

TOLUCA LAKE

LIFE & STYLE

MAGAZINE



**CALL
FOR
RATES**

MEDIA KIT 2017-2018

TolucaLake.com



THE NEIGHBORHOOD

Toluca Lake Is Quintessential Los Angeles



THE MAGAZINE

Toluca Lake Magazine showcases the people, places, events and **unique character**

of Toluca Lake and its environs. From **local traditions** and **hidden gems** to neighborhood news and the latest trends, *Toluca Lake* highlights local style, dining, nightlife, shopping, homes, gardens, history, recreation, entertainment, personalities and more — serving as the **definitive resource**

for both **visitors** and **residents** of this sophisticated, creative community.

CREATIVE

Located in the world's media capital, home to artists and visionaries

ICONIC

Evoking vintage glamour with its architecture, charming homes and lush landscaping

LIVING HISTORY

Honoring its innovative past and rich traditions while continuing to evolve

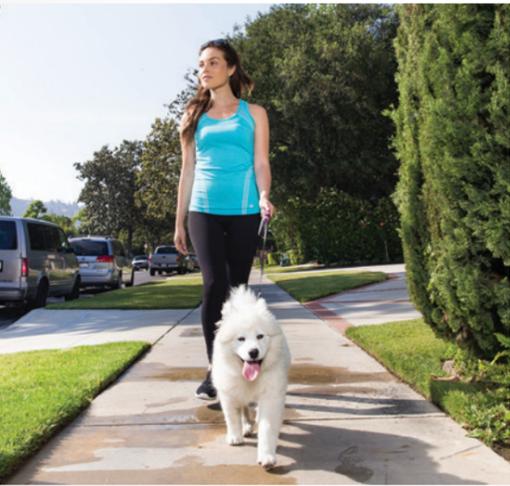
LUXURY

Offering the best of the Southern California lifestyle

HEALTHY LIVING

Focused on fitness, well-being and family

TO ADVERTISE PLEASE CALL (818) 558-1010



Resident Demographics

FEMALE	49.8%
MALE	50.2%
MARRIED	24%
AVERAGE HH NET WORTH	\$799,810
AVERAGE HHI	\$88,215
OWN HOME	55%
MEDIAN HOME VALUE	\$851,900

Home Data

Tucked into a verdant pocket of the San Fernando Valley, Toluca Lake and its surrounding areas offer the best of the urban lifestyle while retaining their roots as some of L.A.'s most desirable and livable neighborhoods.

From its legacy as the home of Hollywood royalty and recording artists, to its eclectic blend of shops and lively dining scene, to institutions like Friday's classic car show at Bob's, Toluca Lake is a true community of longstanding residents and businesses mixing it up with fresh ideas and emerging trends.



Toluca Lake's median home value is \$851,900, with many iconic estates in the multimillion-dollar range.

\$851,900
MEDIAN HOME VALUE

\$500,000+
AVERAGE HOME EQUITY

55%
OF RESIDENTS OWN HOMES

LENGTH OF RESIDENCE (YRS)

1-4	38%
5-9	23%
10-14	10%
15-19	9%
20-29	13%
30-39	5%
40+	2%

AVERAGE RESIDENCE
11 years



AGE/PERCENTAGE

18-24	5.1%
25-29	8.5%
30-34	10.75%
35-39	9.25%
40-44	8.2%
45-49	10.85%
50-54	9.3%
55-59	9.1%
60-64	8.3%
65+	20.6%

Source: InfoUSA, Trulia, Zillow, May 2017

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OUR NEIGHBORS

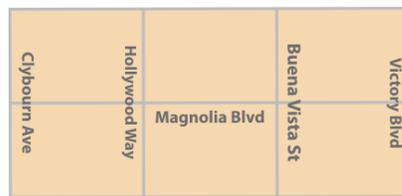
Toluca Lake is truly in the heart of it all — surrounded by an array of popular commercial and retail districts, each with a style all its own. Our regular coverage of these nearby shopping, dining and sightseeing opportunities invites readers to explore the exciting destinations that lie just minutes away.

NOHO ARTS DISTRICT



This thriving cultural enclave boasts more than 20 live theatres, dance studios, galleries, music recording venues, and acting and art workshops, as well as the Television Academy. Visitors drawn by the lively events stay for the dining, nightlife and shopping.

MAGNOLIA PARK



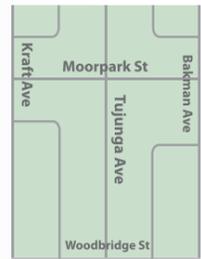
Toluca Lake's neighbor to the northeast blends a small-town feel with retro-hip flair. Known for its vintage, resale, collectible and antique stores, this pedestrian- and bike-friendly area boasts tasty eateries and cool events.

BURBANK MEDIA DISTRICT



Home to world-famous TV and movie studios — including the Walt Disney Company, Warner Bros. Studios and ABC Television — the area on Toluca Lake's eastern edge is an international tourism destination as well as a major business hub full of executive offices, hotels and restaurants.

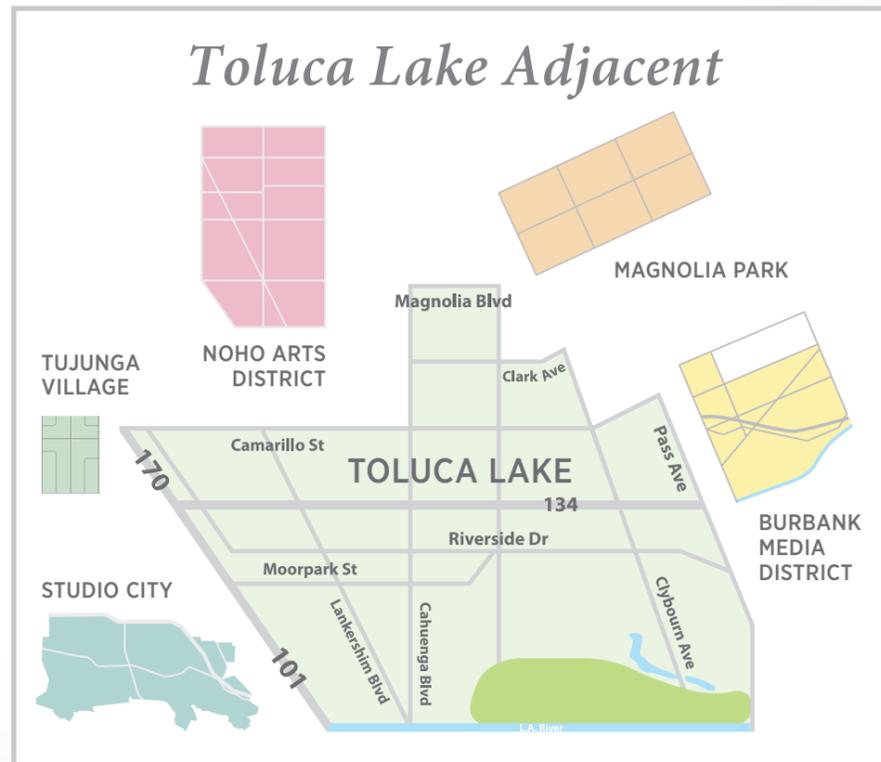
TUJUNGA VILLAGE



This strollable stretch of mom-and-pop shops and cafes to the west is where old-fashioned charm meets gourmet sophistication.

STUDIO CITY

The historic heart of the early movie industry, this hub of the San Fernando Valley and gateway to the Westside and Hollywood attracts actors, musicians and writers. Traversed by Ventura Boulevard, the world's longest avenue of contiguous businesses, the area offers a huge variety of stores, restaurants and entertainment.



DISTRIBUTION MODEL

Print

6,500

DISTRIBUTION

22,750

PASS-ALONG READERS



80% DIRECT RESIDENTIAL MAIL

Copies are direct-mailed to every resident of Toluca Lake, Toluca Woods, Toluca Terrace and West Toluca Lake.

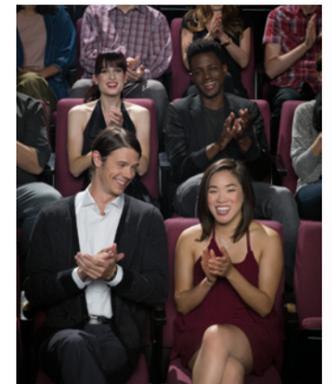


15% CONTROLLED COMMERCIAL

The magazine is strategically distributed inside businesses throughout Toluca Lake Village, Magnolia Park and Tujunga Village.

5% EVENT DISTRIBUTION

Toluca Lake Magazine is available to attendees at local community events throughout the year.



Digital

WEBSITE

TolucaLake.com not only presents a digital edition of the magazine, but is also the top online resource for anyone seeking information about the area — from residents to commuters to tourists. Providing business directories, dining guides and more, the website serves as a portal for exploring Toluca Lake and its surrounding neighborhoods.

SOCIAL MEDIA

In addition to sharing *Toluca Lake Magazine's* articles and photography with a wider audience, our social media channels foster reader and community engagement. We'll get people talking about Toluca Lake by encouraging them to express what they love about the area and learn more about its hidden treasures.

Our integrated "**We ♥ Toluca Lake**" campaign will invite locals and visitors to post about their favorite neighborhood features and new finds, and some of these picks will be included in each print issue.



Toluca Lake Magazine



@tolucalakemag



@tolucalakemagazine

FARM FRESH FAIR

KICKING OFF SPRING IN GREAT TASTE



On April 2, over 1,000 attendees mingled with area businesses and community organizations in the heart of Toluca Village for the **Sixth Annual Earth Day Festival** and **Taste of Toluca**. The event showcased the best that L.A. living has to offer, celebrating delicious food, family fun and a green lifestyle on a typically gorgeous SoCal Sunday.

CONSERVATION CONSCIOUSNESS

Held in conjunction with the weekly farmer's market, the festival's colorful background of seasonal produce set the stage for the Earth Day theme. Featured speaker **Ed Begley Jr.** discussed environmental stewardship as the responsibility of all and received an award for his continued activism. An eco-friendly fashion show by local designers **Armen Tulano** and **Sita Couture** proved that stylish apparel can also be sustainable. Representatives from the **Theodore Payne Foundation** were on hand to help residents understand



the beauty of California's native plants and how they can be artfully utilized for drought-tolerant gardens, while the **Toluca Lake Garden Club** shared their expertise on beautifying neighborhood spaces. Representing the animal kingdom were rescue critters from the **Gentle Barn** and the **Best Friends Animal Society** adoption mobile. (Many local



pets were also in attendance, enjoying the sights, scents and snacks.)

MOVEABLE FEAST

Over 20 area restaurants provided delicious samples for the crowd, including **Sweetsalt**, **Café Magazzino**, **Rita's Italian Ice**, **Rawkin' Juice**, **Coffee Bean & Tea Leaf**, **Patys Restaurant**,

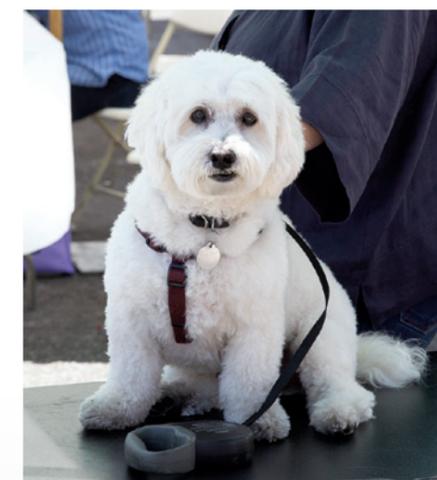
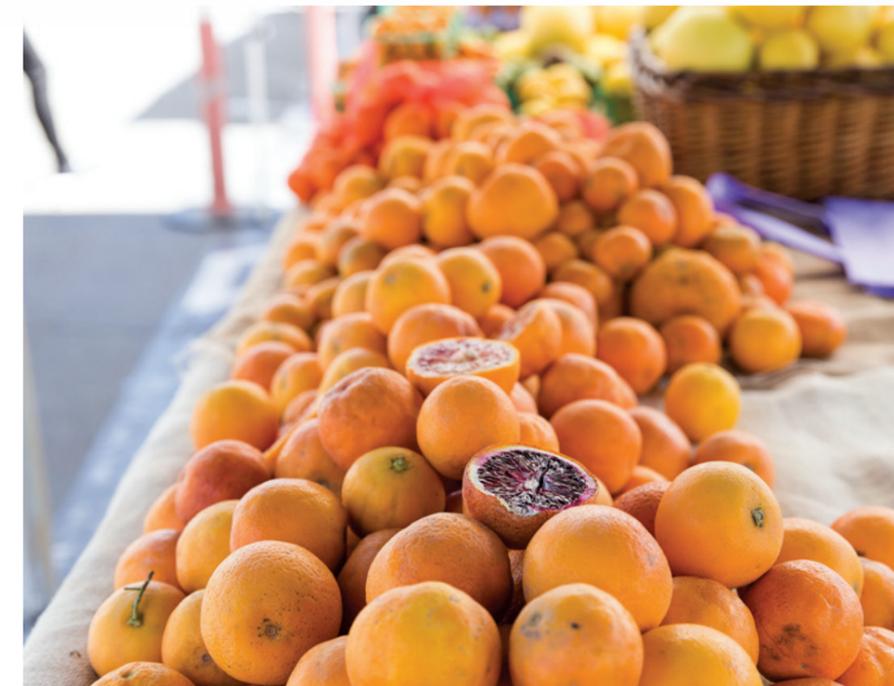


Prosecco Trattoria, **Honeybaked Ham**, **Sushi Yuzu**, **Ma's Italian Kitchen**, **Rumbundticious Cakes** and many more. Meanwhile, tables loaded with bright citrus, leafy greens and fresh eggs invited attendees to fill their reusable bags with market purchases to prepare their own healthy gourmet meals at home.

CROWD PLEASERS

There was no shortage of entertainment, with talented youth from the **School of Rock** exhibiting their musical chops, lots of games and activities for the kids, a recycled art contest, wares from local artisans, and free giveaways for great prizes. Also on display was local teen Kai Esterhammer's vintage electric car, which he has refurbished with solar power.

Sponsored by the **Greater Toluca Lake Neighborhood Council**, Councilmember **David Ryu**, **EnrichLA** and **NBC Universal**, this signature spring event was another tremendous success — connecting the community and showing, once again, what makes Toluca Lake such a special place. 🌱



TASTE OF TOLUCA PARTICIPANTS

- Café Magazzino
- Coffee Bean & Tea Leaf
- Honeybaked Ham
- Ma's Italian Kitchen
- Patys Restaurant
- Prosecco Trattoria
- Rawkin' Juice
- Rita's Italian Ice
- Rumbundticious Cakes
- Sushi Yuzu
- Sweetsalt
- And many more



CALL FOR RATES

ADVERTISING SPECS

FILE SUBMISSION

Artwork file(s) or any questions regarding specifications can be emailed to the production department at ads@tolucalake.com. If your file is over 10MB, please contact us and FTP details will be provided.

SPECIFICATIONS

Acceptable file formats: PDF (strongly preferred), EPS or high-resolution JPGs. PDF files exported as X-1a with capability of Acrobat 6 or higher preferred. All files must be a minimum of 300 dpi.

Adobe Acrobat PDF files: Must be high-resolution, print-optimized. Embed all fonts and placed images in PDF.

Adobe Illustrator files: Illustrator files must be saved in EPS format with all fonts outlined.

General file creation information: Do not embed EPS files in other EPS files. All files must be CMYK or grayscale; do not use RGB.

Please set your trapping and overprinting accordingly.

Artwork Specifications

AD SIZE	DIMENSIONS (w x h)	with BLEED	TRIM
Full page	9" x 11"	9.25" x 11.25"	9" x 11"
2/3 page	4.95" x 9.5"	5.82" x 11.25"	5.7" x 11"
1/2 page (vertical)	3.65" x 9.5"	4.5" x 11.25"	4.42" x 11"
1/2 page (horizontal)	7.5" x 4.75"	9.25" x 5.75"	9" x 5.5"
1/4 page	3.65" x 4.75"	N/A	N/A

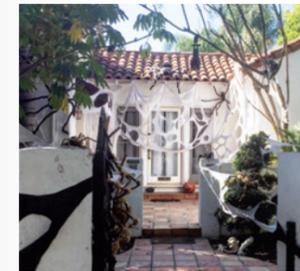
Magazine trim size is 9" x 11". Live area is .75" from the trim, especially from left and right sides. 1/2 page horizontal bleed on 3 sides: bottom, right and left; 1/2 page vertical and 2/3 page bleed on all sides so that ad can be adjusted to place on a right or left page.

WE CAN CREATE YOUR AD

Please contact our office for a price quote. See **back cover** for a complete list of our services.

EDITORIAL CALENDAR

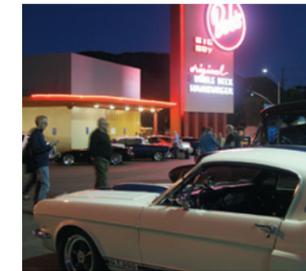
DINING • LIFE & STYLE • ENTERTAINMENT • HISTORY
HEALTH & WELLNESS • HOME & GARDEN • AND MORE!



JANUARY/ FEBRUARY 2018

The Love Issue HEALTH & WELLNESS

Valentine's dining and date night spots; exercise and nutrition resources for the new year; favorite Toluca Lake pets; local animal care services, training and supplies



MAY/JUNE 2018

The Summer Fun Issue TRAVEL & ENTERTAINMENT

Summer activity guide — tours, attractions and entertainment; weekend excursions; local music scene; vintage car show; best burgers in Toluca Lake; beauty services and care



ADVERTISING DEADLINES

ISSUE
Ad Close; Ad Materials Due

**SEPTEMBER/
OCTOBER 2017**
8/16/2017; 8/23/2017

**NOVEMBER/
DECEMBER 2017**
10/2/2017; 10/10/2017

**JANUARY/
FEBRUARY 2018**
11/27/2017; 12/4/2017

MARCH/APRIL 2018
1/31/2018; 2/7/2018

MAY/JUNE 2018
4/2/2018; 4/9/2018

JULY/AUGUST 2018
5/31/2018; 6/7/2018

SEPTEMBER/ OCTOBER 2017

We ♥ Toluca Lake

Toluca Lake history; area walking tour; tips from local gardeners; neighborhood Halloween traditions



MARCH/ APRIL 2018

The Green Issue HOME IMPROVEMENT

Eco-friendly improvements for the home and garden; spring cleaning and organizing; Toluca Lake and environs farm-to-table restaurants and farmer's markets; best juice bars



NOVEMBER/ DECEMBER 2017

The Holiday Issue FASHION & STYLE

Shopping and gift guide for Toluca Lake and surrounding neighborhoods; festive seasonal displays and events; entertaining and baking



JULY/ AUGUST 2018

The Outdoor Living Issue PRIDE OF OWNERSHIP

Drought-tolerant gardens; al fresco dining options and picnic spreads; outdoor fitness programs; summer fashion and style

If you have any questions or would like to place an ad in *Toluca Lake Magazine*:

Call (818) 558-1010 or visit TolucaLake.com

Editorial calendar is subject to change without notice.

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TOLUCA LAKE

MAGAZINE

Marketing Services

PRINT + DIGITAL + SOCIAL MEDIA + EVENTS

YOUR FRIENDLY NEIGHBORHOOD CREATIVE AD AGENCY

Toluca Lake has served as our company's home base for more than 25 years. We are proud to be a **part of the community**, and passionate about sharing the best it has to offer.

We have decades of experience in **marketing communications** and want to put our **expertise** to work in helping you strategically **promote your business**. We can create any materials you need to reach your audience and develop an integrated campaign across multiple platforms.

MARKETING COMMUNICATIONS

- » Print and digital ad design
- » Magazines and newsletters
- » Brochures, flyers and direct mail
- » Copywriting, editing and proofreading

WEB DEVELOPMENT

- » Mobile/responsive website design
- » E-commerce
- » Website hosting and maintenance
- » Social media marketing and campaigns

EVENT MANAGEMENT

- » Planning and promotion
- » Project management and logistics
- » Registration and guest management
- » Event day coordination, staffing and entertainment



Trade News International, Inc.

Tel. (818) 558-1010 | Fax (818) 848-1306 | TolucaLake.com

Toluca Lake Magazine

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