

MEDIA KIT [2016]



Angeleno is the preeminent luxury lifestyle publication in Los Angeles, acting as the local authority on topics such as high-end retail, dining hot spots, design trends, and Los Angeles' top tastemakers and personalities. As part of the award-winning Modern Luxury network of regional publications, *Angeleno* is able to deliver cutting-edge fashion spreads, international travel features and revealing celebrity profiles, ensuring its content consistently engages the cultured reader. Plus, thanks to a renowned team on the ground with its pulse on the market, interactive digital brand extensions and unrivaled events, *Angeleno* excels in capturing the metropolitan lifestyle, making it a valuable partner for companies wishing to reach Los Angeles' most affluent consumers.

ALSO FROM THE PUBLISHERS OF ANGELENO:

MODERN LUXURY INTERIORS CALIFORNIA | MODERN LUXURY BRIDES CALIFORNIA

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THE MARKET

LOS ANGELES IS A LEADING MARKET FOR AFFLUENCE IN THE U.S. AND INTERNATIONALLY

MODERN LUXURY
Angeleno

[SPENDING POWER]



\$318
MILLION
IN CONSUMER
EXPENDITURES

\$734
BILLION
IN ECONOMIC OUTPUT

\$257
BILLION
IN SALARY & WAGES

L.A. IS THE WORLD'S THIRD RICHEST CITY, IS RANKED 4TH IN NUMBER OF BILLIONAIRES, AND IS HOME TO 120,000 MILLIONAIRES.

L.A. IS CONSIDERED THE ENTERTAINMENT CAPITAL OF THE WORLD

[VISITOR CENTER]



40 MILLION+
PEOPLE VISIT LOS ANGELES EACH YEAR

LOS ANGELES GENERATED **\$15.4 BILLION** IN TOTAL VISITOR-RELATED SPENDING IN 2011. **\$14.7 BILLION** OF THAT CAME FROM OVERNIGHT VISITORS.



LOS ANGELES IS CONSIDERED THE **#1 INTERNATIONAL GATEWAY** TO ASIA & THE PACIFIC ISLANDS

LOS ANGELES IS REGARDED AS **THE ENTREPRENEURIAL CAPITAL OF THE WORLD**. IT HAS ABOUT 200,000 SMALL BUSINESSES—TWICE AS MANY SMALL BUSINESSES THAN CAN BE FOUND IN ANY OTHER REGION OF THE UNITED STATES.

SOURCES: AtlanticCity, Global Rankings 2012; September 2013 Metro Monitor - Brookings; therichest.com "The Top 10 Richest Cities in the World," 4.17.13; 2012 UBS study, ranked by Spending Power; Hoovers, June 2013



We are the magazine of choice for the finest luxury brands and the influencers in our community.



We host and support hundreds of luxury, community & non-profit events throughout the greater Los Angeles area

THE MAGAZINE

ANGELENO DELIVERS THE LUXURY LOCAL AND VISITOR MARKET LIKE NO OTHER



LUXURY LIFESTYLE, AFFLUENT INFLUENCERS, THE BEST NEIGHBORHOODS.

We reach our print audience with an unmatched blend of direct residential mail, controlled commercial, luxury hotel, newsstand and event distribution throughout the Los Angeles area. This happens selectively in only the top neighborhoods and retail zones and delivers an unparalleled audience.

[DIGITAL SAVVY]



We have a higher number of APP DOWNLOADS and more interaction with our apps than any other local luxury lifestyle magazine. Our extensive EMAIL database and a thriving social network of active FACEBOOK fans and TWITTER and INSTAGRAM followers further enhance our digital engagement with readers.

CONTENT THAT ENGAGES AFFLUENT, EDUCATED CONSUMERS



\$604,860

AVERAGE HOUSEHOLD INCOME



HOLD COLLEGE DEGREES: 91%
HOLD POST-GRAD DEGREES: 48%



62% HAVE VISITED OR CONTACTED AN ADVERTISER

Source: 2015 Modern Luxury Reader Study conducted by Ipsos; Base: HH1 \$100K+

**WHO IS READING
ANGELENO?**

APPEALING
TO THE MOST
ACTIVE LUXURY
CONSUMER



75%

OF OUR READERS
FIND ANGELENO
RESOURCEFUL
WHEN LOOKING
FOR DINING
OPTIONS



60%

OF OUR READERS
FIND ANGELENO
HELPFUL FOR KEEPING
UP WITH FASHION
TRENDS

THE BASICS

MALE/FEMALE	43%/57%
AVERAGE AGE	49
COLLEGE GRAD	91%
POST-GRAD DEGREE	48%
OWN THEIR OWN HOME	81%
MARRIED/PARTNERED	67%

ENGAGEMENT

READERS PER COPY	3.5
MEDIAN TIME SPENT WITH AN ISSUE	48 MIN.
HAVE READ 3 OUT OF 4 COPIES	59%

AFFLUENCE

AVG. HOUSEHOLD INCOME	\$604,860
AVG. NET WORTH	\$2,324,400
AVG. HOME VALUE	\$1,582,390

TAKING ACTION

<i>AS A RESULT OF READING ANGELENO</i>	
VISITED OR CONTACTED AN ADVERTISER	62%
ATTENDED AN ADVERTISED EVENT	51%

75,000
CIRCULATION

DISTRIBUTION

TARGETING THE
MOST AFFLUENT
READERS IN
LOS ANGELES
AND BEYOND

OUR MODEL

A custom survey conducted by MRI reveals a reader profile that embodies what most luxury retailers and markets would call "the perfect luxury demographic," a highly engaged audience with a strong interest in fashion, style and luxury goods that earns more and spends more than the readers of any other local magazine.

262,500
READERSHIP

35%

DIRECT RESIDENTIAL MAIL

These copies are direct-mailed to homes in the most affluent zip codes in the Los Angeles area.

35%

CONTROLLED COMMERCIAL

Top-tier salons, private golf clubs, select retailers, medical and professional offices and private jet terminals are among the premier public locations displaying copies, adding significant breadth to our audience.

20%

LUXURY HOTELS

Placed in-room and with concierges in the finest hotels, these copies reach the discerning traveler.

5%

SELECT NEWSSTAND

With targeted precision, our magazines are out to get the most exposure from airports, Barnes & Nobles, and boutique newsstand placement throughout the city.

5%

EVENT DISTRIBUTION

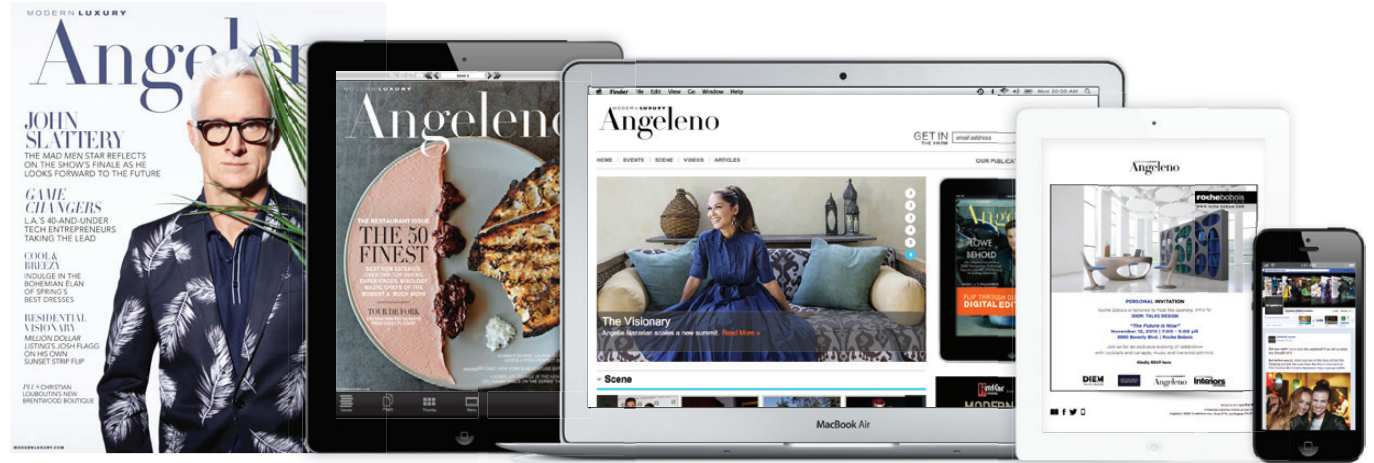
Our magazines will always be at the most important, most exclusive, can't-be-missed events throughout the year.



DIGITAL DISTRIBUTION

Tablet devices and smartphones are reinventing how our readers consume content. Accordingly, *Angeleno* is available in both app and digital edition formats.

MODERN LUXURY
Angeleno



MARKETING

A 360-DEGREE
PLATFORM FOR
BRANDING
IMPACT

FULL-SERVICE CUSTOM PUBLISHING

- Print and digital ad design services, including custom advertorial design, photography and creation
- Custom publication design, production and distribution services
- Print and digital high impact unit concept and creation
- Distribution solutions for printed promotional items, including polybagging, onserts and inserts
- Photography for special events

DIGITAL ADVERTISING

- Online advertising on modernluxury.com and through custom-designed microsites and videos
- Digital editions with interactive links and enhanced advertising options
- Email marketing via weekly e-newsletter or dedicated e-mails deployed to our curated subscriber list
- Mobile apps with customized in-app interactivity
- Social media campaigns reaching our dedicated Facebook fans, Twitter and Instagram followers

EVENTS & PROMOTION

- Event creation—exclusively tailored events for highly targeted local influencers
- Signature events presented throughout the year, designed to generate sales, build brand awareness and create strategic alliances among leading upscale brands
- Event sponsorships that leverage our high-profile local and national partnerships. *Angeleno* offers advertisers affiliations with complementary organizations and generates additional brand exposure to a broader, more involved audience.





EDITORIAL CALENDAR

ULTIMATE
IN-THE-KNOW
ACCESS TO A
LUXURY LIFESTYLE

JANUARY/FEBRUARY | BEST OF THE CITY

AD CLOSE: DEC 1, 2015 | MATERIALS DUE: DEC 1, 2015

This highly anticipated feature includes the best of what's new and upcoming in our cities, with extended beauty coverage.

Special Sections: Red Carpet Ready, New You

MARCH | SPRING FASHION AND BEAUTY

AD CLOSE: FEB 1 | MATERIALS DUE: FEB 1

The latest in seasonal trends and styles in fashion and beauty.

Special Sections: Charity & Social Datebook, Hollywood Execs

APRIL | MEN OF STYLE

AD CLOSE: MAR 1 | MATERIALS DUE: MAR 1

Our annual Men of Style portfolio—men's fashion, best-in-class automotive and more!

MAY | THE BEAUTY ISSUE (PLUS: SUMMER TRAVEL)

AD CLOSE: APR 1 | MATERIALS DUE: APR 1

Get Glam! The latest in treatments, fillers and procedures and The Salon and Stylists awards. Plus: We spend 48 hours in the best U.S. cities and dish on what to see and where to stay, eat, drink and shop.

Special Section: New You

JUNE | INNOVATIVE UNDER-40 ENTREPRENEURS

AD CLOSE: MAY 2 | MATERIALS DUE: MAY 2

We uncover the city's most inspiring entrepreneurs under the age of 40. From fashion to entertainment, tech, food, sports, philanthropy, retail and more, these power players are making waves in their respective industries.

Special Sections: Power Players

JULY/AUGUST | THE RESTAURANT ISSUE

AD CLOSE: JUN 1 | MATERIALS DUE: JUN 1

Our annual collector's edition! This award-winning issue serves up our cities' hottest restaurants, best dishes, top chefs and influential personalities on the food and restaurant scene.

Special Sections: Top Doctors

SEPTEMBER | FALL FASHION (PLUS: WOMEN OF STYLE & BEAUTY)

AD CLOSE: AUG 1 | MATERIALS DUE: AUG 1

Our most glamorous issue of the year! Our collection of lust-worthy fashion and accessories.

Special Sections: Angeleno Admissions

OCTOBER | MEN'S FASHION (PLUS: WINTER TRAVEL)

AD CLOSE: SEP 1 | MATERIALS DUE: SEP 1

Our of-the-moment fall and winter trend report for gents. Plus: Our annual ski report and other elite retreats.

Special Section: Modern Man

NOVEMBER | PHILANTHROPY ISSUE (PLUS: GIFTS, JEWELRY & WATCHES)

AD CLOSE: OCT 3 | MATERIALS DUE: OCT 3

This annual feature salutes the local do-gooders who have gone above and beyond for our cities' charities.

Special Sections: Haute for the Holidays

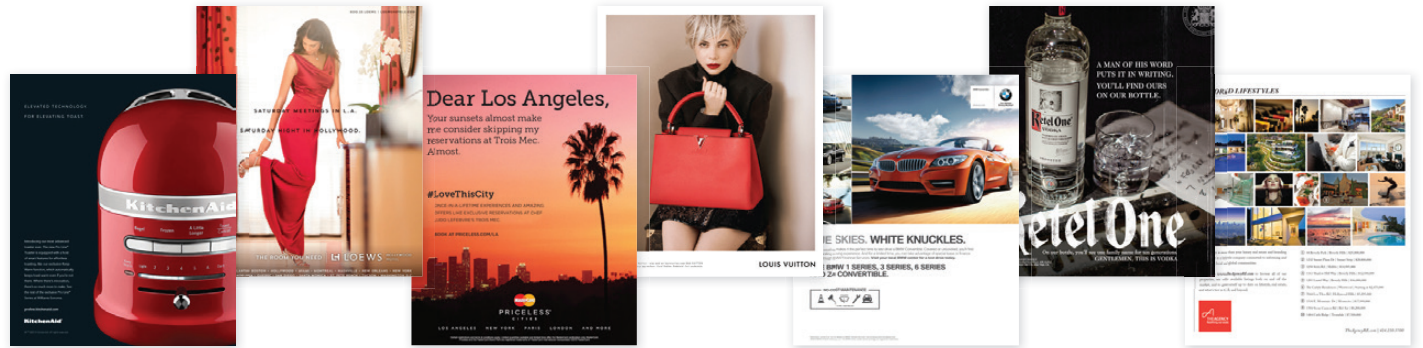
DECEMBER | THE NEXT LIST

AD CLOSE: NOV 1 | MATERIALS DUE: NOV 1

The who's who on the verge of becoming The Next Big Thing in some interesting corner of our universe. A fashionista. A chef. An artist. A philanthropist. An interior designer. A nightlife impresario. You'll read about them here first.

Special Sections: Dynamic Women

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ADVERTISERS
**ANGELENO'S
 DISTINGUISHED
 BRAND
 PARTNERS**

A+D architecture and design
 museum
 A-List Inc, DBA Kitson
 AG Jeans
 Alzheimer's Association
 American Cancer Society
 Anheuser Busch
 Arthritis Foundation
 Audi of America
 Bebe
 Ben Bridge
 Beverly Center
 Beverly Hills Chamber of
 Commerce
 Beverly Hills Luxury Motors
 Beverly Wilshire Hotel
 Bloomingdale's
 BMW
 Bosch
 Bottega Veneta
 Burke Williams Day Spa
 Caesars Palace Las Vegas
 Caffè Roma
 Chanel
 Chivas Regal, Pernod Ricard
 Chopard
 Choukair
 Christopher Guy
 Claire Pettibone
 Coldwell Banker Previews
 Concours d'Elegance
 DIEM
 Dior
 Don Julio CA
 Donna Karan

Douglas Elliman
 Dress for Success
 Eileen Fisher
 Emilio Pucci
 Estate Managers Coalition
 Estee Lauder
 Evolve
 Fairmont Miramar Santa
 Monica
 Fendi Casa
 Fendi
 Ferragamo
 Fletcher Jones Audi
 Gearys of Beverly Hills
 Givenchy
 Gloster LA
 Grace Home Furnishings
 Graye
 Gucci
 Harry Winston
 HD Buttercup
 Helms Bakery
 Hermes
 Hilton & Hyland
 Hoorsenbuhs
 HSBC Bank USA, N.A.
 Hudson Jeans
 Icing on the Ring
 Innovative Dining Group
 James Beard Foundation
 James Kendall Salon
 Jay Luchs
 JC Resorts-Rancho Bernardo Inn,
 Surf & Sand, Temecula Creek
 Jenn-Air

Joe's Jeans
 Johnnie Walker CA
 Joie
 Kate Somerville
 Kenzo Fragrance
 Ketel One
 KitchenAid
 Krups
 L'Ermitage
 L.K. Bennett
 La Cienega Design Quarter
 La Perla
 La Quinta Resort & Club
 Lexus Corporate
 Lladro
 Loews Hotel Corporate
 Los Angeles Food and Wine
 Louis Vuitton
 LuckyRice
 Luxe Hotel
 Macy's
 Mandarin Oriental Hotel
 Marriott Newport Coast Villas
 Mastercard
 Mercedes-Benz USA
 Meridith Baer Home
 Merrill Lynch
 Mikimoto
 MGM Resorts
 Moët Hennessy USA
 Minotti
 Montage Hotel Beverly Hills
 Mondrian
 Morgan Stanley
 Morongo Casino

Movado Group
 Movember
 Mr. C
 Mr Porter
 MTM
 Natura Bisse
 Nestseekers LA
 Net-A-Porter
 Niche Beverly
 Nini Jewels
 Nourmand & Associates
 O'Gara Coach
 Ojai Valley Inn & Spa
 Oliver Peoples
 Palm Springs International Film
 Pardee Properties
 Partners Trust Festival
 Panerai
 Peroni Beer
 Petrossian Paris
 Ploom
 Porsche Western Region
 Premium Outlets
 Procter & Gamble
 Punta Mita Beach Festival
 Rapport Furniture
 Restoration Hardware
 Roche Bobois USA
 Room & Board
 Rusnak Automotive
 Saks Fifth Avenue
 Santa Monica Place
 Seasons 52
 Sevilla Associates, LLC
 Shinola

SK-II
 Sofitel
 Sony Electronics
 SoulCycle
 Stark Carpets
 Step Up
 STK
 Swatch Group
 Tag Heuer Watches
 Tahiti Tourisme
 Tennis Channel
 The Agency
 The London West Hollywood
 The Oppenheim Group
 The Redbury Hotel
 The Residences at the
 W Hollywood
 The Tallarico Spirits Co, Inc
 Theory
 Tom Ford
 Tommy Hilfinger
 Treasury Wine Estates
 Tru Group Hospitality
 Two Rodeo
 United Friends of the Children
 Verizon Wireless
 W Hotel - West Beverly Hills
 Wells Fargo LA
 Westedge
 Westfield
 West Hollywood Design District
 YSL Beauty

RESULTS

WHAT OUR
ADVERTISERS
ARE SAYING
ABOUT
ANGELENO



“MODERN LUXURY IS MORE THAN A MAGAZINE; IT’S A LIFESTYLE MEDIA PARTNER AND OUR GO-TO WHEN IT COMES TO ENGAGING WITH AFFLUENT BUYERS OF RESORT PROPERTIES AROUND NORTH AMERICA. OUR CAMPAIGNS WITH THEIR MAGAZINES AROUND THE COUNTRY CONTINUOUSLY PRODUCE RESULTS, AND ARE THUS ALWAYS A PART OF OUR MEDIA BUY.”

BRIAN COOLEY
FOUNDER/PRESIDENT
WICKED

“Angeleno offers extraordinary value for our advertising dollars with their unique and creative marketing outreach. Success in the current luxury market demands innovation and execution. Angeleno’s marketing team conceives, coordinates and executes dynamic and compelling customized events, which has translated to direct sales for Mikimoto—our most recent sale, a \$60K necklace sold at a recent dinner hosted by Angeleno and Ace Gallery. Angeleno’s unbridled enthusiasm and multi-faceted idea factory are the perfect partners to Mikimoto’s brand infusion to the savvy L.A. consumer.”

DAWN MOORE
MIKIMOTO

THIS YEAR WE PARTNERED WITH ANGELENO ON BOTH A PRINT CAMPAIGN AND AN IN-STORE EVENT. WE WERE VERY PLEASED WITH THE QUALITY OF THE ATTENDEES AT OUR EVENT AND THE ADVERTISING PROGRAM WE RAN WITH THEM.

LILI FAKHARI
DIRECTOR OF MARKETING
JOIE



“The ability to communicate our message across multiple touchpoints is more essential than ever. From custom events, print, digital, email marketing and social media, Modern Luxury has been an excellent partner in our local activation efforts. We look forward to our continued partnership and to never stop experimenting.”

JASON PHILIP YOONG
MANAGER, PORTFOLIO
MANAGEMENT
UM - SONY

“I thought the Angeleno and A+D Mid-Century Salon Series was a fantastic event. We look forward to many more such collaborations.”

JOHN R. DALE, FAIA, LEED AP
PRINCIPAL
K-12

THE
MODERN LUXURY
NETWORK

NATIONAL
REACH,
COMMUNITY
EXPERTISE



At Modern Luxury, we know that community more than ever defines who we are. And city by city, we make living well an art form. We are the world's largest local luxury media company, delivering the most affluent audiences in the most prominent cities in the U.S. We bring luxury closer to home, because we live there too.

Modern Luxury, publisher of more than 55 titles in 18 markets, benefits from the management services of Cumulus Media. As the nation's second-largest broadcaster, Cumulus Media operates more than 500 radio stations in 120 US cities, reaching 200 million listeners each week.



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