

TOLUCA LAKE

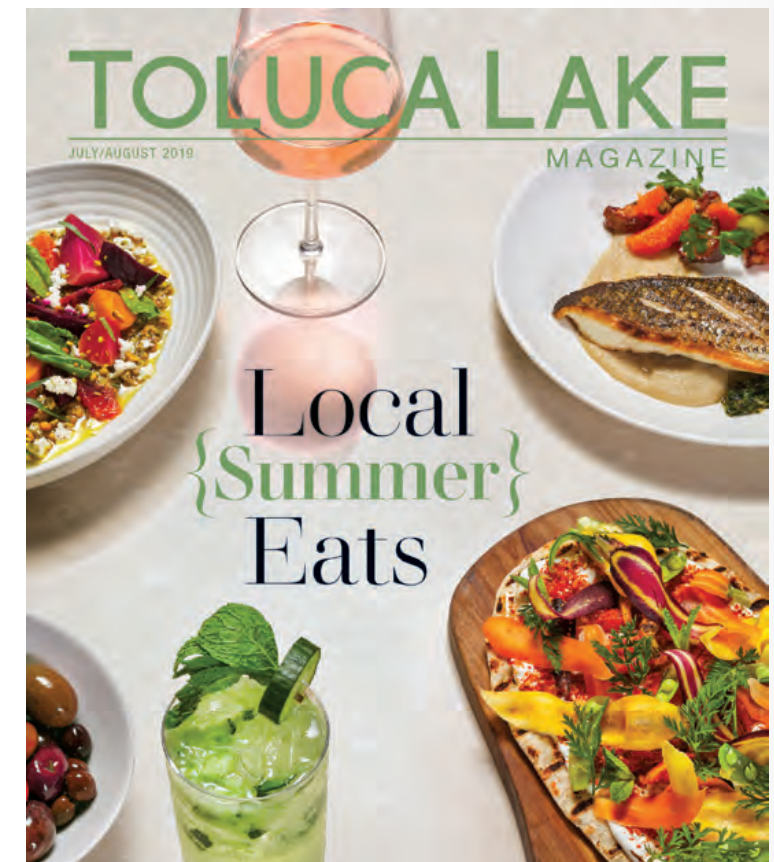
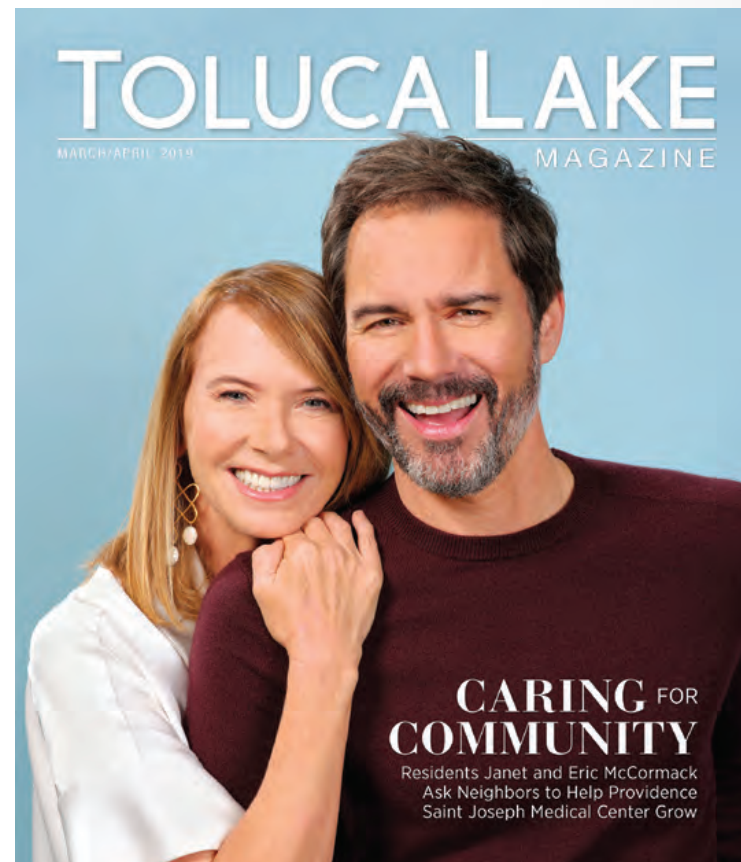
LIFE & STYLE

MAGAZINE



MEDIA KIT 2020

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!



*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



CREATIVE

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



LUXURY

Offering the best of the Southern California lifestyle



HEALTHY LIVING

Focused on fitness, well-being and family

READERSHIP PROFILE

TOLUCA LAKE MAGAZINE



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.

Whether you want to get a taste of country living at the tranquil Riverside Rancho equestrian community, explore the lively dining and shopping scene on Studio City's bustling Ventura Boulevard or experience the longstanding community traditions, rich history and small-town feel that Toluca Lake is renowned for, these hidden gems offer locals and out-of-towners alike diverse experiences and some of the most exciting, innovative restaurants and businesses in the city.

Toluca Lake Magazine Demographics



Residential Readership Breakdown

- 2,700 homeowners in Toluca Lake
- 2,000 homeowners with household income above \$100,000 per year in Studio City (south of the Boulevard)
- 800 homeowners with household income above \$100,000 per year in Riverside Rancho
- 800 households who are members of the Toluca Lake Tennis & Fitness Club

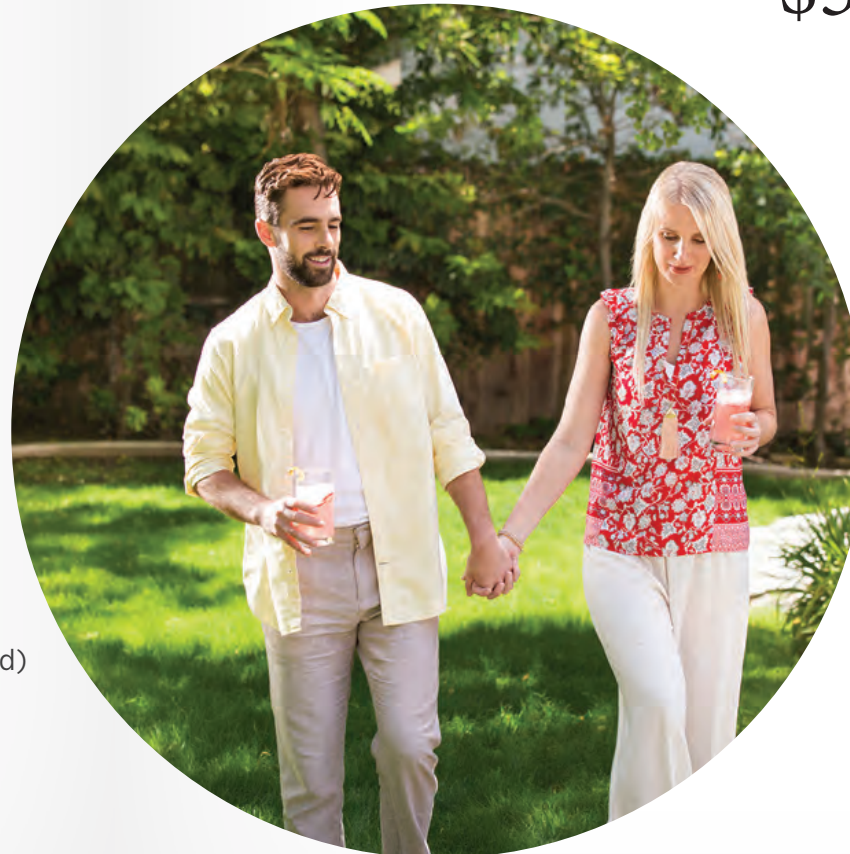
Toluca Lake

Male — **50.2%**
Female — **49.8%**

AVERAGE INCOME

TOP 5%
\$408,000
PER YEAR

TOP 20%
\$235,000
PER YEAR



Studio City

Male — **49.6%**
Female — **50.4%**

AVERAGE INCOME

TOP 5%
\$563,000
PER YEAR

TOP 20%
\$339,000
PER YEAR



Riverside Rancho

Male — **43.9%**
Female — **56.1%**

AVERAGE INCOME

TOP 5%
\$270,000
PER YEAR

TOP 20%
\$170,000
PER YEAR



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

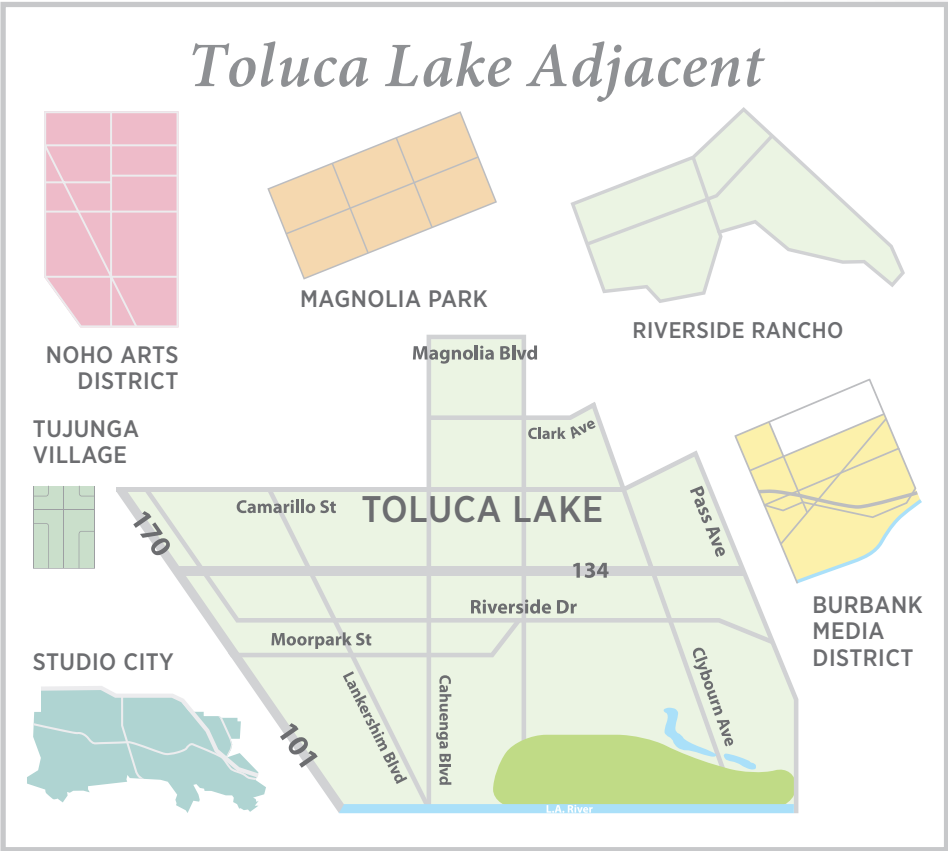


This strollable stretch of mom-and-pop shops and cafes to the west is where old-fashioned charm meets gourmet sophistication.

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.



DISTRIBUTION



7,000

DISTRIBUTION

24,500

TOTAL READERS



90% DIRECT RESIDENTIAL MAIL

Copies are direct-mailed to residents of Toluca Lake, Toluca Woods, Toluca Terrace, West Toluca Lake, Studio City and Riverside Rancho.



5% CONTROLLED COMMERCIAL

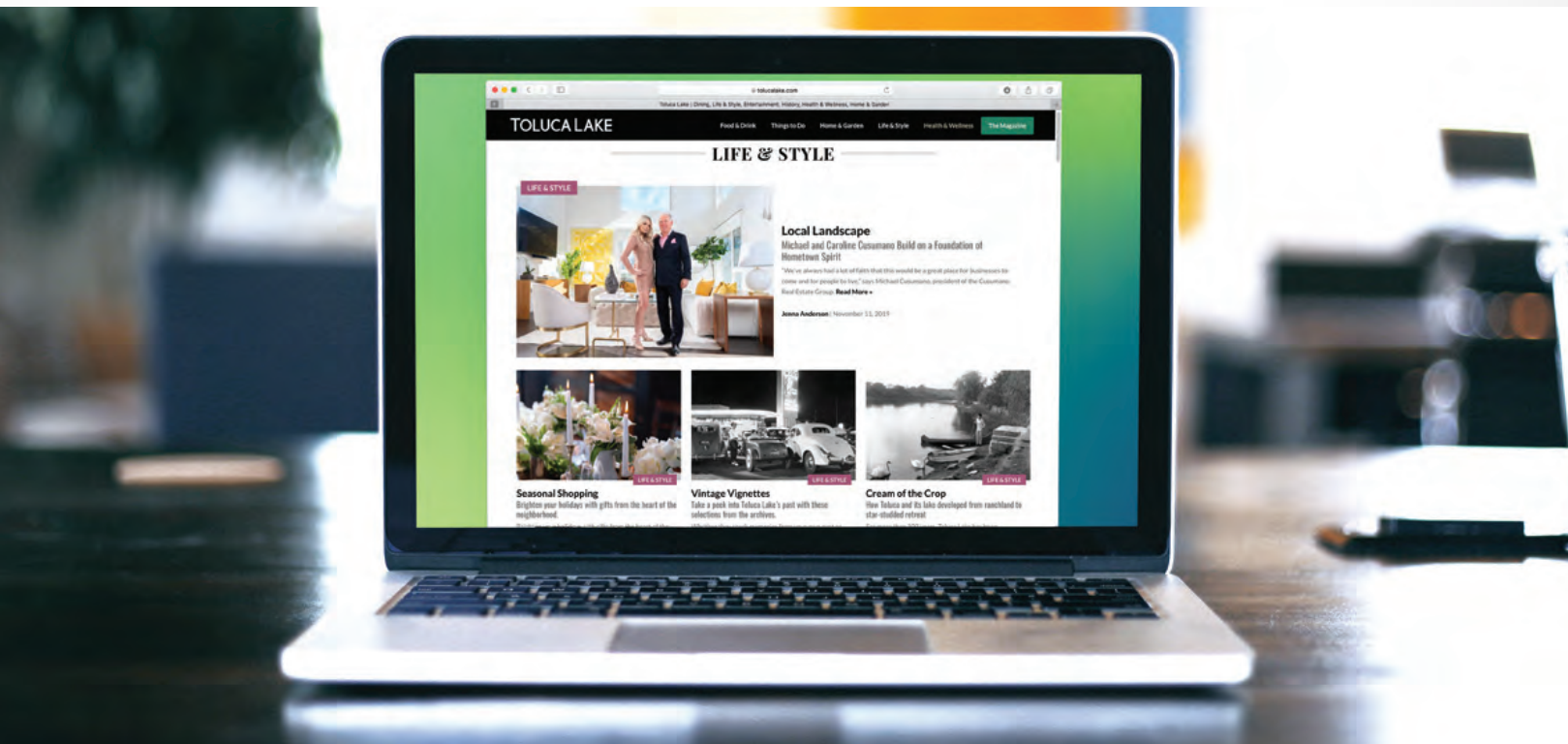
The magazine is strategically distributed inside businesses throughout Toluca Lake.



5% EVENT DISTRIBUTION

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

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 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



@tolucalakemag



@tolucalakemagazine



ONLINE MAGAZINE

Articles from the print edition are posted on the website, enhanced with bonus content and photos.



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:

JANUARY/FEBRUARY 2020

Health & Wellness

Beauty, fitness, self-care and nutrition — plus Valentine’s date ideas and kids’ summer camps/programs

MARCH/APRIL 2020

Outdoor Living

Gardening, pets, nature, outdoor activities

MAY/JUNE 2020

Summer Activity Guide

Events, entertainment and theater, family adventures, travel and weekend getaways

JULY/AUGUST 2020

Home Improvement

Renovations, interior decorating, design and furnishings



SEPTEMBER/OCTOBER 2020

History

Bygone places, famous past residents, vintage glamour

NOVEMBER/DECEMBER 2020

Holiday Spirit

Local gift guide, entertaining and celebrations

ADVERTISING DEADLINES

ISSUE

Ad Close; Ad Materials Due

JANUARY/
FEBRUARY 2020

12/4/2019; 12/11/2019

SEPTEMBER/
OCTOBER 2020

8/5/2020; 8/12/2020

MARCH/APRIL 2020

1/28/2020; 2/4/2020

NOVEMBER/
DECEMBER 2020

10/2/2020; 10/9/2020

MAY/JUNE 2020

4/1/2020; 4/8/2020

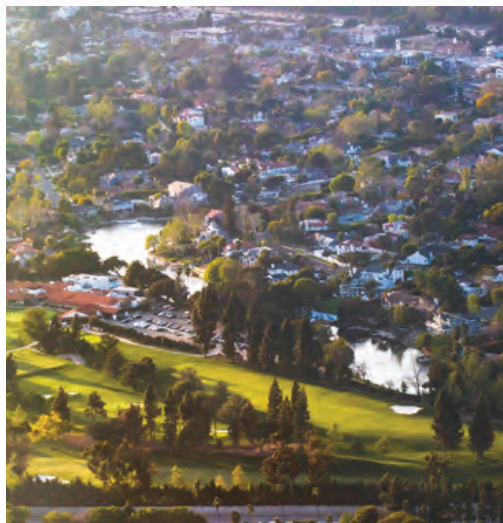
JANUARY/
FEBRUARY 2021

11/24/2020; 12/3/2020

JULY/AUGUST 2020

6/2/2020; 6/9/2020

Editorial calendar is subject to change without notice.



TOLUCA LAKE

MAGAZINE

Marketing Services

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 **opposite page** for a complete list of our 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
- » 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

