

PLAYA VISTA DIRECT

**REACH AN EXCLUSIVE CUSTOMER AUDIENCE
IN EVERY MAILBOX IN 90094**

About Playa Vista

Playa Vista is a growing, vibrant community of professionals, students and families who enjoy the ability to live, work, shop and play all in one place. With about 6,000 residences, it has become the epicenter for technology, media, and entertainment.

About Playa Vista Direct

This full-color, glossy magazine is the only directly mailed publication to reach every home, apartment and business in Playa Vista (90094). Mailed six times per year, the community looks forward to receiving **Playa Vista Direct (PVD)** because it focuses on their interests with articles on Local Community Events, People, Home & Garden, Health & Wellness, Business & Tech and Food & Drink. Additional copies are also available at a number of businesses in the popular Runway shopping area.



**RESERVE
YOUR SPOT
TODAY**



Delivered addresses: 6059

Median Household Income:
LA County Playa Vista
\$57,952 \$121,087

Average Household Income:
LA County Playa Vista
\$85,514 \$156,438

Gender:
Female 54% Male 46%

Population by Age:

18-24	12.3%
25-39	34.9%
40-64	29.9%

Marital Status:

Married	46%
Single	46%

Homeowner	40.8%
Renter	59.2%

Data compiled from US Census Bureau Dec. 2017 and American Community Survey 2016.

For more information please contact us at: 310.822.1629
www.playavistadirect.com

Southland Publishing also produces The Argonaut, Ventana Magazine and Arroyo Magazine.






2019 ADVERTISING RATES

	1x	3x	6x
Two-Page Spread	\$1,355	\$1,205	\$1,105
Full Page	\$795	\$705	\$645
Half Page	\$465	\$415	\$395
Quarter Page	\$255	\$235	\$225

PREMIUM POSITIONS *(sold on 1st come 1st Serve Basis)*

	1x	3x	6x
Back Page	\$1,195	\$1,055	\$965
Page 2	\$1,095	\$995	\$895
Page 3	\$1,095	\$995	\$895
Inside Back Page	\$995	\$895	\$795

AD SIZES

<p>Full Page Size 8.1" x 10"</p> <p>+ Bleed 0.25" on all sides</p> <p>Safezone: 0.25" from sides</p>	<p>Half Page 7.52" x 4.5"</p> 	<p>Half Page 3.6" x 9.15"</p> 	<p>Quarter Page 3.6 x 4.5"</p> 
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UPCOMING PUBLICATION DEADLINES

Publication	Material Deadline	Publication Date
February/March	February 1	February 14
April/May	March 29	April 11
June/July	May 31	June 13
August/September	August 2	August 15
October/November	September 27	October 10
December/January	November 29	December 12

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