

PLAYA VISTA DIRECT

REACH AN EXCLUSIVE CUSTOMER AUDIENCE DIRECTLY IN 90094

About Playa Vista Direct

This full-color, glossy magazine is the only direct-mailed publication to reach every home, apartment and business in Playa Vista (90094). Mailed eight 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. An additional 1,000 copies are also available at a number of businesses in Playa Vista.

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 over 6,000 residences, it has become the epicenter for technology, media, and entertainment.



Delivered addresses: 6093

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



2020 ADVERTISING RATES


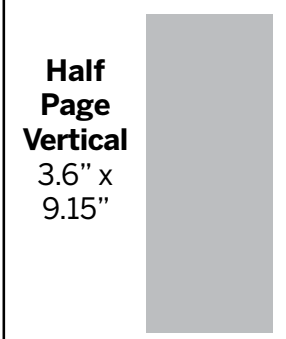

	1x	3x	6x	8x
Two-Page Spread	\$1,355	\$1,205	\$1,105	\$1,030
Full Page	\$795	\$705	\$645	\$615
Half Page	\$465	\$415	\$395	\$375
Quarter Page	\$255	\$235	\$225	\$215

PREMIUM POSITIONS *(sold on a first-come-first-served basis)*

	1x	3x	6x	8x
Back Page	\$1,195	\$1,055	\$965	\$920
Page 2	\$1,095	\$995	\$895	\$795
Page 3	\$1,095	\$995	\$895	\$795
Inside Back Page	\$995	\$895	\$795	\$695

Ask us about additional position availability

AD SIZES

<p>Full Page Size 8.1" x 10" + Bleed 0.25" on all sides Safezone: 0.25" from sides</p>	<p>Half Page Horizontal 7.52" x 4.5"</p> 	<p>Half Page Vertical 3.6" x 9.15"</p> 	<p>Quarter Page 3.6" x 4.5"</p> 
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2020 PUBLICATION DEADLINES

Publication	Material Deadline	Publication Date
February/March	February 5	February 13
April/May	April 1	April 9
June/July	June 3	June 11
August	August 5	August 13
September	September 2	September 10
October	September 30	October 8
November	November 4	November 12
December/January	December 2	December 10

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