

Playa Vista

Direct

2022 MEDIA KIT



**THE ONLY MAGAZINE DELIVERED
INTO ALL OF 90094**

310.822.1629 | PlayaVistaDirect.com
PLAYA VISTA DIRECT IS PART OF TIMES MEDIA GROUP

Playa Vista

Direct

REACH FAMILIES, TECH PROFESSIONALS AND COLLEGE STUDENTS LOOKING FOR GOODS AND SERVICES IN THEIR BACKYARD.

Playa Vista Direct Magazine

This full-color, glossy magazine is the only direct-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 Community Events, People, Wellness, and Food & Drink.

About Playa Vista

Playa Vista is a vibrant community of tech professionals, students and families who enjoy the ability to live, work, shop and play all in one place. With over 6,200 residences, it has become the epicenter for technology, media, and entertainment.



Delivered addresses: 6200

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

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

Median House/Condo Value:
\$1,139,600

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.



2022 ADVERTISING RATES

| | 1x | 2x | 4x | 6x |
|-----------------|---------|---------|---------|---------|
| Two-Page Spread | \$1,395 | \$1,355 | \$1,205 | \$1,105 |
| Full Page | \$810 | \$795 | \$705 | \$645 |
| Half Page | \$475 | \$465 | \$415 | \$395 |
| Quarter Page | \$375 | \$350 | \$325 | \$300 |

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

| | 1x | 2x | 4x | 6x |
|------------------|---------|---------|---------|-------|
| Back Page | \$1,225 | \$1,195 | \$1,055 | \$965 |
| Page 2 | \$1,125 | \$1,095 | \$995 | \$895 |
| Page 3 | \$1,125 | \$1,095 | \$995 | \$895 |
| Inside Back Page | \$1,025 | \$995 | \$895 | \$795 |

Ask us about additional position availability

FILE FORMATS: Acceptable file formats include .PDF, .PSD, .EPS, .TIFF or .JPEG.
All photo images should be set to 300dpi with 15% dot gain. Files can be emailed.

AD SIZES

| | | | |
|---|--|--|---------------------------------------|
| Full Page Size 8.1" x 10" + Bleed 0.25" on all sides Safezone: 0.25" from sides | Half Page Horizontal 7.52"W 4.5"H | Half Page Vertical 3.6"W 9.15"H | Quarter Page 3.6"W 4.5"H |
|---|--|--|---------------------------------------|

2022 PUBLICATION DEADLINES

| Publication | Special Focus | Material Deadline | Publication Date |
|-------------------|-------------------------|-------------------|------------------|
| January/February | Health & Wellness | January 19 | January 27 |
| March/April | Women in Business | March 23 | March 31 |
| May/June | Foodie Finds | May 18 | May 26 |
| July/August | Pet Lovers | July 13 | July 21 |
| September/October | Fall Arts & Education | September 14 | September 22 |
| November/December | Holiday Shopper's Guide | November 9 | November 17 |





The **Argonaut**

Playa **Vista**
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LADT NEWS

For Advertising Information Contact Rebecca Bermudez
rbermudez@timespublications.com or (310) 463-0633

PO Box 1349, South Pasadena, CA 91031
1620 W Fountainhead Parkway, Ste. 219, Tempe, AZ 85282
310.822.1629 PlayaVistaDirect.com