

2007 RATES

# West Magazine

*Los Angeles Times*  
MEDIA GROUP

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Tribune Media Net offers penetration in 24 key U.S. markets and, combined, these media properties reach nearly 80% of U.S. households every day. Tribune offers cross-media properties including 14 daily newspapers (3 Spanish), 26 television stations, and websites in 20 of the nation's top 30 markets. Extend your reach in the top 3 markets with a combination of Tribune newspapers, TV stations, and websites.

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**WEST**

The new Los Angeles Times Sunday magazine will embrace a state of anticipation — California. As its editor, Rick Wartzman, states: “We aim to capture California in the grandest sense imaginable. This is a magazine with a strong personality — entertaining and conversational in tone, but eager to tackle the most pressing issues of the day; always timely but with a keen sense of California history; edgy but never cynical; smart but never snooty.”

What does this editorial direction promise for advertisers? Plenty.

The vision and voice of WEST offers a golden opportunity to reach people who will read its compelling stories. Look at its bold photography. Smile at its playful approach to style. As we appeal to readers’ curiosities and concerns, you can attract their attention.

WEST will speak to people who love the good life and spend money living it. Traveling. Dining. Shopping. Decorating. The list is long. And their bank accounts are large.

So don’t miss out on being in a magazine where California becomes more meaningful, week after week. And where you can take your advertising dollars as far as you can go.

**GENERAL ADVERTISING**

Effective JANUARY 1, 2007.

**THESE RATES APPLY TO:**

All manufacturers, distributors, brokers and wholesalers of products and services. All media, including books, magazine and newspaper publishers, and broadcast, cable and internet companies. Advertising agencies, clubs, associations and trade unions. Communications companies. Public and private utilities. Governmental entities. Advocacy advertising. Election/Proposition Advertising. Legal Advertising. Pharmaceuticals. Financial. Technology.

**Employment** – This category also applies to Career Opportunities, Career Preparation and Guidance, Franchises, Business/Investment Opportunities.

**Co-op** – Manufacturers tagging one or more retailers in the following categories: Apparel, Appliances, Computers, Consumer Electronics, Home Furnishings, Jewelry, Optical, Shoes.

**FULL CIRCULATION FOUR COLOR RATES**

See page 12 for a list of Themed Issues

**Commissionable**

Frequency	Open	4 Times	12 Times
Full Page	\$46,020	44,200	37,388
4/5 Page	39,624	38,064	32,188
Junior Page	34,580	33,176	28,080
3/5 Page	31,824	30,576	25,792
1/2 Page	27,196	26,104	22,100
2/5 Page	34,216	23,920	20,176
1/3 Page	19,864	19,032	16,120
1/5 Page	14,716	14,196	11,960

Frequency	24 Times	36 Times
Full Page	\$32,604	26,520
4/5 Page	28,184	22,776
Junior Page	24,492	19,864
3/5 Page	22,672	18,304
1/2 Page	19,292	15,600
2/5 Page	17,680	14,352
1/3 Page	14,040	11,336
1/5 Page	10,504	8,528

For Black & White rates, please call your sales representative. For Co-op rates, use the 36x rate.

**GENERAL ADVERTISING PREMIUM POSITIONS AND PRODUCTS**

**Premium Positions**

Four color, full pages only. Add premium to space costs.

Back Cover:	15% premium
Inside Front Cover:	10% premium
Inside Back Cover:	10% premium

<b>Gatefolds (commissionable)</b>	60# Coated Stock
4-page (front or back cover)	\$147,160
8-page (center)	\$209,768

<b>Polybags (commissionable)</b>	\$150 cpm
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For availability call the Magazine Sales Manager at (213) 237-6134.

## STITCHED-IN PREPRINTED INSERTS

### COMMISSIONABLE

Cost per thousand	2006 Open	2006 6x Contract
2 pages- CPM	\$62.00	\$57.50
4 pages- CPM	\$90.00	\$86.50
8 pages- CPM	\$97.50	\$92.50
12 pages- CPM	\$104.00	\$100.00
16 pages- CPM	\$111.50	\$105.50
20 pages- CPM	\$117.00	\$112.50
24pages- CPM	\$125.00	\$118.50

Minimum insert quantity: 250,000

1. Please contact your Advertising Sales Representative for more information regarding:
  - Rates and requirements for inserts of 28 pages or more.
  - Poster Inserts and We-Prints.
2. **Scent strips and packettes** - 2 page stitched-in insert rate plus an additional \$7 CPM. Scent strip inserts must comply with California Health and Safety regulations.
3. **Samples** - samples are required for price confirmation. Please contact your Advertising Representative.

## BLOW-IN CARDS / HAND INSERTS\*

### COMMISSIONABLE

Cost per thousand	2006 Open	2006 6x Contract
2 pages- CPM	\$54.00	\$49.50
4 pages - CPM	\$55.50	\$51.00
8 pages - CPM	\$61.50	\$58.50
12 pages - CPM	\$69.00	\$64.50
16 pages - CPM	\$75.00	\$70.50
20 pages - CPM	\$81.00	\$76.50
24 pages - CPM	\$85.50	\$82.50

Pieces are loosely inserted into the magazine. Samples are required for price confirmation. Please contact your Advertising Representative.

Minimum insert quantity: 250,000.

Please ask your Advertising Sales Representative for information on specifications, deadlines, packaging and delivery requirements.

\* Higher rate applies with specific placement request.

**RETAIL ADVERTISING**

Effective February 5, 2006.

**THESE RATES APPLY TO:**

**Retail** – This category includes Retail Merchandise, Department Stores, Discount Stores, Fashion Boutiques, Consumer Electronics, Automotive Dealers, Retail Services, Professional Services, Auctions, Educational Institutions and Services, Seminars, and Rentals (except Automotive).

**California Travel** – California Conventions and Visitors Bureaus; California Hotels and Resorts.

**Travel** – Travel Agents and Tour Operators as specified in the Travel Rate Book.

**Real Estate** – This category also applies to Real Estate Auctions, Rentals, Mobile Homes and Manufactured Housing.

**Supermarkets** – This category includes all full-service grocery stores whose primary business is the sale of groceries, fresh meat and produce.

**Entertainment** – This category includes Movies, Live Theater, Concert Halls, Theme Parks and Sports Arenas or any event whether or not admission is charged.

**FULL CIRCULATION FOUR COLOR RATES**

See pg 12 for a list of Themed Issues

**Non-Commissionable**

Frequency	Open	4 Times	12 Times
Full Page	\$38,250	\$30,600	\$26,010
4/5 Page	\$32,513	\$26,010	\$22,109
Junior Page	\$28,688	\$22,950	\$19,508
3/5 Page	\$26,775	\$21,420	\$18,207
1/2 Page	\$22,950	\$18,360	\$15,606
2/5 Page	\$21,038	\$16,830	\$14,306
1/3 Page	\$17,213	\$13,770	\$11,705
1/5 Page	\$13,388	\$10,710	\$9,104

Frequency	24 Times	36 Times
Full Page	\$19,890	\$15,300
4/5 Page	\$16,907	\$13,005
Junior Page	\$14,918	\$11,475
3/5 Page	\$13,923	\$10,710
1/2 Page	\$11,934	\$9,180
2/5 Page	\$10,965	\$8,415
1/3 Page	\$8,951	\$6,885
1/5 Page	\$6,962	\$5,355

For Black & White rates, please call your sales representative.

**PREMIUM POSITIONS AND PRODUCTS**

**Premium Positions**

Four color, full pages only. Add premium to space costs.

Back Cover:	15% premium
Inside Front Cover:	10% premium
Inside Back Cover:	10% premium

Gatefolds (non-commissionable)	60# Coated Stock
4-page (front or back cover)	\$122,910
8-page (center)	\$174,930

<b>Polybags (non-commissionable)</b>	\$125 cpm
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For availability call the Magazine Sales Manager at (213) 237-6134.

## RETAIL ADVERTISING

## STITCHED-IN PREPRINTED INSERTS

## Non-Commissionable

Cost per thousand	2007 Open	2007 6x Contact
2 pages- CPM	\$53.50	\$49.50
4 pages- CPM	\$76.50	\$72.50
8 pages- CPM	\$82.50	\$78.00
12 pages- CPM	\$88.50	\$84.50
16 pages- CPM	\$94.50	\$90.00
20 pages- CPM	\$100.00	\$95.00
24pages- CPM	\$105.50	\$100.00

Minimum insert quantity: 250,000

- Please contact your Advertising Sales Representative for more information regarding:
  - Rates and requirements for inserts of 28 pages or more.
  - Poster Inserts and We-Prints.
- Scent strips and packettes** - 2 page stitched-in insert rate plus an additional \$5 CPM. Scent strip inserts must comply with California Health and Safety regulations.
- Samples** - samples are required for price confirmation. Please contact your Advertising Representative.

## BLOW-IN CARDS / HAND INSERTS\*

## Non-Commissionable

Cost per thousand	2007 Open	2007 6x Contact
2 pages- CPM	\$46.50	\$42.00
4 pages- CPM	\$49.50	\$45.00
8 pages- CPM	\$55.50	\$49.50
12 pages- CPM	\$61.50	\$55.50
16 pages- CPM	\$67.50	\$61.50
20 pages- CPM	\$72.00	\$67.50
24pages- CPM	\$79.50	\$73.50

Pieces are loosely inserted into the magazine. Samples are required for price confirmation. Please contact your Advertising Representative.

Minimum insert quantity: 250,000.

Please ask your Advertising Sales Representative for information on specifications, deadlines, packaging and delivery requirements.

\* Higher rate applies with specific placement request.

**WEST MAGAZINE  
THE GALLERY ADVERTISING**

Effective January 1, 2007.

Products and advertising copy must be suitable for a family magazine. The Times must approve books, pamphlets, medical goods, or products applied to the skin or products taken internally.

Mail order advertising requires a street address, as recorded on the business license, in compliance with the Business and Professions Code. Any mail order item must be submitted to The Los Angeles Times before publication can be authorized.

Offers of employment, business opportunities, investments or vehicle-for-sale advertising is not available in The Gallery.

**FULL CIRCULATION FOUR COLOR RATES**

**Non-Commissionable**

Size	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6
Open	\$408	\$816	\$1,224	\$816	\$2,448	\$4,080
4 times	364	727	1,091	727	2,181	3,634
12 times	346	694	1,039	694	2,081	3,468
24 times	314	632	941	632	1,897	3,162
36 times	281	566	843	566	1,698	2,831

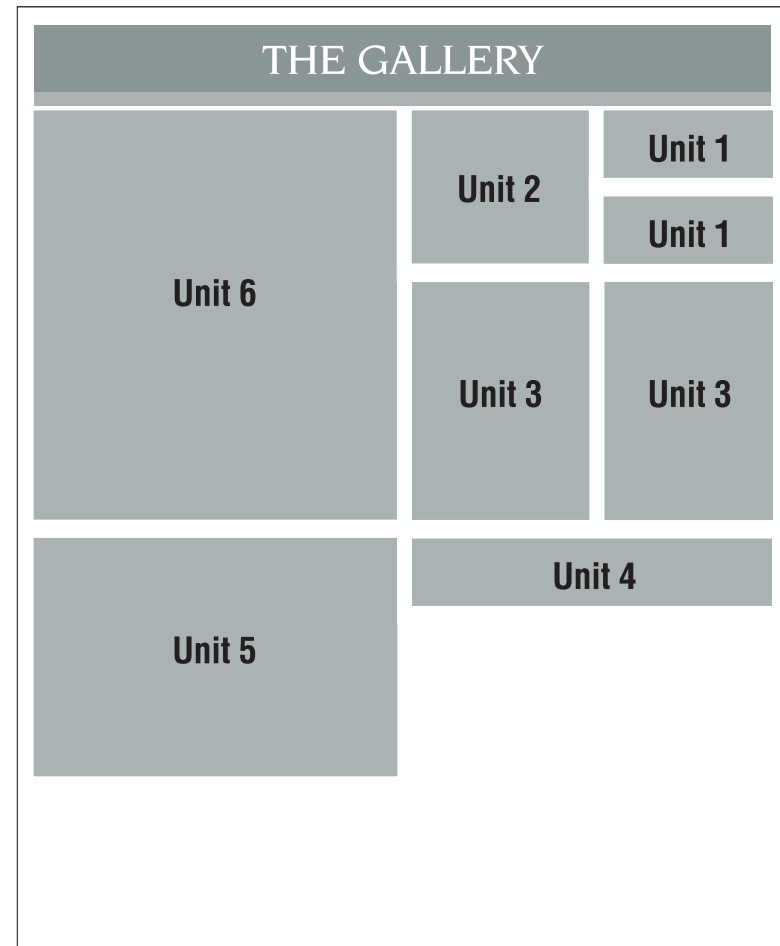
Advertisers must supply digital files. The Times will not prepare color artwork for The Gallery. No fifth colors are available in West Magazine.

Please contact your Los Angeles Times sales representative for TRAVEL Banners & Directories publishing on April and October 28, 2007.

**ACCEPTABLE GALLERY AD SIZES**

Unit 1	2 1/8 inches x 1 inch	(1 col x 1 inch)
Unit 2	2 1/8 inches x 2 inches	(1 col x 2 inches)
Unit 3	2 1/8 inches x 3 inches	(1 col x 3 inches)
Unit 4	4 3/8 inches x 1 inch	(2 col x 1 inch)
Unit 5	4 3/8 inches x 3 inches	(2 col x 3 inches)
Unit 6	4 3/8 inches x 5 inches	(2 col x 5 inches)

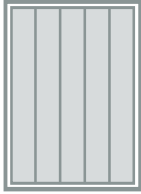
Space Deadline: 27 days prior to publication.



## WEST MAGAZINE MECHANICALS REQUIREMENTS

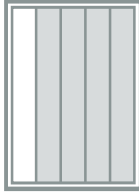
Trim Size: 9-1/2"x11-1/2" and all live copy should be kept 1/4" inside of these dimensions on all sides. Any deviations from these specifications must be pre-approved by the Los Angeles Times. Safety 1/4" from trim on all sides. Gutter safety 1/4" on each side. For questions and information, call (213) 237-3522

1xU511  
**FULL PAGE**



9" x 11" (Non-Bleed)  
5 Col. x 11"  
9-1/2" x 11-1/2" (Trim)  
9-3/4" x 11-3/4" (Bleed)

1xU411  
**4/5 PAGE**



7-1/8" x 11" (Non-Bleed)  
4 Col. x 11"  
7-3/8" x 11-1/2" (Trim)  
7-5/8" x 11-3/4" (Bleed)

1xU3H9H  
**JR. PAGE**



6-5/8" x 9-1/2" (Non-Bleed)  
4 Col. Format Only  
3-1/2" Col. x 9-1/2"

1xU35H  
**SQUARE 1/3 PAGE**



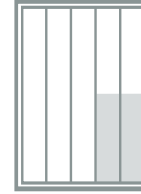
5-5/16" x 5-1/2"  
(Non-Bleed)  
3 Col. x 5-1/2"

1xU111  
**1/5 PAGE (VERT.)**



1-5/8" x 11"  
(Non-Bleed)  
1 Col. x 11"

1xU25H  
**1/5 PAGE (HORIZ.)**



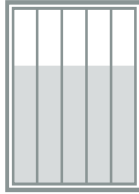
3-7/16" x 5-1/2"  
(Non-Bleed)  
2 Col. x 5-1/2"

1xU311  
**3/5 PAGE (VERT.)**



5-5/16" x 11" (Non-Bleed)  
3 Col. x 11"  
5-9/16" x 11-1/2" (Trim)  
5-13/16" x 11-3/4" (Bleed)

1xU56F  
**3/5 PAGE (HORIZ.)**



9" x 6-3/4" (Non-Bleed)  
5 Col. x 6-3/4"  
9-1/2" x 7" (Trim)  
9-3/4" x 7-3/16" (Bleed)

1xU2H11  
**1/2 PAGE (VERT.)**



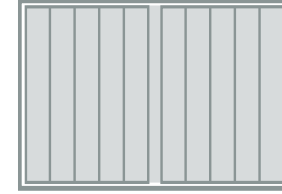
4-3/8" x 11" (Non-Bleed)  
4 Col. Format Only  
2 Col. x 11"  
4-5/8" x 11-1/2" (Trim)  
4-7/8" x 11-3/4" (Bleed)

UNIT U105H  
**TWO 1/2 PAGES (HORIZ.)**



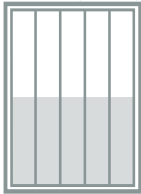
18-1/2" x 5-1/2" (Non-Bleed)  
19" x 5-3/4" (Trim)  
19-1/4" x 6-1/16" (Bleed)  
1/4" Total Gutter Safety

1xPDTK  
**TWO-PAGE SPREAD**



18-1/2" x 11" (Non-Bleed)  
19 x 11-1/2" (Trim)  
19-1/4" x 11-3/4" (Bleed)  
1/4" Total Gutter Safety

1xU55H  
**1/2 PAGE (HORIZ.)**



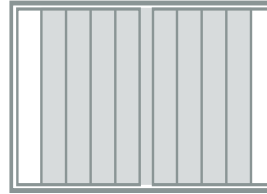
9" x 5-1/2" (Non-Bleed)  
5 Col. x 5-1/2"  
9-1/2" x 5-3/4" (Trim)  
9-3/4" x 6-1/16" (Bleed)

1xU211  
**2/5 PAGE (VERT.)**



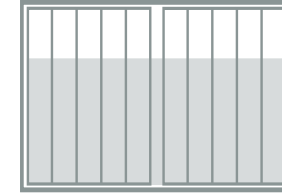
3-1/2" x 11" (Non-Bleed)  
2 Col. x 11"  
3-3/4" x 11-1/2" (Trim)  
4" x 11-3/4" (Bleed)

UNIT 1xU811  
**TWO 4/5 PAGES**



(Center Position Only)  
14-1/2" x 11" (Non-Bleed)  
14-1/2" x 11-1/2" (Trim)  
14-1/2" x 11-3/4" (Bleed)\*  
\*Bleeds Top and Bottom Only

UNIT U106F  
**TWO 3/5 PAGES (HORIZ.)**



18-1/2" x 6-3/4" (Non-Bleed)  
19 x 7" (Trim)  
19-1/4" x 7-3/16" (Bleed)  
1/4" Total Gutter Safety

## ACCEPTABLE WEST MAGAZINE AD SIZES

### MECHANICAL REQUIREMENTS

#### Magazine Specifications

- Publishes Sunday.
- Printed Rotogravure.
- Paper: 38# SuperCal A, self-cover.
- No fifth colors available in West Magazine.

#### Deadlines

- Space closes: 27 days prior to publication date.
- Digital ads: 18 days prior to publication date.
- Deliver to: Los Angeles Times, Mezzanine, Magazine Operations:  
130 South Broadway,  
Los Angeles, CA 90012
- Assistance:  
(213) 237-3522  
(213) 237-3167 or the  
Color Lab at (213) 237-6960.

Any deviations to specifications must be pre-approved by the Los Angeles Times.

## DIGITAL AD SPECIFICATIONS

All advertisers must undergo a digital advertising process orientation before they deliver a digital ad. This process ensures the compatibility of software and acceptability of digital ads. The deadline for orientation is 23 days prior to publication.

Prior to sending your ad digitally, please contact:

**Los Angeles Times, Magazine Operations Department  
(213) 237-3522 or (213) 237-3167**

When shipping a digital ad, the following components MUST accompany each file:

- The page layout file.
- EPS and TIFF format image files.
- All fonts used in the file, both screen and printer fonts.
- A hard copy proof of the complete file must include all print information:

Advertiser Name, Agency Name, Ad Number, Ad File Name File Format Name, Publication Date, Color Information, Ad Size, Production Contact Name and Number, Ad Description.

### Disk Media Accepted (Macintosh format only)

- 100 mb Iomega Zip, 100/200 Iomega Jazz disks and CD Rom.

### File Format Specifications (Macintosh format only)

- **Adobe Acrobat 4.0. PDF Files are preferred.** QuarkXpress 4.0.2, Multi-Ad Creator 4.0, Adobe Photoshop 4.0, Adobe Illustrator 7.0, Macromedia Freehand 7.0.
- Macintosh Graphic File Formats TIFF & EPS. (NOT supported: JPG, PICT, DCS or Preseparated EPS).
- Shira Format Tiffit.
- Stuffit and LZW compression supported.
- EFI Color is NOT supported.
- Line Work Files Resolution (bit map) minimum 1500 dpi, Res-60.
- Scanned Graphic Files Composite CMYK, EPS, TIFF or Scitex CT. 203-300 dpi or 8-12mm pixels continuous tone image resolution.
- 20%-50% GCR affecting grey component between 25%-95% levels. Tonal gradation appropriate to GAA/SWOP gravure standards.
- Maximum density not to exceed 340%.
- Surprint background maximum of 30%.
- Reverse background minimum of 70%.
- Proofs  
Industry Standard Hi Resolution Digital or Photomechanical SWOP proof. (Iris, Kodak Approvals or Matchprint preferred). The Times if requested, will supply the advertiser one Iris proof for ads received on deadline.
- PC files are not accepted.

For assistance in delivering a shipment after business hours (9 am to 5 pm) please contact the Los Angeles Times Security Office at (213) 237-3303 to make arrangements.

## WEST MAGAZINE 2007 EDITORIAL CALENDAR

Issue Date	THEMED ISSUES/Style Feature	Space Closing 27 Days	Digital Ads 18 days
January 7		12/11	12/20
January 14		12/18	12/27
January 21		12/25	01/03
January 28	ART	01/01	01/10
February 4		01/08	01/17
February 11		01/15	01/24
February 18		01/22	01/31
February 25		01/29	01/07
March 4	SPRING FASHION (WOMEN)	02/05	02/14
March 11		02/12	02/21
March 18	HOME DESIGN	02/19	02/28
March 25		02/26	03/07
April 1	TRAVEL	03/05	03/14
April 15	SPRING FASHION (MEN)	03/19	03/28
April 22		03/26	04/04
April 29		04/02	04/11
May 6	GENERATIONS	04/09	04/18
May 13		04/16	04/25
May 20		04/23	05/02
May 27	HOME DESIGN	04/30	05/09
June 3		05/07	05/16
June 10		05/14	05/23
June 17	RESTAURANTS ISSUE	05/21	05/30
June 24		05/28	06/06
July 1		06/04	06/13
June 8		06/11	06/20
July 15		06/18	06/27

Issue Date	THEMED ISSUES/Style Feature	Space Closing 27 Days	Digital Ads 18 days
July 22	FOREVER YOUNG	06/25	07/04
July 29		07/02	07/11
August 5		07/09	07/18
August 12		07/16	07/25
August 19	POWER PLAYERS	07/23	08/01
August 26		07/30	08/08
September 2		08/06	08/15
September 9	FALL FASHION (WOMEN)	08/13	08/22
September 16	LAS VEGAS	08/20	08/29
September 23		08/27	09/05
September 30	FALL FASHION (MEN)	09/03	09/12
October 7		08/10	09/19
October 14	HOME DESIGN	09/01	09/13
October 21		09/24	10/03
October 28	TRAVEL	10/01	10/10
November 4		10/08	10/17
November 11		10/15	10/24
November 18	Special Style Section: Holiday Entertaining	10/22	10/31
November 25	Special Style Section: Gift Guide	10/29	11/07
December 2		11/05	11/14
December 9		11/12	11/21
December 16		11/19	11/28
December 23		11/26	12/05
December 30		12/03	12/12