

THE COMPLETE GUIDE TO GO.

WHERE® LOS ANGELES MAGAZINE

Reaching over 3.6 million hotel guests annually.



Where®. Here and now.

Where magazine is a monthly, portable, guidebook-style magazine that readers take with them when they explore the city. With information-rich content detailing where to go and what to see, Where is the must-have visitor guide for both travelers and hotel concierges. Edited and published locally for each market, Where magazine's useful articles, timely sidebars and comprehensive listings provide

the most complete guide to the city's top restaurants, shops, shows, attractions, exhibits and tours.

Published since 1936, Where magazine is distributed at leading 3-, 4- and 5-star hotels, available in-room, at the concierge and front desk, plus select visitor centers throughout the city. Where magazine is available in 50 cities

throughout the world—29 in the U.S. and 21 in Canada, Europe and Asia. Where Los Angeles magazine's circulation of 55,000 is distributed monthly to the guests of 182 luxury hotels, reaching more than 300,000 readers per month and is AAM (formerly ABC) audited.





WHERE®. HERE AND NOW. WHERE® LOS ANGELES MAGAZINE

The visitor experience: They shop. They dine. They play. They spend. And they do it over and over again. Where magazine reaches them every day. In their hotel rooms. On the street. In the city. Let us show you Where.

WHERE®. HERE AND NOW.

Where magazine is a portable, monthly guidebook-style magazine that readers take with them when they explore the city. With upbeat covers, extensive maps and information-rich content about where to go and what to see detailed on every cover. Where magazine is the must-have visitor guide for both travelers and hotel concierges. Edited

and published locally for each market, Where magazine's useful articles, timely sidebars and comprehensive listings provide the most complete guide to the city's top restaurants, shops, shows, attractions, exhibits and tours. Available at leading hotels and visitor venues around the world, Where reaches an audience of more than 80 million every year.

Published since 1936,
Where magazine
is distributed at
leading hotels,
available in-room,
at the concierge and
front desk, and at visitor
venues throughout
the city. Available in
50 cities throughout
the world.

IN EVERY ISSUE



WHERE NOW Top local breweries, shops, culture and interviews with rising star chefs. This colorful section gives you the latest and greatest info on what's hot around the city.

NEIGHBORHOODS Explore the county's prominent pockets like a local, from charming shops to avant garde galleries to culturally rich landmarks.

HOT DATES From Broadway shows to buzzing local festivals, our expert editors deliver the scoop on the month's most exciting events.

THE WHERE GUIDE Informative listings of restaurants, boutiques, museums and tours, a must-read for visitors looking for ideas on where to eat, drink, shop and play.

MAPS Accurate, up-to-date and visually appealing, our maps provide the most direct, user-friendly route to top sights, shops, restaurants and entertainment options all over the city.

30 THINGS WE LOVE Every issue of Where magazine closes with this crowd-pleasing list of our editors' absolute favorite things about the city, from hidden dining gems to must-see city sights.

DEMOGRAPHIC PROFILE

WHERE® LOS ANGELES MAGAZINE



READER DEMOGRAPHICS

Gender

Male 35%
Female 64%

Average Age

47

Marital Status

Married 42%
Unmarried* 58%
*single, partnered, separated, widowed, divorced

Affluence

Average Household Income: \$97,100 < 45%
Average Household Net Worth: \$127,100 > 45%

Education and Employment

Graduated College+ 67%
Post-Graduate Study/Degree 30%
Professional/Managerial Employment 70%

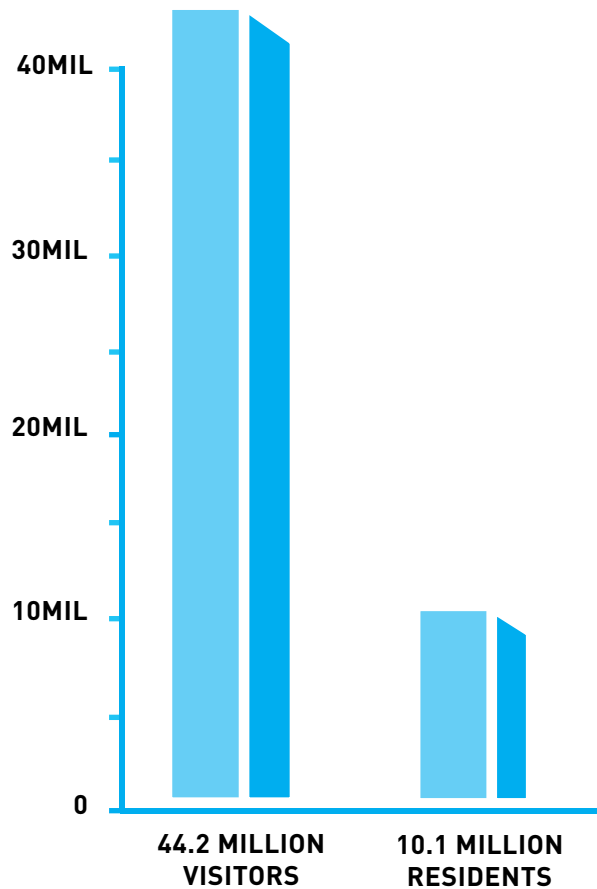
READER ENGAGEMENT

- 66% of readers pick up their issue of Where magazine in the hotel.
- 65% are repeat readers of Where magazine.
- Readers spend an average of 41 minutes, in total, reading Where magazine.
- Visitors refer to the magazine 4 times during their trip.
- Readers share the information with others: each issue has 4.5 readers per copy.
- Where magazine is the primary source of visitor information for 100% of readers.

Source: 2015 Where Magazine Reader Profile Study, GfK MRI

VISITORS OUTNUMBER RESIDENTS 4:1

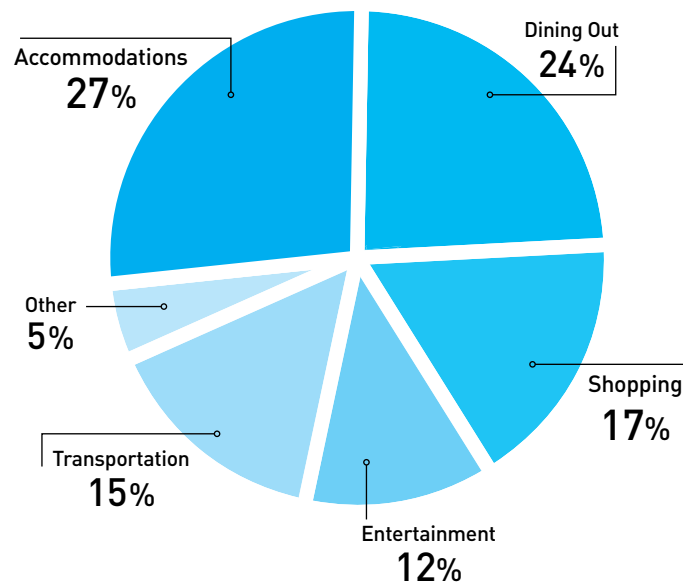
WHERE® LOS ANGELES MAGAZINE



LOS ANGELES IS ONE OF THE LEADING VISITOR DESTINATIONS IN THE U.S.

44.2 MILLION TRAVELERS SPEND MORE THAN **\$19.6 BILLION** IN LOS ANGELES EACH YEAR.

| LOS ANGELES VISITORS | VS. | LOS ANGELES RESIDENTS |
|---|-----|--|
| Population of 44.2 million | | Population of 10.1 million |
| Spend \$19.6 billion a year | → | Have a set budget |
| Dine out for every meal | → | May dine out once a week |
| Shop 365 days a year | → | May shop twice a month |
| Attend an entertainment event every day | → | May attend an entertainment event once a month |



Total Annual Visitor Expenditures

Accommodations: \$5.1 billion

Dining Out: \$4.5 billion

Shopping: \$3.2 billion

Entertainment: \$2.2 billion

Transportation: \$2.8 billion

Source: Los Angeles Tourism and Convention Board, 2014 Longwoods International Travel USA Survey; 2013 NTTO Survey of International Air Travelers; 2010 U.S. Census.

DISTRIBUTION

WHERE® LOS ANGELES MAGAZINE

55,000 distributed monthly to the guests of 185 luxury hotels, reaching more than 300,000 readers per month.

Proudly distributed at these locations:

Santa Monica/Malibu

Casa Del Mar
 DoubleTree Guest Suites
 Hotel Erwin
 Hotel Oceana
 Hotel Shangri-La
 Huntley Santa Monica Beach Hotel
 Le Meridien Delfina Santa Monica
 Le Merigot, A JW Marriott Beach Hotel and Spa
 Loews Santa Monica Beach Hotel
 Malibu Beach Inn
 Shore Hotel
 Shutters on the Beach
 The Ambrose
 The Fairmont Miramar Hotel
 The Georgian Hotel
 Wyndham Santa Monica Beach at the Pier
 The Viceroy

West Los Angeles

Courtyard by Marriott Century City
 Courtyard by Marriott Culver City
 Holiday Inn Express
 Hotel Angeleno
 Hotel Palomar
 Hyatt Regency Century Plaza
 InterContinental Los Angeles Century City
 Luxe Hotel Sunset Boulevard
 The Culver Hotel
 W Los Angeles West Beverly Hills

Beverly Hills

AKA Beverly Hills
 Avalon Hotel
 Beverly Hills Hotel
 Beverly Hills Plaza Hotel
 Beverly Wilshire
 Beverly Hills Marriott
 Elan Hotel
 Four Seasons Los Angeles
 Hotel Bel-Air
 Hotel Beverly Terrace
 L'Ermitage Beverly Hills

Luxe Rodeo Drive Hotel
 Maison 140
 Montage Beverly Hills
 Mr. C Beverly Hills
 Residence Inn Beverly Hills
 Sirtaj Beverly Hills
 Sixty Beverly Hills
 SLS Hotel at Beverly Hills
 Sofitel LA
 Hotel Shangri-La
 Huntley Santa Monica Beach Hotel
 Le Meridien Delfina Santa Monica
 Le Merigot, A JW Marriott Beach Hotel and Spa
 Loews Santa Monica Beach Hotel
 Malibu Beach Inn
 Shore Hotel
 Shutters on the Beach
 The Ambrose
 The Fairmont Miramar Hotel
 The Georgian Hotel
 Wyndham Santa Monica Beach at the Pier
 The Viceroy

Marina Del Rey

Hotel MdR Marina del Rey, a DoubleTree by Hilton
 Inn at Playa del Rey
 Inn at Venice Beach
 Hilton Garden Inn Marina del Rey
 Jamaica Bay Inn
 Marina del Rey Hotel
 Marriott Marina del Rey
 The Ritz-Carlton Marina del Rey

Hollywood

Andaz West Hollywood
 Chamberlain West Hollywood
 Chateau Marmont
 Farmer's Daughter
 Hilton Garden Inn Los Angeles/Hollywood
 Hollywood Hotel
 Hollywood Roosevelt Hotel
 Le Montrose Suite Hotel
 Le Parc Suite Hotel
 Loews Hollywood Hotel
 Magic Castle & Hollywood Hills Hotel
 Moment Hotel
 Mondrian Hotel
 Ramada West Hollywood
 Sunset Marquis Hotel & Villas
 Sunset Tower Hotel
 The Grafton On Sunset
 The Hotel Wilshire
 The London West Hollywood
 The Redbury at Hollywood & Vine
 The Standard West Hollywood

W Hollywood

Downtown

Ace Hotel Downtown Los Angeles
 Courtyard Los Angeles L.A. LIVE
 DoubleTree by Hilton Hotel Los Angeles Downtown
 Hilton Checkers
 Hotel Normandie
 J.W. Marriott Los Angeles at L.A. LIVE
 Jonathan Club
 Kawada Hotel
 Luxe City Center Hotel
 Millennium Biltmore Hotel Los Angeles
 Miyako Hotel
 Omni Los Angeles
 O Hotel
 Radisson Hotel—Figueroa
 Residence Inn Los Angeles at L.A. LIVE
 Sheraton Los Angeles Downtown
 The LA Hotel Downtown
 The Line Hotel
 The Ritz-Carlton Los Angeles
 The Standard Downtown
 The Westin Bonaventure

Pasadena

Courtyard by Marriott Pasadena
 Hilton Los Angeles North Glendale
 Hilton Pasadena
 Sheraton Pasadena
 The Langham Huntington Hotel & Spa, Pasadena
 The Westin Pasadena

Burbank/San Fernando

Burbank Airport Marriott
 Courtyard Los Angeles Sherman Oaks
 Hampton Inn and Suites Burbank
 Hilton Los Angeles Universal City
 Hilton Woodland Hills
 Holiday Inn Burbank
 Hotel Amarano Burbank
 Safari Inn
 Sheraton Universal
 Sportsmen's Lodge

Tangerine Hotel
 The Coast Anabelle Hotel
 Warner Center Marriott

Long Beach

Hilton Long Beach
 Hotel Maya, a DoubleTree Hotel
 Hotel Queen Mary
 Hyatt Regency Long Beach
 Hyatt The Pike
 Long Beach Airport Marriott
 Renaissance Long Beach
 Westin Long Beach

Airport

Crowne Plaza LAX
 DoubleTree El Segundo
 Embassy Suites at LAX
 Four Points Sheraton at LAX
 Hilton Los Angeles Airport
 LAX Marriott
 Radisson LAX
 Renaissance Hotel Los Angeles Airport
 Sheraton Gateway
 The Concourse Hotel at LAX
 Westin LAX

South Bay

Beach House
 Crowne Plaza Redondo Beach
 Crowne Plaza Suites LA Harbor
 DoubleTree by Hilton Hotel San Pedro
 DoubleTree by Hilton Torrance South Bay
 Manhattan Beach Marriott
 Miyako Hybrid Hotel
 Palos Verdes Inn
 Portofino Hotel & Yacht Club
 Residence Inn Manhattan Beach
 The Belamar Hotel
 The Redondo Beach Hotel
 The Resort at Pelican Hill
 Terranea Resort
 The Redondo Beach Hotel
 Torrance Marriott

Anaheim/Orange County

Anaheim Hilton & Towers



Anaheim Marriott
 Disneyland Hotel
 Disney Paradise Pier Hotel
 Fairmont Newport Beach
 Grand Californian
 Hilton Costa Mesa
 Hyatt Regency Orange County
 Hyatt Regency Huntington Beach
 Island Hotel
 Montage Resort
 Newport Beach Marriott
 Ritz-Carlton Laguna Niguel
 St. Regis Monarch Beach
 Waterfront Hilton
 Westin South Coast Plaza

Other Distribution Points

Beverly Center Information Desk
 Beverly Hills Visitors Bureau
 Downtown Business Improvement District
 Hollywood & Highland Visitor Center
 Los Angeles Convention Center
 Macy's Downtown Visitors Center
 Marina del Rey Visitors Bureau
 Pasadena Convention & Visitors Bureau
 Santa Monica Place
 Santa Monica Visitors Center
 The Americana at Brand
 The Emerson
 The Grove
 The Original Farmers Market
 Two Rodeo



ADDED BENEFITS PROGRAM

WHERE® LOS ANGELES MAGAZINE

Providing you valuable marketing opportunities to the influential concierge community.



Concierge Newsletter

Advertisers may be featured in the "Partner Profiles" section of *Concierge Insider*, our monthly newsletter. *Concierge Insider* is emailed to nearly 800 concierges, guest services representatives, directors of sales and marketing and general managers. It also include updates regarding current promotions, entertainment and events.

Concierge E-blasts

Advertisers can participate in up to four of our weekly Tuesday C-blast of partner offers per year. This formatted e-blast informs the concierge community about up-to-the-minute advertiser offers and events.

Concierge Direct Mail

Advertisers have access to our up-to-date concierge database for direct mail purposes. We can provide you with a set of mailing labels for your own direct mail marketing campaign.



Custom Concierge Events

Where Los Angeles occasionally includes advertisers in our well-planned and well-attended concierge events. These events give concierges first-hand experience with your business and are the best way to get concierge referrals. A minimum campaign size is required.

Website Exposure — WhereLA.com

Benefits of Where Los Angeles' interactive consumer website include weekly web features, advertiser links and concierge exposure. Advertisers are featured with a listing, photo and link to their respective website. The "concierge entrance" hosts our current monthly newsletter, *Concierge Insider*, and complete coverage of Where Los Angeles concierge events.



SIZES, SPECS & SCHEDULES

2016 SOUTHERN CALIFORNIA EDITIONS

| UNIT | TRIM | BLEED | NON-BLEED |
|----------------|---------------------|-----------------------------|---------------|
| 2-Pg. Spread** | 16 1/4" x 10 7/8" * | 16 1/2" x 11 1/8" | 15 1/4" x 10" |
| Full-Page | 8 1/8" x 10 7/8" * | 8 3/8" x 11 1/8" | 7" x 10" |
| 2/3 Vertical | 4 5/8" x 9 7/8" | | |
| 1/2 Island | 4 5/8" x 7 3/8" | | |
| 1/3 Vertical | 2 1/4" x 9 7/8" | USEFUL MEASUREMENTS: | |
| 1/3 Square | 4 5/8" x 4 7/8" | 1/8 = .125 | 5/8 = .625 |
| 1/6 Vertical | 2 1/4" x 4 7/8" | 1/4 = .25 | 7/8 = .875 |
| 1/6 Horizontal | 4 5/8" x 2 3/8" | 3/8 = .375 | 7/16 = .4375 |

*Bleed safety: Keep all live matter 1/4" from the trim size on all four sides.

**Add 1/2" on each side of center line of spine for safety margin.

All ads must conform to the above dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.

COUPONS ARE NOT ACCEPTED.

BARE-BONES SPECIFICATIONS

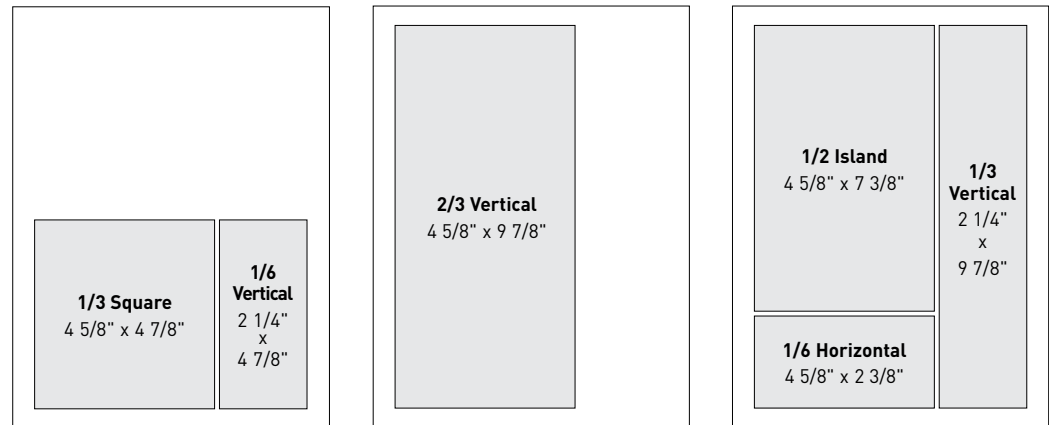
Colors: CMYK process only

Fonts: Use ONLY PostScript Type1 or OpenType (or create outlines of all text)

Files: We prefer PDF/x1a when properly created from files that conform to our specifications. You must include crop marks to ensure proper placement. We can accept native files InDesign, with Photoshop (bitmap) and Illustrator (vector) images.

Live Area: All critical matter must be kept within the non-bleed live area dimension. Add 1/2" on each side of center line of spine for safety margin. Ads not conforming to the above dimensions will be modified to fit the appropriate space at the advertiser's expense.

Note: See **TECHNICAL INFORMATION** sheet for further instruction.



SOUTHERN CALIFORNIA PRODUCTION SCHEDULE

LOS ANGELES

| ISSUE | AD CLOSE | MATERIAL DUE | ISSUE | AD CLOSE | MATERIAL DUE |
|----------|-------------|--------------|--------------|----------|--------------|
| February | Dec 4, 2015 | Dec 11, 2015 | August | Jun 24 | Jun 29 |
| March | Jan 22 | Jan 27 | September | Jul 29 | Aug 3 |
| April | Feb 26 | Mar 2 | October | Aug 26 | Aug 31 |
| May | Mar 25 | Mar 30 | November | Sep 23 | Sep 28 |
| June | Apr 29 | May 4 | December | Oct 21 | Oct 26 |
| July | May 27 | Jun 1 | January 2017 | Nov 13 | Nov 18 |

ORANGE COUNTY AND SAN DIEGO

| ISSUE | AD CLOSE | MATERIAL DUE | ISSUE | AD CLOSE | MATERIAL DUE |
|-------------|----------|--------------|--------|----------|--------------|
| Winter 2016 | Oct 9 | Oct 16 | Summer | Apr 8 | Apr 13 |
| Spring | Jan 8 | Jan 13 | Fall | Jul 8 | Jul 13 |

Note: For production questions call **Dawn Kiko Cheng** at **310.280.2880** or email at **ads@wherela.com**.

TECHNICAL INFORMATION

2016 SOUTHERN CALIFORNIA EDITIONS

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using 4/C process inks (CMYK). Please refer to these standards for more information.
- No film will be accepted.
- Final digital ads must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator CS6 or lower and QuarkXpress 8.1 or lower. Pagemaker, Freehand or Publisher will NOT be accepted.
- PDFs will not be accepted unless supplied by an accredited agency or in PDF/x1-a format, and must include crop marks to ensure proper placement.
- Ads must be submitted on CD, DVD or via FTP and must be accompanied by the following:
 - Screen and printer fonts used (fonts will be deleted after use). Use only PostScript Type 1 or Open Type fonts or convert all text to outlines.
 - High-resolution (300dpi/133lpi) image files in CMYK, TIFF or EPS formats. If running a color ad, color-corrected proof with color composition indicated; an Iris, Kodak Approval, Matchprint, Spectrum or 3M Rainbow proof must accompany the disk. Inkjet and bubble jet color printouts are for color placement only as the representations are not true colors (i.e. they cannot be achieved in process printing). Where® takes no responsibility for color accuracy when only inkjet/bubble jet printouts are provided. If running a black and white ad, an accurate b/w laser copy must be provided.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check line screen is set to 150 lines per inch, use 300ppi for continuous tone at final size.
- Check that the maximum total ink coverage does not exceed 280%.
- Check plate resolution is 2400ppi, use 1000ppi min. linework.
- Minimize the number of steps used to create a gradation or blend.
- Check bleed safety. Keep all live matter 1/4" from the trim size on all four sides.
- Add 1/2" on each side of center line of spine for safety margin.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be self-extracting archives (Stuffit or Zip) if compression software is used.

GENERAL INFORMATION

Southern Californina Media Group (SCMG) is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be recieved at least 30 days prior to cover date. SCMG assumes no responsibility for errors and omissions resulting from changes. SCMG endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs at the blueline stage.

SHIPPING INFORMATION

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

E-mail ads to:

ads@WhereLA.com

FTP delivery for ads over 10MB:

Address: ftpwhere.dyndns.org

User ID: advertiser

Password: audience

Or mail to:

SCMG

Attn: Production Department

3679 Motor Avenue, Suite 300

Los Angeles, CA 90034

CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to a short rate.

**BE SURE TO
INCLUDE YOUR
WEB ADDRESS
IN YOUR
AD CREATIVE.**

Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.