



MEDIA KIT 2020

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## MISSION STATEMENT

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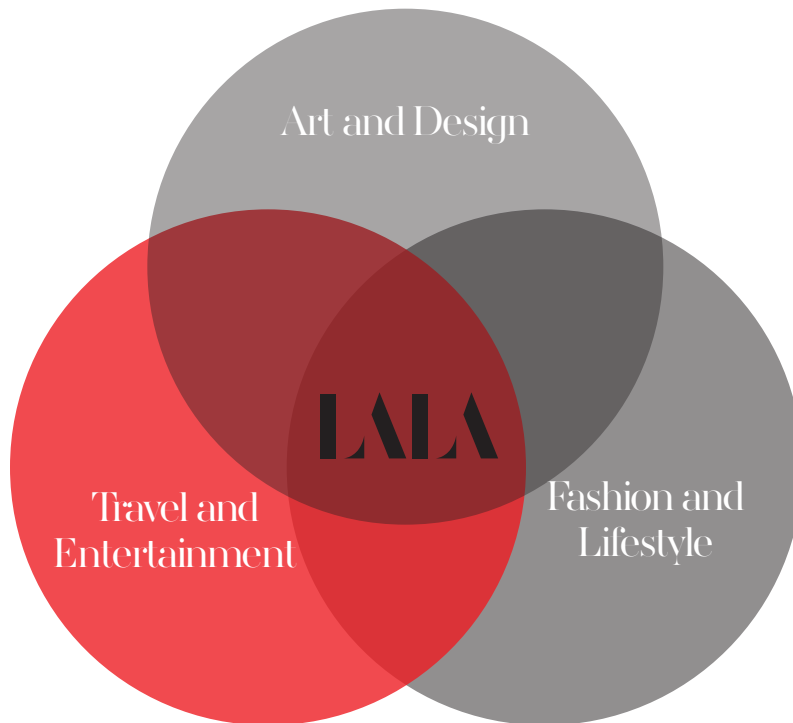
*LALA has been created to capture and report on the creative culture born out of Southern California. Curated and edited by an insider's eye, the editorial content is informed by influencers, esteemed critics of the arts, respected journalists and arbiters of the good life—all of whom make LALA a coveted compendium for those inspired by the ultimate fantasy land.*

*LALA is the platform for Los Angeles' new zeitgeist. Forget all of your dated notions of the celluloid city, LALA is dedicated to the people driving the city's cultural conversation—from the burgeoning tech industry to the wealth of galleries, museums, free thinkers, doers and of course, its insiders. This is a magazine for the creative class unlike any other.*



# THE INFLUENCERS

The *LALA* audience represents the most discerning, culturally-connected consumers with the proven means and passion to buy luxury products and experiences.



Through proprietary segments and innovative targeting, *LALA* can create custom programs that effectively deliver your messages to the right audience.



**NEWSSTANDS**

Above the Fold–Larchmont  
 Al's News  
 All American News  
 Basha Newsstand  
 Brentwood Newsstand  
 Centerfold II  
 Century World News  
 Current Events  
 Fog City News  
 Gateway News  
 Heath's Newsstand  
 Hillcrest News  
 Impulse News  
 Issues (M)  
 Juicy News  
 King's Newsstand  
 Kosher News  
 Malibu Newsstand  
 National News & Magazines  
 Paras News  
 Pelican Hill News  
 Plaza Newsstand  
 Sheltam  
 Sherman Oaks News  
 Smoke Signals  
 T. and C. Newsstand  
 The Kosher News  
 University City Newsstand  
 Westwood Newsstand  
 What's News  
 Whole Foods

**BOOK STORES**

Arcana Books  
 Barnes & Noble  
 Bay Books  
 Bookstar  
 Books Inc.  
 Cattywampus  
 Circus of Books  
 Compass  
 Flintridge Bookstore  
 Heath Ceramics  
 Keplers Books  
 The Daily Planet  
 Topanga Creek

**AIRPORTS**

I Love LA, LAX  
 Compass Books, SF Int. Airport

**HOTELS**

Ace Hotel  
 AKA Beverly Hills  
 Beverly Hills Hotel  
 Casa Del Mar  
 Four Seasons Beverly Hills  
 Freehand Hotel  
 Hotel Bel Air  
 Hotel Covell  
 Little Beach House Malibu  
 Maison 140  
 Malibu Beach Inn  
 Mondrian Los Angeles  
 Montage Beverly Hills  
 Omni Los Angeles Hotel  
 Palihouse  
 Proper Hotel  
 Ritz Carlton  
 SLS Beverly Hills  
 Soho House  
 Sunset Tower  
 The Line Hotel  
 The Peninsula Beverly Hills  
 The Standard LA

**SPA & SALONS**

Andy Lecompte Salon  
 Chris McMillan Salon  
 Credo  
 Estilo Salon  
 Gavert Atelier Salon  
 Jose Eber  
 Ken Paves  
 Mèche  
 Rossano Ferreti  
 Sassoon Salon  
 Se Salon  
 Striiike  
 The Private Room  
 Tomoko Spa  
 Ulta Beauty

**MUSEUMS**

California African American Museum  
 Hammer Museum  
 ICA LA  
 LACMA  
 Marciano Art Foundation  
 Museum of Contemporary Art LA  
 Pasadena Museum of California Art  
 SFMOMA  
 The Broad  
 The Getty

**GALLERIES**

356 Mission  
 ACME  
 Awol Ezriku Studio  
 Baldwin Gallery  
 Blum & Poe  
 Cherry and Martin  
 David Kordansky Gallery  
 De Soto Gallery  
 DeBilzan Gallery  
 Ghebaly Gallery  
 Hauser & Wirth  
 Hilde Gallery  
 Honor Fraser  
 Jack Shainman Gallery  
 Michael Kohn Gallery  
 Night Gallery  
 Regen Projects  
 Roberts & Tilton  
 Shulamit Nazarian  
 The Mistake Room  
 William Turner Gallery

**FAIRS**

Art Los Angeles Contemporary  
 Diem at West Edge Design Fair  
 Fall Market + WestWeek, Santa Monica  
 Frieze Los Angeles  
 Palm Springs Art Fair  
 West Edge Design Fair

**OTHER**

Alfred Coffee  
 AVO Talent  
 Blackwood Coffee Bar  
 Cloutier Remix  
 Creative Artists Agency  
 I am OTHER  
 Intelligentsia Coffee & Tea  
 Longshot Coffee  
 OTIS College of Art and Design  
 Pacific Design Center  
 Savannah College of Art and Design  
 Smashbox Studios  
 Sony Pictures  
 UCLA Student Store  
 WHY Architecture

Forbes

*Hollywood*  
THE REPORTER

THE CUT



LOS ANGELES REVIEW OF BOOKS

Page Six

PublishersDAILY



## CIRCULATION 30,000 Quarterly

### PRINT REACH

LALA is a cutting edge title with a distribution of **30,000** copies to hand-selected addresses – an audience that represents the most affluent segment of tastemakers and influencers.

**10,000** copies will be available in high-traffic luxury destinations, high-end boutiques and on-the-cusp concept stores, premium newsstands and style setting hotels, as well as a network of top-tier galleries and institutions.

### DISTRIBUTION

LALA will be distributed in the following high net worth areas such as Bel Air, Beverly Hills Flats, Brentwood, Calabasas, Holmby Hills, Malibu Colony, Manhattan Beach, Pacific Palisades, Trousdale and others.

1x Rate		2x Rate		4x Rate	
FULL PAGE	\$7,600	FULL PAGE	\$6,460	FULL PAGE	\$5,491
SPREAD	\$10,000	SPREAD	\$8,500	SPREAD	\$7,225
COVER 2 PG 1	\$14,000	COVER 2 PG 1	\$12,325	COVER 2 PG 1	\$10,476
INSIDE BACK COVER	\$12,500	INSIDE BACK COVER	\$10,625	INSIDE BACK COVER	\$9,031
BACK COVER	\$17,500	BACK COVER	\$14,875	BACK COVER	\$12,643

*\*All prices are net. Any other premium position - Add 10%*



## **SPRING 2020**

SPACE DEADLINE FEBRUARY 21

MATERIALS DUE MARCH 6

ISSUE RELEASE APRIL 3

## **SUMMER 2020**

SPACE DEADLINE MAY 25

MATERIALS DUE JUNE 15

ISSUE RELEASE JULY 10

## **FALL 2020**

SPACE DEADLINE AUGUST 28

MATERIALS DUE SEPTEMBER 10

ISSUE RELEASE OCTOBER 9

## **WINTER 2020**

SPACE DEADLINE DECEMBER 4

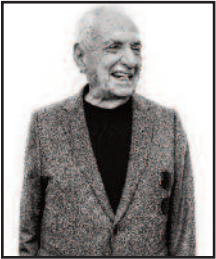
MATERIALS DUE DECEMBER 11

ISSUE RELEASE JANUARY 8, 2021



## Impact & Legacy

JAN/FEB/MAR (2020)



This issue highlights a diverse group of icons, heroes, creatives who come from a long line of artists and those who are leaving a lasting impact on our culture (Kanye West's impact on the zeitgeist, Frank Gehry's indelible contributions to the architectural landscape in LA and beyond, Judy Chicago's lasting legacy, Seffa Klein following in her grandfather's footsteps, Paul R. Williams's granddaughter's letter to her grandfather).

## Community

APR/MAY/JUN (2020)



Art is often not a solitary pursuit. This issue explores and celebrates the creative communities of LA and the artist's whose own communities have influenced their work (Ava DuVernay & her creative drive to tell the stories of her community, Irene Neuwirth & her bohemian family of creative collaborators, Alex Israel's passion pop culture & the Hollywood community he grew up in, the Rodarte designers and the artisans they work with, Tim Burton's Leland A. Bryan-designed apartment & former home of Betty Davis & other Hollywood royalty).

## LA Around the World

JUL/AUG/SEP (2020)



Los Angeles is a diverse and accepting city. It is that diversity that makes it unique. This issue spotlights talented Angelenos living abroad and the immigrant creatives & transplanted artists who have made LA their home. The summer issue also investigates how the city's new status as a mecca for artists is being noticed around the globe.

## Storytellers

OCT/NOV/DEC (2020)



Great artists are great storytellers, and stories come in all genres—from painting to film to fashion to writing to music to design. This issue celebrates the directors, screenwriters, actors, painters, sculptors, designers, musicians and more who connect with their audiences through artistically-driven narratives.

**LALA** requires ads to be submitted as final high-res CMYK PDFS. All PDF files must meet PDF/X-1a standards at 300 dpi. Spreads must be submitted as two single-page PDF/X-1a files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded (no subsets) in the PDF document. All files must be CMYK; we will not accept RGB. All RGB files will be converted. This may cause color shifts, for which we will not be responsible. LALA also supports files created in Quark Xpress, Adobe Photoshop, Illustrator or InDesign. All files should be collected with fonts and images.

## AD SIZING REQUIREMENTS

Ad sizing requirements are listed below. Remember to allow for bleed (.125 inches beyond trim and marks should be offset .25 inches)

## SPREADS MUST BE SUBMITTED AS TWO SINGLE-PAGE PDF/X-1A FILES.

## FILE PREPARATION

Keep all art elements and type NOT INTENDED TO BLEED 1/4" in from trim on all four sides. For bleed ads, 1/8" excess image must be provided on all four sides. (See ad unit size requirements.) All files must include crop marks to Cultured's trim and bleed dimensions, as well as centre marks.

## DIMENSIONS (Full Page)

Live Area: 7.375" w x 9.875" h

Trim: 8.375" w x 10.875" h

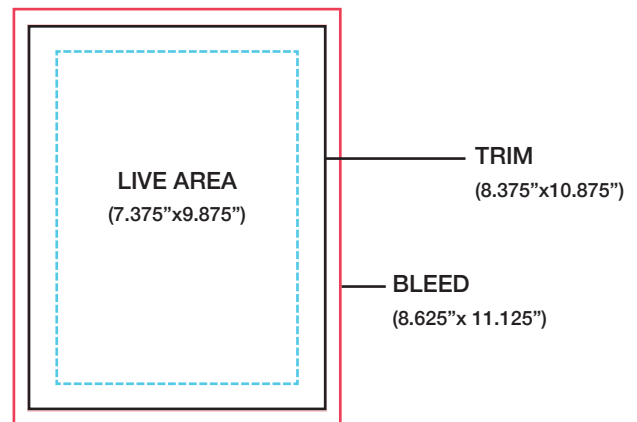
Bleed: 8.625" w x 11.125" h

## BLEED

0.125"

## TWO-PAGE SPREAD MATERIALS:

Must be supplied as TWO single pages, as per the full-page size requirements above.



## CONTACT AND SHIPPING

1680 Michigan Avenue, Suite 1013, Miami Beach, Florida 33139  
Contact [katie@whitehausmediagroup.com](mailto:katie@whitehausmediagroup.com) for any production questions or concerns.

**Whitehaus Media Group** is a privately owned, Miami-based publishing company. Under the direction of Carlos Suarez and Sarah Harrelson and a world-class team of artists, editors, writers and photographers, Whitehaus produces several coveted titles in luxury fashion, travel and design, as well as collectible art and design books.

**Bal Harbour:** This magazine is custom-produced for Bal Harbour Shops two times a year and features an international roster of writers and photographers.

Circulation: 100,000

**Cultured:** *Cultured* is a publication printed five times a year that celebrates the intersection of art, architecture, fashion and design. *Cultured* speaks to a discerning, design-minded audience through its compelling interviews, luxurious features and portraits of the innovative personalities who are shaping design and architecture today.

Circulation: 50,000

**Venice:** This quarterly magazine embodies the essence of the seaside metropolis of Fort Lauderdale through its coverage of fashion, design, art, food and, most importantly, the personalities that define the city.

Circulation: 30,000

## ADVERTISING CONTACT INFORMATION

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