

# Overview



# 2023

## Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

OurWeekly LA distributes every Thursday reaching 200,000 readers weekly. Our Weekly Antelope Valley distribution every Friday reaching 30,000 readers weekly. We are the largest distributing verified-circulation Black owned newspaper on the West Coast. Sixty percent of our readership reside in the most affluent cluster of Black communities in the country and receive OW directly to their door, including communities such as: Baldwin Hills, Ladera, Windsor Hills, Lafayette Square, Blair Hills, Baldwin Vista, Leimert Park, Inglewood and Carson. Additionally, we have a targeted commercial network which channels the distribution of the paper through churches, restaurants, entertainment venues and various retail establishments throughout metropolitan Los Angeles.

### OurWeekly is unique and here's why:

- ▶ **Edgy:** We don't shy away from tough or controversial subjects
- ▶ **Comprehensive:** In-depth coverage on cover and feature articles
- ▶ **Compelling:** We write about what resonates with our readership
- ▶ **Innovative:** Home of Across Black America and Addiction and Recovery
- ▶ **Original:** Design, style and format is fresh and has been copied by competitors. Readers are intrigued each week to "see what's on the cover of OurWeekly"
- ▶ **Better than competitive rates**

OurWeekly covers pertinent new stories for the community from local, state and national levels. Weekly coverage includes: Lifestyle, Health and Wellness, Art, Culture and Entertainment, Food, Book Review, Events Calendar, OpEd, Government, Politics, Business and Professional, Education, Community, and Classified.

### PRINT

**OurWeekly**  
Los Angeles

**OurWeekly**  
Antelope Valley



### WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

### EVENTS





# Content

# 2023

Los Angeles Media Kit



*Serving the*  
**COMMUNITY**  
SINCE 2005

PRINT

**Our Weekly**  
Los Angeles

**Our Weekly**  
Antelope Valley



Attention grabbing covers are always the topic of discussion every Thursday & Friday



## News/Business

Features, Local, State,  
National, Opinion, Politics,  
Across Black America



## Community

Human Interest,  
Health & Wellness



## Art & Entertainment

Features, Book Review,  
Food Feature



WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

EVENTS





# Calendar

# 2023

Los Angeles Media Kit



*Serving the*  
**COMMUNITY**  
SINCE 2005

## January

- The Top OW cover stories from 2021
- MLK Day & New Year Issue

## February

- Black History Month

## March

- Women's History Month
- \*Healthier You Magazine

## April

- Autism Awareness
- Easter
- Earth day

## May

- African World Heritage Day/Mother's Day
- Malcolm X Day
- Memorial Day

## June

- Black Music Month
- Juneteenth/Father's Day
- 4th of July
- LA Mayor Election
- \*Healthier You Magazine

## July

- National video game day

## August

- National Son & Daughter Day
- Senior Citizen's Day
- Women's Equality Day

## September

- Labor Day
- Grandparent's Day
- National Comic Book Day
- World Teachers Day
- \*Healthier You Magazine

## October

- World Mental Health Day
- National Bosses Day

## November

- Veteran's Day
- National Adoption Day
- Black Friday

## December

- World AIDS Day
- Kwanzaa & Christmas
- Year in Review/Necrology
- \*Healthier You Magazine

## PRINT

**OurWeekly**  
Los Angeles

**OurWeekly**  
Antelope Valley



## WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

## EVENTS



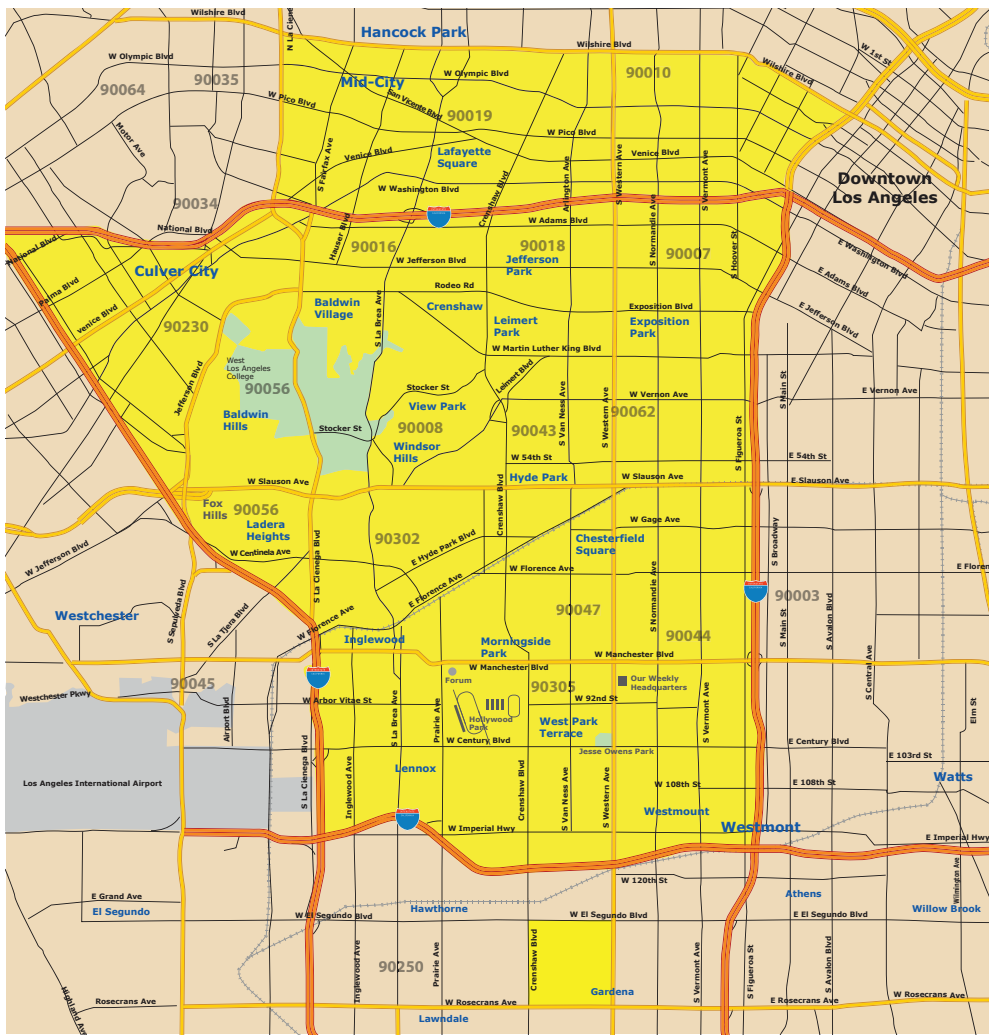


# Distribution

OurWeekly distributes to homes and retail shops across Los Angeles.

# 2023

## Los Angeles Media Kit



*Serving the*  
**COMMUNITY**  
SINCE 2005

PRINT

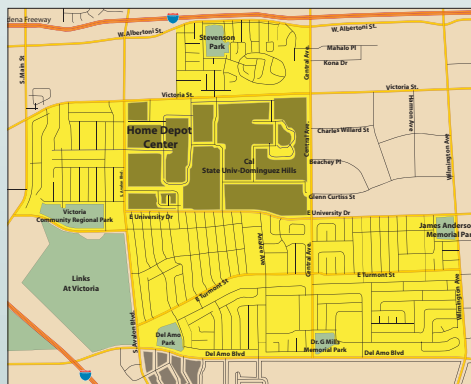
**OurWeekly**  
Los Angeles

**OurWeekly**  
Antelope Valley



## Cities

Los Angeles, Beverly Hills, Compton, Gardena, Lynwood, Inglewood, Carson, Culver City, Crenshaw, Leimert Park, Wilshire, South Los Angeles, West Adams, Baldwin Village, Jefferson Park, King Estates, Windsor Square, Miracle Mile, Windsor Hills, View Park, Westchester West Park Terrace, Morningside Park, Ladera Heights, Baldwin Hills, Fox Hills, Watts, Willowbrook, Athens, Chestnut Square, Morning Circle



## Zip Codes

90001, 90002, 90003, 90007, 90008, 90010, 90011, 90012, 90015, 90016, 90018, 90019, 90035, 90036, 90037, 90043, 90044, 90045, 90047, 90056, 90059, 90061, 90062, 90089, 90211, 90220, 90221, 90222, 90232, 90248, 90249, 90262, 90301, 90302, 90305, 90745, 90746

WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

EVENTS





# General Rates

All prepayment orders qualify for a 10% discount. All rates are per week.



# 2023

## Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

PRINT

**Our Weekly**  
Los Angeles

**Our Weekly**  
Antelope Valley



WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

EVENTS



### AD SIZES

### OPEN TERM

### 4 WEEK TERM

### 8 WEEK TERM

Full Page	\$6,496.88	\$5,414.12	\$4,627.37
3/4 Page	\$5,018.87	\$4,182.42	\$3,574.63
1/2 Page	\$3,446.34	\$2,871.85	\$2,454.68
1/3 Page	\$2,365.68	\$1,971.41	\$1,684.99
1/4 Page	\$1,828.12	\$1,523.40	\$1,302.10
1/6 Page	\$1,245.89	\$1,046.78	\$893.81
1/8 Page	\$969.74	\$808.15	\$690.69
1/16 Page	\$666.25	\$555.18	\$474.52

### AD SIZES

### 13 WEEK TERM

### 26 WEEK TERM

### 52 WEEK TERM

Full Page	\$4,023.89	\$3,592.78	\$3,266.14
3/4 Page	\$3,108.42	\$2,775.38	\$2,523.10
1/2 Page	\$2,134.40	\$1,905.74	\$1,732.47
1/3 Page	\$1,465.22	\$1,308.21	\$1,189.23
1/4 Page	\$1,131.32	\$1,010.97	\$919.07
1/6 Page	\$777.17	\$694.02	\$630.85
1/8 Page	\$600.58	\$536.31	\$487.44
1/16 Page	\$412.61	\$368.47	\$334.99

**Double Truck Open Term \$13,594.87**

### COLOR

Color is an additional charge.

Spot	\$450
Four Color	\$800

### PREMIUM POSITION

Limited availability.

Front page ad across full bottom width.

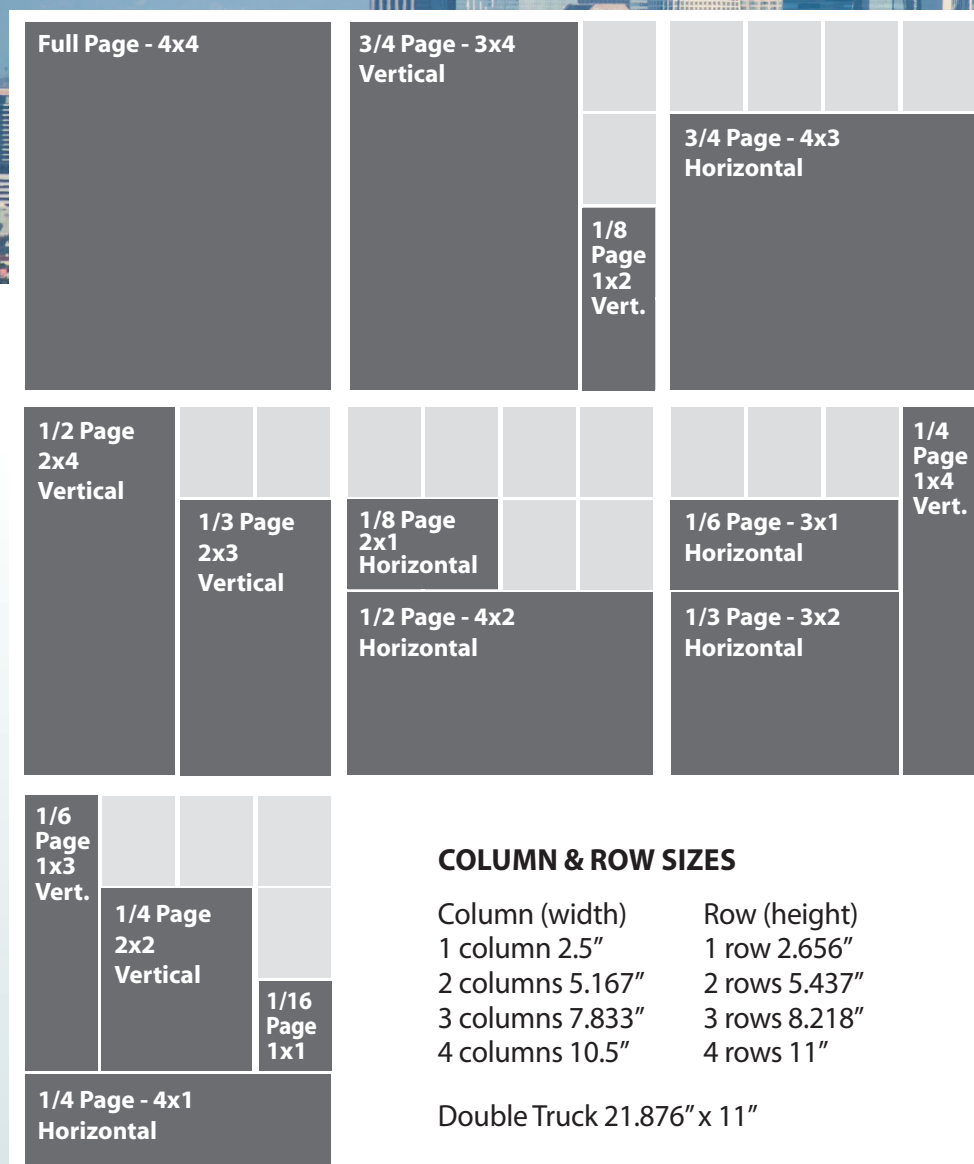
Full color included.

Size: 10.5" wide by 1.5" deep

\$4,200



# Retail Ad Sizes



## AD SIZES

Size	Vertical (Width x Height)	Horizontal (Width x Height)	Columns x Rows
Full Page	10.5" x 11"		4x4
3/4 Page	7.833" x 11"	10.5" x 8.218"	3x4 or 4x3
1/2 Page	5.167" x 11"	10.5" x 5.437"	2x4 or 4x2
1/3 Page	5.167" x 8.218"	7.833" x 5.437"	2x3 or 3x2
1/4 Page	2.5" x 11" or 5.167" x 5.437"	10.5" x 2.656"	1x4 or 2x2 or 4x1
1/6 Page	2.5" x 8.218"	7.833" x 2.656"	1x3 or 3x1
1/8 Page	2.5" x 5.437"	5.167" x 2.656"	1x2 or 2x1
1/16 Page	2.5" x 2.656"		1x1

# 2023

Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

PRINT

**OurWeekly**  
Los Angeles

**OurWeekly**  
Antelope Valley



WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

EVENTS





# Production Requirements

**Advertising design:** There is no charge for advertising design for use in our newspaper. Ads requiring excessive production work or substantial last-minute changes will be subject to a production charge.

**Camera ready ads:** We recommend documents in PDF format with fonts embedded or raw file(s) including document file, images and fonts, or TIFF's and JPEG's. True type fonts are NOT compatible with our press. Please make sure all fonts are postscript.

To ensure image clarity, the maximum ink density allowed is 240.

If submitting an ad in a native file format, we will only accept from the following software and please include the native file, all images and fonts used:

- QuarkXPress 4.11 or higher
- Adobe InDesign CS or higher
- Adobe Illustrator CS or higher
- Adobe Photoshop CS or higher

**NOTE:** We do not accept files created in MS Word, MS Excel, Adobe PageMaker, MS Publisher, or file formats in EPS or BMP.

Send file(s) to: [ads@ourweekly.com](mailto:ads@ourweekly.com) and CC your account executive.

The subject heading of your email should include your account name, date running and size. For example: BOA - 8/6 - 1/2 Page

The file name should be your account name. For example: BOA.pdf, Lowes.tiff, etc.

Another ad delivery option is our FTP site:

**FTP Address:** <ftp.ourweekly.com>

**User Name:** advertisers

**Password:** ourweekly

Please notify your account executive if uploading ad copy via ftp.

**Recommendations:** To insure a quality print, files must be a minimum of 300dpi at 100%. They may go as high as 600dpi at 100%. Our newspaper are printed at 150 lpi. Please take into consideration that once on the press all images produce 20% darker.

Color files must be CMYK and black and white files in grayscale. No RGB, LAB, INDEX, etc. in any files.

Files received in the wrong color mode will be converted to the correct color mode. When such conversion occurs, some quality will be lost. It is in your best interest to submit correct files to ensure the highest of quality.

# 2023

## Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

**PRINT**

**OurWeekly**  
Los Angeles

**OurWeekly**  
Antelope Valley



**WEB**

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

**EVENTS**





# Award Winning

OurWeekly's Dedication and coverage of local, state, political, national news, community features, entertainment, education, business and our uncompromising cover stories have lead us to the path of excellence.

Over the past years, OurWeekly has been recognized with many accolades.



# 2023

## Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

**Black Business Association  
Business of the Year**

**Greater L.A. African American  
Chamber of Commerce  
Media of the Year**

**National Association of Women  
Business Owners  
Rising Star**

**National Association for the  
Advancement of Colored People  
Ida B. Wells Medal of Courage**

**Carson Chamber of Commerce  
The Messenger Award**

**The New Leaders  
The Legacy Builder Award**

**Brookins AME  
The Meritorious Achievement**

**McCoy Memorial  
History Makers**

**Baptist Ministers Conference  
Media Leadership**

**Community Financial Resource Center  
Community Advocate**

**Sisters At the Well  
We See You**

**Recycling Black Dollars  
Distinguished Publishers**

**Community Coalition  
Community Soldier Award**

**Black Women Lawyers  
Literacy Award**

**Congresswoman Diane Watson  
Influential Business Leader**

**PRINT**

**OurWeekly™**  
Los Angeles

**OurWeekly™**  
Antelope Valley



**WEB**

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

**EVENTS**





# Audience Profile

OurWeekly distributes to the wealthiest African American communities in the country, targeting the movers and shakers who influence buying decisions nationwide.



# 2023

## Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

- ▶ Black oriented newspaper readers are educated, wealthy consumers with significant discretionary income and plans to spend it
- ▶ Advertisers will miss reaching this key “Blockbuster” audience if they omit ad campaigns in Black Press Publications
- ▶ Black-press readers have an average household income of \$53,051. More than 60% of the readers are female, with 61% aged 25-54 and about half between 25 and 49. Nearly 60% are homeowners, and another 25% plan to buy a home in the next two years
- ▶ 70% of African American newspaper readers report they ate fast food at least once a week, and 30% say they dine out three or more times a week
- ▶ Black paper readers also have big plans for big purchases. Most families report owning two to four cars or more
- ▶ More than half plan to take an ocean cruise and more than a third stayed in hotels or motels 10 or more nights during the past 12 months
- ▶ Top three airlines used: Delta, American Airlines and Southwest
- ▶ Black press readers are invaluable influencers within the African American community and are significant for marketers who are trying to leverage advertising dollars, roll out new product launches, and build awareness campaigns to this burgeoning audience
- ▶ California has the 2nd highest number of African Americans and Los Angeles County has the highest number with 1.3 million

Source: Ethnic Media Print Group 2006

### PRINT

**OurWeekly**  
Los Angeles

**OurWeekly**  
Antelope Valley



### WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

### EVENTS





# Profile

Target audience for the past 12 months for  
Black/African American



# 2023

Los Angeles Media Kit

*Serving the*  
**COMMUNITY**  
SINCE 2005

## General Profile

### Age

18 – 49	67.2%
50+	32.8%

### Gender

Female	51.2%
Male	48.8%

### Income

\$10,000 – \$29,999	24.9%
\$30,000 – \$49,999	30.4%
\$50,000 – \$250,000	44.7%

### Marital Status

Single	33.3%
Married	49.1%
Other	17.6%

### Education

Some College (1 – 3 yrs.)	32.3%
College Graduate	12.8%
Post Graduate Degree	8%

### Employment

Employed Full-Time	48.7%
Employed Part-Time	18.2%

## Automotive Profile

### Vehicles per household

1 – 2 Cars	64%
------------	-----

### New vehicles per household

1 – 2 Cars	45.3%
------------	-------

### Used vehicles per household

1 – 2 Cars	43%
------------	-----

### Leased vehicles per household

1 – 2 Cars	7%
------------	----

### Any vehicles bought new, used or leased

Bought New	49.1%
Bought Used	57.2%
Leased	6.5%

### Make of any vehicle owned or leased

Ford	25.9%
Toyota	20.7%
Honda	15.6%
Chevrolet	14.1%
Nissan	10.7%

## PRINT

**Our Weekly**  
Los Angeles

**Our Weekly**  
Antelope Valley



## WEB

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

## EVENTS

