

# TOLUCA LAKE

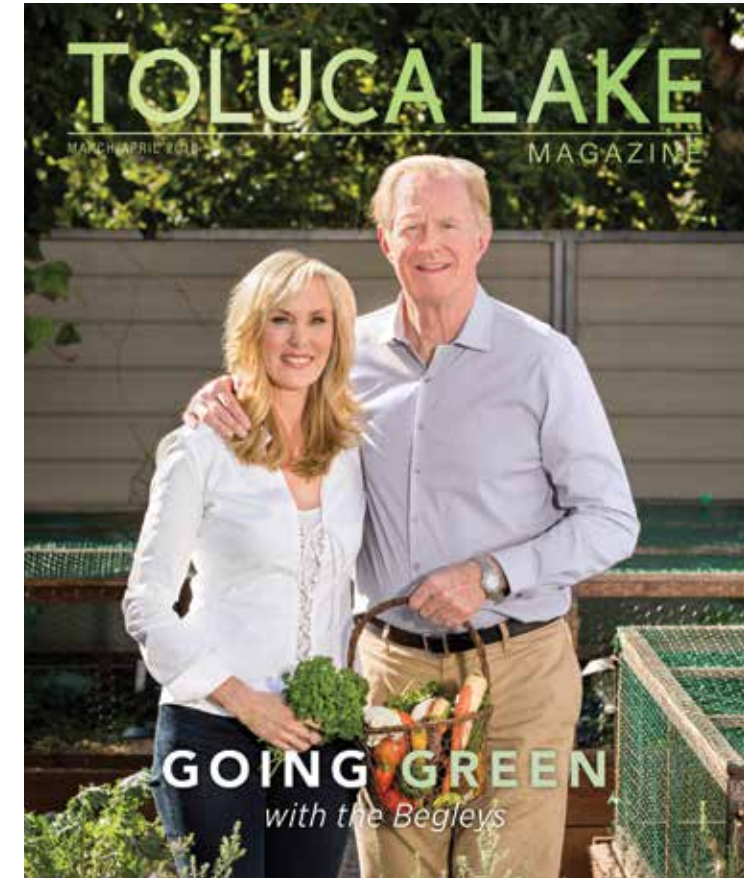
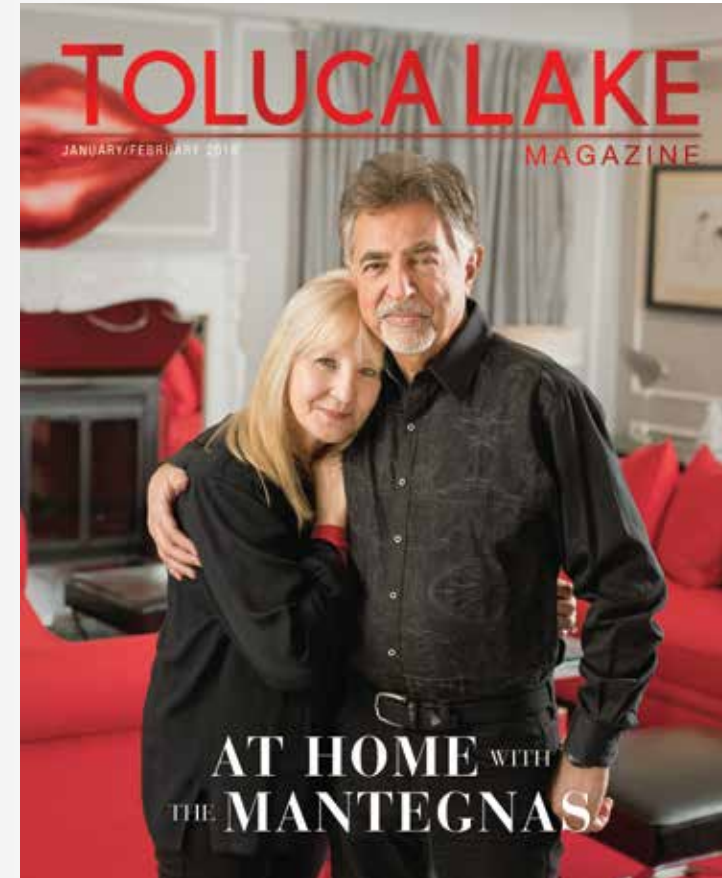
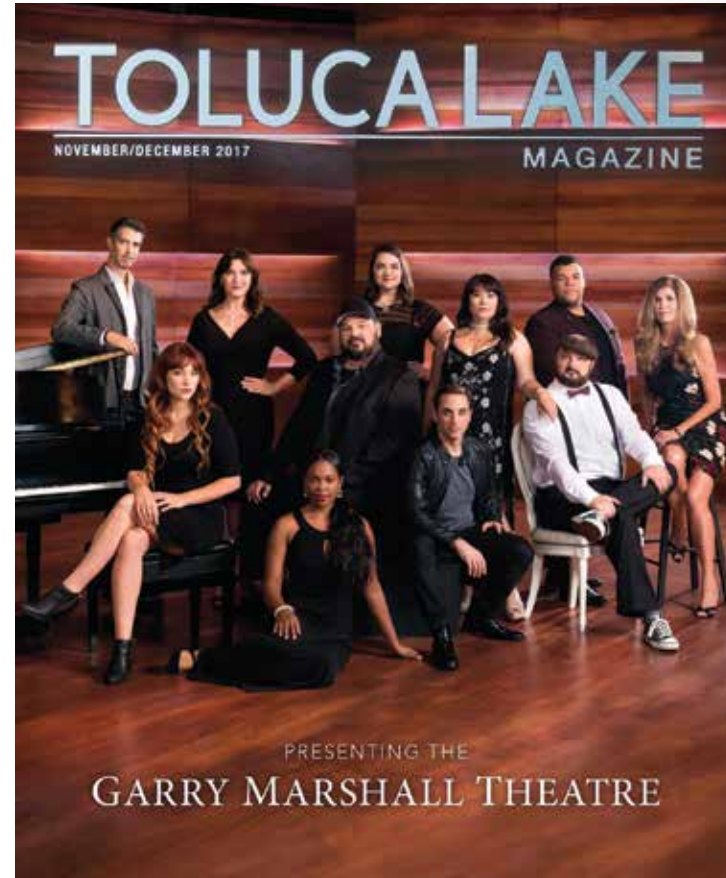
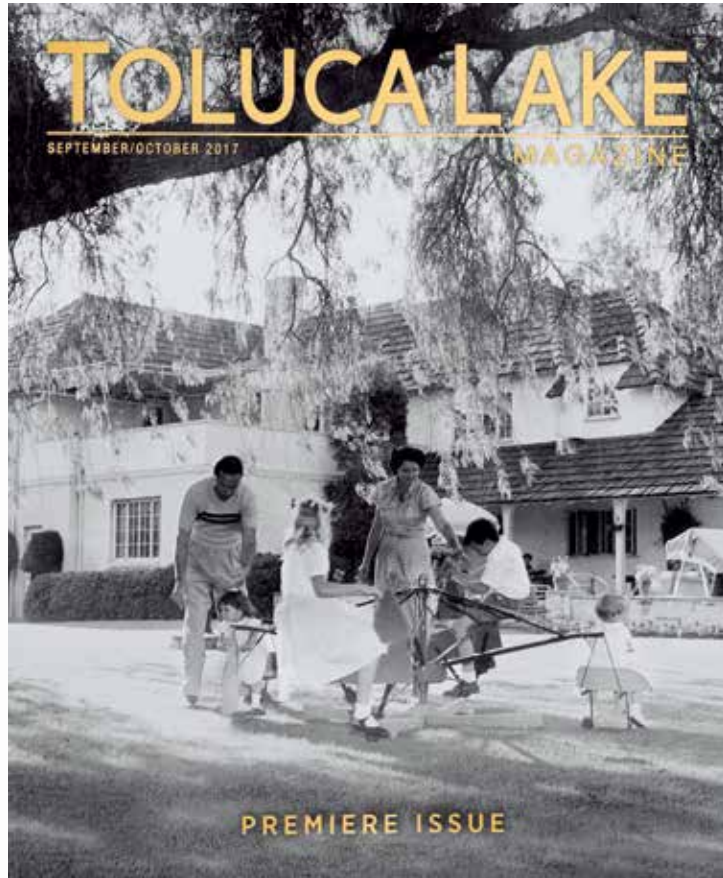
LIFE & STYLE

MAGAZINE



## MEDIA KIT 2018-2019

[TolucaLake.com](http://TolucaLake.com)



## THE MAGAZINE

*Toluca Lake Magazine* showcases the people, places, events and **unique character** of Toluca Lake and its surrounding areas, from local traditions and hidden gems to neighborhood news and the latest trends. With print issues published six times a year, plus regular web and social media updates, *Toluca Lake* serves as the **definitive resource** for both **visitors** and **residents** of this sophisticated, vibrant and close-knit community.

DINING • FASHION & STYLE • NIGHTLIFE  
ENTERTAINMENT • SHOPPING • HISTORY  
HEALTH & WELLNESS • HOME & GARDEN • PETS  
EVENTS • PERSONALITIES • AND MORE!

# THE NEIGHBORHOOD



*Toluca Lake Is  
Quintessential  
Los Angeles*



## LIVING HISTORY

Honoring its innovative past and rich traditions while continuing to evolve



## ICONIC

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



## LUXURY

Offering the best of the Southern California lifestyle



## CREATIVE

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



## HEALTHY LIVING

Focused on fitness, well-being and family



## 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.



**\$851,900**  
MEDIAN HOME VALUE

**\$500,000+**  
AVERAGE HOME EQUITY

**55%**  
OF RESIDENTS OWN HOMES

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

### 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**

Source: InfoUSA, Trulia, Zillow, May 2017

## 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



### 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

# NEARBY NEIGHBORHOODS

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 live theatres, dance studios, galleries, music venues, and acting 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, the area also 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 center.

## TUJUNGA VILLAGE

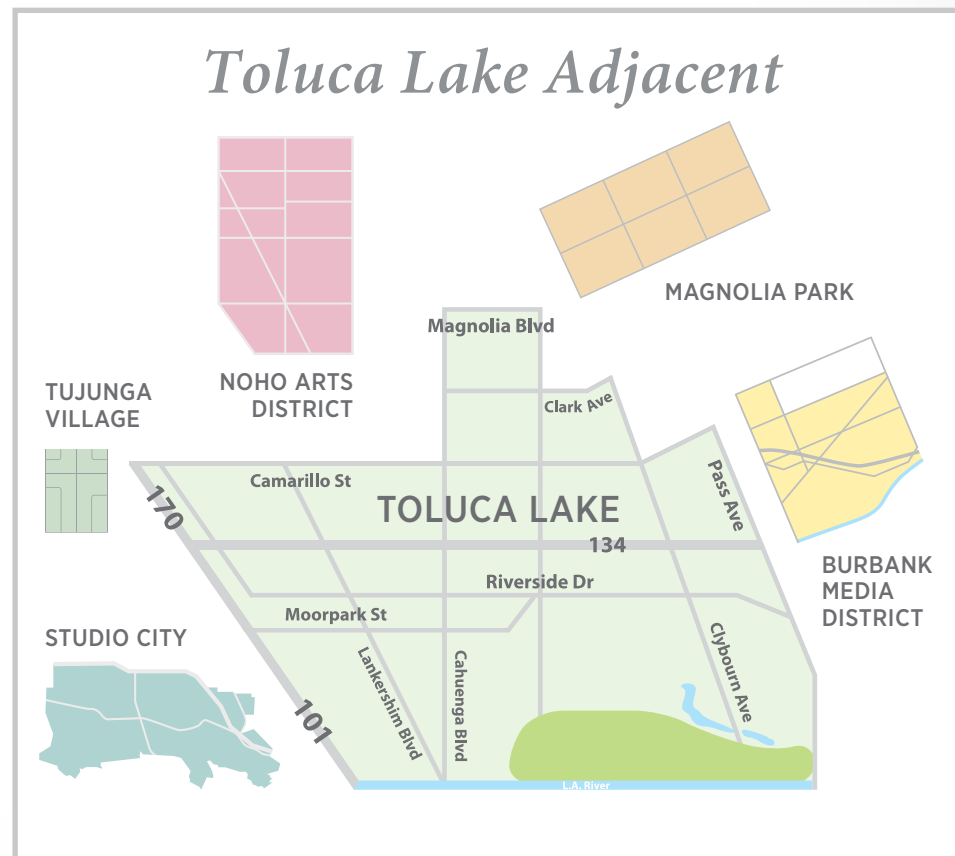


This strollable stretch of mom-and-pop shops and cafes to the west is where old-fashioned charm meets gourmet sophistication.

## STUDIO CITY



The historic heart of the early movie industry, this hub of the San Fernando Valley and gateway to the Westside and Hollywood is traversed by Ventura Boulevard, the world's longest avenue of contiguous businesses.



# TOLUCA LAKE MAGAZINE



## DISTRIBUTION

*Print*

**7,000**  
DISTRIBUTION

**24,500**  
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.



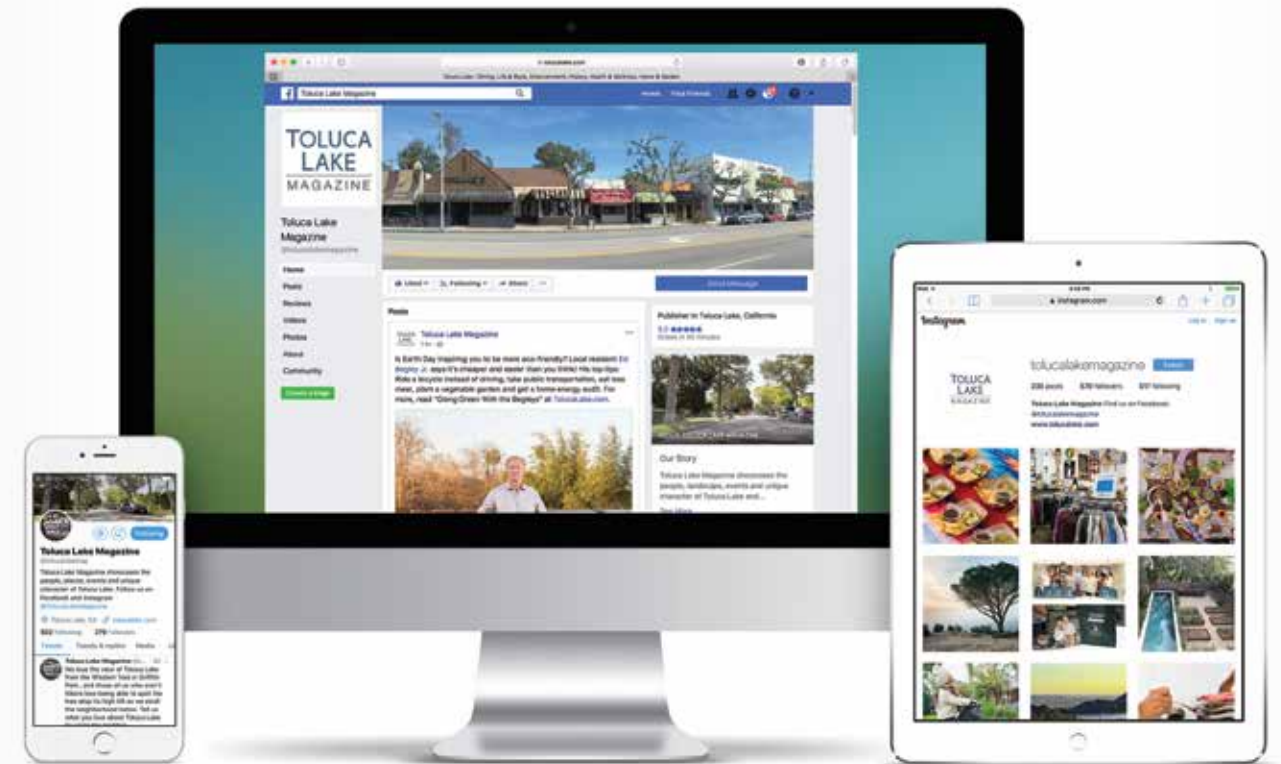
**5% EVENT  
DISTRIBUTION**

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

**TO ADVERTISE PLEASE CALL (818) 558-1010**

Our website is not only the magazine's digital home, but also the top online resource for anyone seeking information about the area — from residents to commuters to tourists — and a portal for exploring Toluca Lake and its surrounding neighborhoods.

## SOCIAL MEDIA



With multiple posts per day across a variety of platforms and a continuously growing reach, our social media strategy:

- + Shares *Toluca Lake Magazine* and [TolucaLake.com](http://TolucaLake.com) articles and photography with a wider audience
- + Updates followers on breaking news, neighborhood happenings and upcoming events
- + Connects us with local businesses and organizations
- + Fosters reader and community engagement
- + Gets 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 invites locals and visitors to post about their favorite neighborhood features and new finds, some of which are included in each print issue.



Toluca Lake Magazine



@tolucalake



@tolucalake



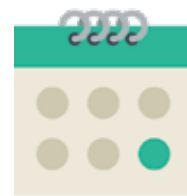
### ONLINE MAGAZINE

Articles from the print edition are posted on the website, enhanced with bonus content and photos. Digital editions of every issue are also available.



### EXCLUSIVE WEB CONTENT

Additional stories are developed for the website throughout the year in all of our subject areas.



### EVENT CALENDAR

Between issues, readers can stay up to date on things to do in the area with our thorough list of upcoming community events.



### BUSINESS DIRECTORY

Our comprehensive listing of local businesses is organized by both type and neighborhood to help visitors find the resources they're looking for.



## Continuous Coverage

Toluca Lake Magazine regularly features:

- + Neighborhood news and events
- + Profiles of community members
- + Pets of Toluca
- + Local history
- + Food and drink
- + Recreation and entertainment
- + Area homes and gardens
- + Shopping and style
- + Health and fitness
- + Regional travel destinations

## Seasonal Focus

In addition, each issue spotlights a different content theme:

### JULY/AUGUST 2018

#### Outdoor Living

Drought-tolerant gardens, al fresco dining and picnics, outdoor exercise, summer fashion

### SEPTEMBER/OCTOBER 2018

#### History

Bygone places, famous past residents, vintage glamour

### NOVEMBER/DECEMBER 2018

#### Holiday Spirit

Local gift guide, entertaining and celebrations

### JANUARY/FEBRUARY 2019

#### Health & Wellness

Fitness, self-care, diet and nutrition, Valentine's Day shopping and dining

### MARCH/APRIL 2019

#### Kids & Family

Events, activities, summer camps and programs, education

### MAY/JUNE 2019

#### Home Improvement

Renovations, interior decorating, gardening, art and design

### JULY/AUGUST 2019

#### Travel & Entertainment

Nightlife, theater, local music scene, weekend getaways and day trips

### SEPTEMBER/OCTOBER 2019

#### History

Bygone places, famous past residents, vintage glamour

### NOVEMBER/DECEMBER 2019

#### Holiday Spirit

Local gift guide, entertaining and celebrations

## ADVERTISING DEADLINES

### ISSUE

Ad Close; Ad Materials Due

### MARCH/APRIL 2019

1/31/2019; 2/7/2019

### JULY/AUGUST 2018

6/6/2018; 6/13/2018

### MAY/JUNE 2019

4/8/2019; 4/15/2019

### SEPTEMBER/ OCTOBER 2018

8/9/2018; 8/16/2018

### JULY/AUGUST 2019

6/5/2019; 6/12/2019

### NOVEMBER/ DECEMBER 2018

10/11/2018; 10/18/2018

### SEPTEMBER/ OCTOBER 2019

8/7/2019; 8/14/2019

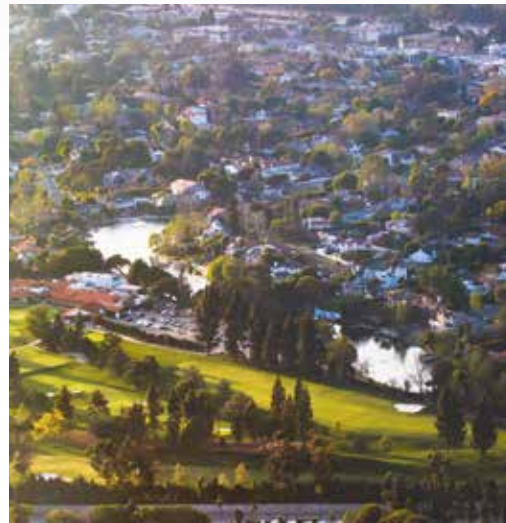
### JANUARY/ FEBRUARY 2019

12/4/2018; 12/11/2018

### NOVEMBER/ DECEMBER 2019

10/4/2019; 10/11/2019

Editorial calendar is subject to change without notice.



# TOLUCA LAKE

MAGAZINE

## Marketing Services

### ADVERTISING SPECS



### PRINT + DIGITAL + SOCIAL MEDIA + EVENTS

#### FILE SUBMISSION

Artwork file(s) or any questions regarding specifications can be emailed to the production department at [ads@tolucalake.com](mailto: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.**

#### 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.

### 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 **opposite page** for a complete list of our services.

#### MARKETING COMMUNICATIONS

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

#### 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

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

**Call (818) 558-1010 or visit [TolucaLake.com](http://TolucaLake.com)**





**Tel. (818) 558-1010 | Fax (818) 848-1306 | [TolucaLake.com](http://TolucaLake.com)**

*Toluca Lake Magazine*  
A division of Trade News International, Inc.