**“Film Critic,
over 1,000 words”**

L.A. Press Club’s 2024 17th Annual National Arts and Entertainment Journalism Awards, awarded to Courier writer Neely Swanson

1st Place

**“Personality Profile,
Newspapers under 50,000 in circulation”**

L.A. Press Club’s 2024 66th Annual California Journalism Awards, awarded to Courier Publisher Lisa Friedman Bloch for her piece “Mike Amiri: Building a Modern Luxury House on His Own Terms”

3rd Place

**“Hard News,
Print”**

L.A. Press Club’s 2024 66th Annual California Journalism Awards, awarded to Courier Executive Editor Ana Figueroa for her piece “Hostage Families Tell Their Stories in Beverly Hills”

1st Place

**“Feature, Business/Government,
over 1,000 words, Magazines”**

L.A. Press Club’s 2023 65th Annual California Journalism Awards, awarded to Courier Publisher Lisa Friedman Bloch for her piece “Nicolas Bijan: The Prince of Beverly Hills”

3rd Place

**“Personality Profile,
Politics/ Business/Arts Personalities”**

L.A. Press Club’s 2023 65th Annual California Journalism Awards, awarded to Courier Publisher Lisa Friedman Bloch for her piece “ANASTASIA: Beverly Hills’ World-Famous Eyebrow Queen”

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”

1st Place

“Writing”

California News Publishers Association’s 2022 California Journalism Awards, awarded to Courier Executive Editor Ana Figueroa for her piece “The New Audrey Irmis Pavilion Illuminates Wilshire Boulevard Temple”

AWARD-WINNING BEVERLY HILLS COURIER

The Beverly Hills Courier has won the following awards 2020-2022:

2nd Place

“Enterprising Reporting”

California News Publishers Association’s 2022 California Journalism Awards, awarded to Courier Executive Editor Ana Figueroa for her piece “The New Audrey Irmas Pavilion Illuminates Wilshire Boulevard Temple”

2nd Place

“Land-Use Reporting”

California News Publishers Association’s 2022 California Journalism Awards, awarded to Matthew Blake for his piece “Path Cleared for \$1 Billion Cheval Blanc Ultra-Luxury Hotel”

1st Place

“Breaking News”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Shooting at Il Pastaio”

1st Place

“Writing”

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

3rd Place

“News Photo”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Protestors Confronting Schoolchildren”

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

“News Photo”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Protestors and the BHPD”

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”

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”

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



“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



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)

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