

BEVERLY HILLS [213] is the weekly four-color/black-and-white magazine that reflects the exciting lifestyle, fashion, trends, people, places and social events that make Beverly Hills the “CAPITAL CITY OF ELEGANCE.”

Printed on high-quality coated paper, BEVERLY HILLS [213] has a guaranteed circulation of 50,000 copies per week, distributed via home delivery to a select group of the most affluent residences in Beverly Hills, Trousdale Estates, Bel-Air, Holmby Hills, Century City, Westwood, Brentwood, Pacific Palisades and other nearby high-income areas. It is the biggest and best publication of its kind – appealing to a sophisticated audience with discerning tastes and an eye for premium goods and services.

BEVERLY HILLS [213] focuses on the up-to-the-minute world of fashion, cosmetics, health and beauty, interior design, art, travel, financial matters, real estate, automobiles, new products and services, food, wines and liquor, and the accomplished people who know how to enrich the lives they lead.

Our editorial coverage is unsurpassed, enhanced by nationally recognized columnists with outstanding commentary or critiques on the ins-and-outs of Hollywood, society and trend-spotting, and restaurants.

Each colorfully designed and well-written issue of BEVERLY HILLS [213] highlights the panache and style, the tastes and trends, the fashion and influence, the vogues and views of some of the most exciting and sophisticated people in the world.

BEVERLY HILLS [213] weekly newspaper. Rich in interest and color. With unusual appeal and effectiveness for those advertisers who require the best.

# BEVERLY HILLS [213]

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Baker Newspaper Group, Inc.  
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Circulation 50,000

# BEVERLY HILLS [213]

**Retail Rate Card**

Effective January 1, 2006

## ADVERTISING RATES

Black and White	1x	6x	13x	26x
Full Page	\$5350.	\$4950.	\$4750.	\$4300.
Junior	5000.	4650.	4250.	4000.
One-half	3450.	3150.	2900.	2800.
One-quarter	2300.	2000.	1800.	1700.
One-twelfth	900.	800.	700.	550.

Four-Color	1x	6x	13x	26x
Full Page	\$8600.	\$7800.	\$7300.	\$6650.
Junior	7650.	6850.	6300.	5450.
One-half	4850.	4450.	4000.	3450.
One-quarter	3550.	3300.	2800.	2650.
Bleed charge	10% Additional			

**SPECIAL COMBINED DISCOUNT:** A 10% reduction off the regular rate is offered when equal space and equal frequency are contracted in BEVERLY HILLS [213] and our sister publication NEWPORT BEACH [714]. The 10% reduction is applied separately to the two contracts. [Scheduled insertions against such contracts must appear within 30 days of each other.]

Ad Sizes	Width	Depth
Full page bleed	11-1/4"	12-3/8"
Full page	10-1/4"	11-3/8"
Junior	7-9/16"	8-7/8"
One-half horizontal	10-1/4"	5-5/8"
One-half vertical	5"	11-3/8"
One-quarter	5"	5-5/8"
One-twelfth	2-3/8"	3-5/8"

Publication Trim Size: 11" x 12-1/8"  
4 Columns to a page  
Column Width: 2-3/8"

Allow 1/2" for gutter in bleed spreads. Minimum size acceptable for spreads: Junior Page.

### SPECIAL POSITIONS

Cover 2	10% Additional
Cover 3	No Premium
Cover 4	15% Additional
Center Spread	10% Additional

### SPOT COLOR

[Black plus one color]

Standard publisher's colors.....\$475 per color, per page  
[Pantone Green, Reflex Blue, Warm Red, Red-PMS 185, Green-PMS 354, Orange-PMS 165, Blue-PMS 293]  
Match colors.....\$750 per color, per page  
Metallics .....\$900 per color, per page  
[spot color prices and availability subject to change without notice]

## PRINTING REQUIREMENTS

BEVERLY HILLS [213] is printed web offset on 40lb. coated stock. Follow SWOP, AAAA/MPA recommended standard specifications for web offset printing.

### ADVERTISING MATERIAL SUBMISSION

ALL MATERIAL MUST BE PREPARED AND SUPPLIED DIGITALLY TO THE FOLLOWING SPECIFICATIONS:

Files must be prepared in QuarkXpress on the Macintosh platform and must include all supporting files [screen & printer fonts, graphic images, required extensions, etc].

All material should be supplied with a visual proof (black and white or 4/C) to guarantee material accuracy.

If 4/C material is not supplied with an acceptable color proof, no responsibility for color reproduction can be taken by the publisher or the printer of this magazine.

All fonts need to be postscript type 1. No Truetype fonts.

Grayscale and color images should be saved at an effective resolution of 266 dpi, in the TIFF or EPS format. No JPEG.

Color images must be converted from RGB to CMYK and any spot colors not intended as spot color must be converted to process CMYK.

Include only required fonts, images and QuarkXpress files.

Graphics should be cropped and sized to closely match used image area. Oversized images will result in problems proofing and outputting files.

Artwork may also be supplied in native Photoshop or PDF format but only if preapproved.

Ad material may be supplied via E-mail or Anonymous FTP. For information, inquire with your Advertising Director.

Acceptable supply media include: floppy disks, 100 Megabyte Zip disks, Compact Discs and Jaz cartridges.

*Failure to meet any of the above specifications can lead directly to ad material rejection and loss of magazine space reservation.*

### Issuance and Closing Dates

Published weekly and distributed every Wednesday

[A] Four-color space reservations and four-color ads needing production: 5:00 P.M. Wednesday two weeks prior to date of issue.

[B] Black and white and spot color space reservations: 5:00 P.M. Friday two weeks prior to date of issue.

[C] Black and white ads needing production are due: 10:00 A.M. Friday two weeks prior to date of issue.

[D] All finished digital material is due: 10:00 A.M. Monday of the week prior to date of issue.

## POLICIES

### Agency Commission

15% to agencies listed in the Standard Directory of Advertising Agencies. No agency commission on bills not paid within 60 days. Production charges and other services performed by publisher are non-commissionable.

### Contract and Copy Regulations

Reduced rate contracts are for 6, 13 or 26 insertions within a 12-month period. If contract is not completed during 12-month period, advertiser will be "short-rated", i.e. billed for the difference between the contract rate and the higher applicable rate for the actual number of insertions published. Rendering bill to an advertising agency at advertiser's written request shall not release advertiser in case of non-payment by agency.

Acceptance of all advertising is subject to publishers approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon contents of the subject matters of such advertisements. This includes suits for libel, plagiarism, copyright infringement and unauthorized use of a person's name or photograph. Cancellation not accepted after applicable closing dates indicated on rate card. Cancellation of any portion of a contract voids all rate and position protection.

Advertising material retained for 4 months following its use. If not ordered returned, all material is then destroyed.

### Production Charges

Material submitted as film will require high-end copy dot scanning that will be billed back to the client.

Artwork, typography, separations, screens, halftones, etc. will be billed to advertiser at cost. Publisher is not liable for errors in key numbers or in other type set by publisher.

Further production charges may be incurred for any corrections required in digital ad material, including: resizing of an ad to meet our required specifications, additions or deletions requested, an order to have a proof on an ad, any mailing or delivery charges on special rush requests, any dupe ads requested by advertisers or other concerns, or any corrections needed to meet gutter bleed requirements. Publisher is not liable for reproduction quality on provided ads which require production time.