

WESTLAKE | WEST

MEDIA KIT 2019



MISSION

Westlake and West Luxury Magazines are leading editorial destinations. They inspire men and women who live along the Gold Coast, some of the wealthiest communities in the nation, to live their most stylish, healthy and happy lives.

AUDIENCE

75,000 circulation

print
digital
social media



EDITORIAL

Among the top premiere west coast luxury lifestyle publications, Westlake and West Luxury Magazines deliver the latest trends and news on home, style, celebrity, culinary, wellness, travel and more.

EDITOR

Amy Nebens is Editorial Director of WLMs. She began her career in New York City at top lifestyle magazines including *Martha Stewart Living*, *Bridal Guide*, and *Home*. She leads the relaunch, redesign and extension of the brands.



ABOUT

Mission Statement Westlake Magazine continues to be a leading editorial destination in the San Fernando and Conejo Valleys, as it has for the past 25+ years. Its sister publication, West Luxury Magazine has amassed a significant following since launching in 2016. Both inspire the audience, both women and men, who live along the wealthy Gold Coast to live their most stylish, healthy and happy lives.

More about WLM WLMs both provide inspiring and entertaining editorial to readers who take notice of and have influence over trends and styles, whether trending fashions, must-have beauty products, the latest tech gear, the hottest fitness fads, home decor details and more that weave their way through our lives. All that is rounded out with celebrity profiles, entertainment, social scenes, culinary finds, travel, art, philanthropy, health and beauty and event information provided to engage readers.

The Look The grand trim size and luxury matte covers with spot-gloss print rival the top titles in the country and are still more reasons these publications remain on display in homes and offices well past their newsstand date.



AUDIENCE PROFILE

AUDIENCE RATIO

Female 51%
Male 49%

TOTAL ADULTS

Age

35-44 13%
45-54 19%
55-64 15%
Median age 45

HOUSEHOLD INCOME

Avg. HHI \$169,301
HHI \$200,000+ 24%

EDUCATION

Bachelor's Degree 30%
Graduate Degree 21%

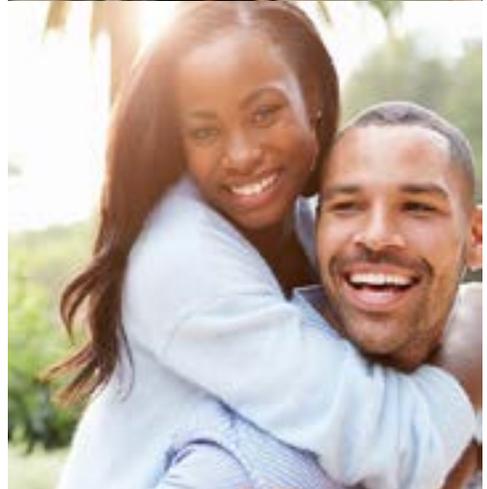
HOME OWNERSHIP

Home Value
\$1,000,000+ 33%

MARITAL STATUS

Females Married 31%
Males Married 32%

**Source: U.S. Census Bureau, 2007-2011 American Community Survey*



EDITORIAL CALENDAR 2019

JANUARY/ FEBRUARY

MARCH/APRIL

MAY/JUNE

materials deadline
November 25

materials deadline
January 25

materials deadline
March 25

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JULY/AUGUST

SEPTEMBER/OCTOBER

NOVEMBER/DECEMBER

materials deadline
May 25

materials deadline
July 25

materials deadline
September 25

ADVERTISING SPECS

FULL PAGE

Trim	9.65" x 12"
Bleed	10.15" x 12.5"
Live Area	8.9" x 11.25"
Non-Bleed	8.9" x 11.25"

1/2 PAGE VERTICAL

Trim	4.25" x 12.5"
Bleed	4.75" x 12.5"
Live Area	4.25" x 11.25"
Non-Bleed	4.25" x 11.5"

1/2 PAGE HORIZONTAL

Trim	N/A
Bleed	N/A
Live Area	N/A
Non-Bleed	8.9" x 5.46"

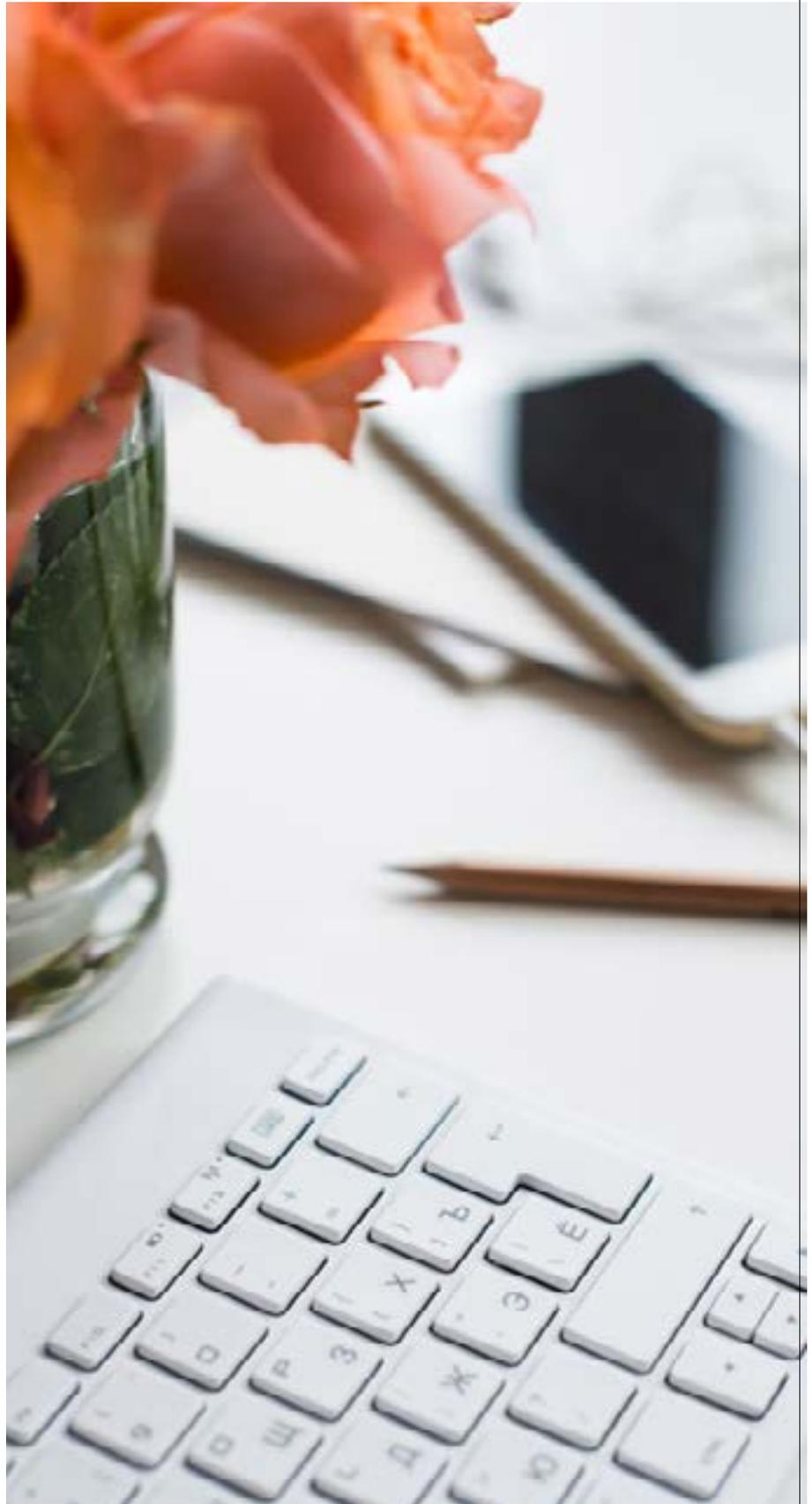
2/3 PAGE VERTICAL

Trim	5.81" x 12"
Bleed	6.43" x 12.5"
Live Area	5.81" x 11.25"
Non-Bleed	5.81" x 11.25"

2-PAGE SPREAD

Trim	9.3" x 12"
Bleed	19.8" x 12.5"
Live Area	18.55" x 11.25"
Non-Bleed	18.55" x 11.25"

(continued)



ADVERTISING SPECS

PRINTING METHOD

CTP Sheet fed.

BINDING METHOD

Perfect bound.

LINE SCREEN

150 lpi.

IMAGE RESOLUTION

300 dpi.

COLORS

4/C

PROCESS

CMYK (5th color availability on inside covers 2, 3, & 4 only.

MAXIMUM INK DENSITY

280% Recommended. Not to exceed SWOP 300% TAC.

DOT GAIN

Quarternone (25%) 14-16% average dot gain: Mid-tone (50%) 20-22% average dot gain: Shadows (75%) 14-16% average dot gain.

TRIM SAFETY

3/8" (.375") in from trim on all four sides: top, bottom, face and gutter.

BLEED

1/4" (.25") extra outside trim on all four sides.

Please note: 2-page spread materials should be supplied as single pages. Due to the nature of perfect binding, .25" of the spreads is lost on both sides of the gutter because the pages kiss each other. Therefore, please keep the elements at least .5" from the gutter on both sides to ensure it won't be lost.



ADVERTISING/PROMOTION

Sophisticated Consumer Westlake Magazine and West Luxury Magazine offer advertisers ways to connect with high-end consumers like never before.

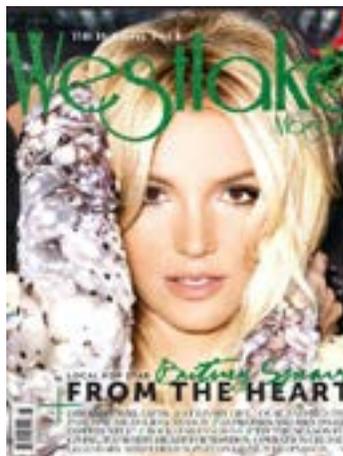
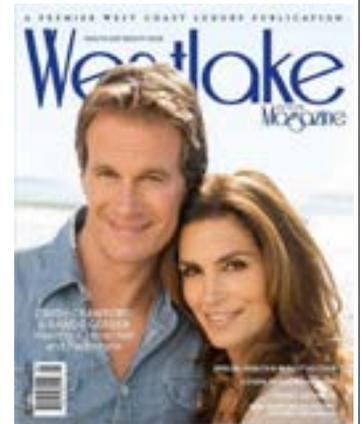
Digital Platform In an era of “all things digital,” both publications are implementing innovative and high-tech strategies to support a shared marketing and advertising marquee, including a dynamic new website and mobile platform, expanded social media outreach and opportunities for increased market penetration.

Top Editors Westlake Magazine and West Luxury Magazine are curated by an editorial staff top in their industries and captured by heralded columnists and photographers.

Advertising and Promotion Packages Packages can include print pages, web positioning, ad creation, photography management and more. Information available upon request.

Longevity at Luxury Locations Advertisers will have ads displayed on our newly remodeled websites at WestlakeMagazine.com and WestLuxuryMagazine.com. There the magazines will be available cover-to-cover online and linked to our strategic luxury magazine alliance websites and on iPad.

Westlake Magazine and West Luxury Magazine are distributed to homes in affluent zip codes, from Bel Air and Beverly Hills, to Malibu, Hidden Hills, Calabasas, Westlake Village, Santa Barbara and Montecito. Publications are distributed to luxury shopping destinations, doctor’s offices and other professional spaces where they remain in circulation well beyond newsstand dates.



CONTACT

We look forward to speaking and working with you.

Please get in touch with questions or to request a rate card.

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