

LOS ANGELES blade

Southern California's LGBTQ News Source

2021 MEDIA KIT

MISSION STATEMENT

The Los Angeles Blade covers Los Angeles and California news, politics, opinion, arts and entertainment and features national and international coverage from the Blade's award-winning reporting team. Be part of this exciting publication serving LGBT Los Angeles from the team behind the Washington Blade, the nation's first LGBT newspaper. From the freeway to the Beltway we've got you covered.



2021 MEDIA KIT

The City's Only LGBTQ Weekly

THE LOS ANGELES BLADE IS THE CITY'S ONLY LGBTQ WEEKLY!

We are bring the most robust coverage of LGBTQ issues to Southern California.



What clients & Partners are saying:

*UCLA Director of Marketing
& Communications*
Kathy Budas

"The Los Angeles Blade has been a fantastic partner over this past year in helping us connect to the LGBTQ community for shows with artists such as Taylor Mac, Meow Meow and Thomas Lauderdale, Tony Kushner and Sarah Vowell, Eve Ensler and Anne Lamott. We look forward to a long and successful relationship."

*President,
AIDS Healthcare Foundation*
Michael Weinstein

"The Blade represents the very best in LGBT journalism. In an era such as ours news outlets that work hard to report true facts are so important. We salute the Blade for 50 years of dedication to educating and informing our community."

TO ADVERTISE

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LOS ANGELES blade

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The City's Only LGBTQ Weekly



We

distribute **20,000 COPIES** of The Los Angeles Blade every issue to key LGBT neighborhoods

throughout Los Angeles, Long Beach and Palm Springs.

We

deliver to bars, restaurants, retail, street boxes, community gathering

spots and community centers as well as some residential delivery.



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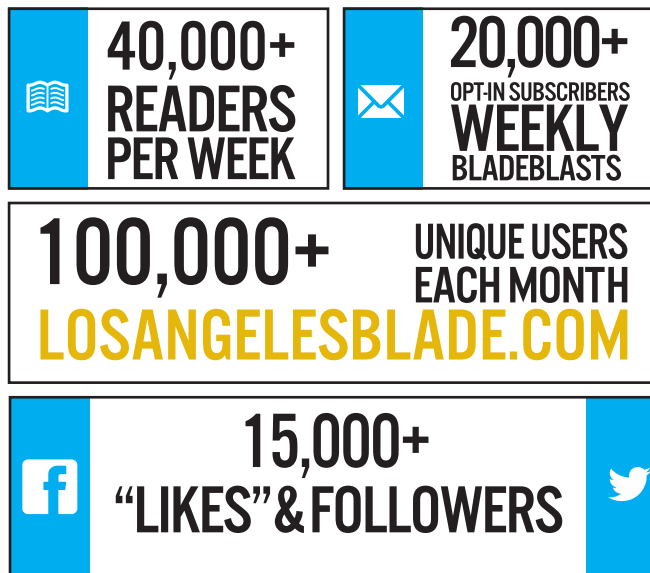


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READERSHIP

Readership



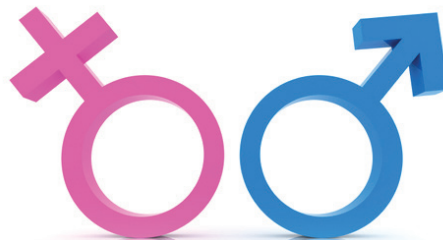
TOTAL REACH **QUALIFIED CLIENTS**
300,000+ A MONTH

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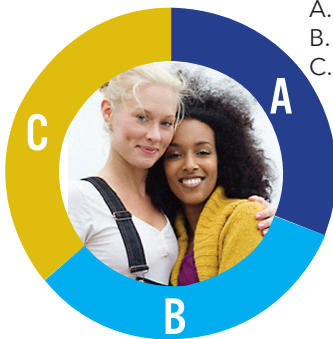
COMMUNITY SNAPSHOT *Community Snapshot*



Male (61%)
Female (32%)
Transgender or other (7%)

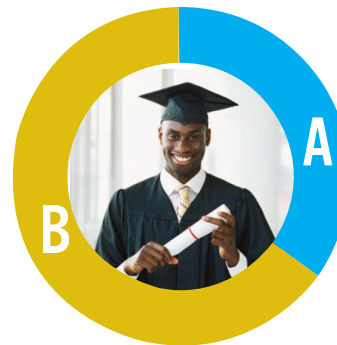


MARITAL STATUS



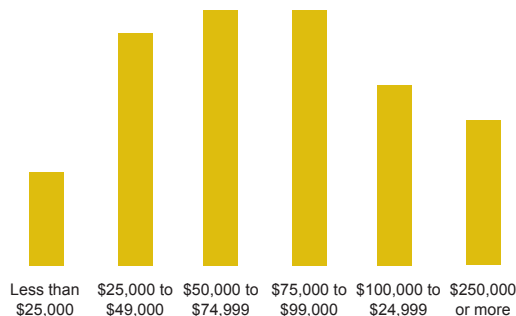
A. 31% In a relationship
B. 33% Legally Married
C. 35% Single

EDUCATION



A. 48% College
B. 90% Post College

HOUSEHOLD INCOME



71% make \$50,000+
40% make \$100,000+

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24.3%

Purchased (or leased)
a new automobile

38.6%

Major piece of
furniture (U.S. \$500+)

9.6%

Purchased a new
primary home or condo

55.5%

A new smartphone

26.5%

Major kitchen
appliance
(U.S. \$500 or more)



30.5%

A new suit, dress or
expensive item (U.S. \$500+)

36%

Audio or visual electronics
for home (U.S. \$500+)



3.7%

Purchased a vacation home
or timeshare

64.3%

Tickets to a live
theater production



50%

Salon services or
spa treatments

45.2%

A new laptop or desktop
computer for personal use

72.8%

Short vacation of 1 to 3
nights away



55.5%

Longer vacation of
4+ nights away

12.5%

Major home remodel

46%

Tickets to a headliner music
concert or music festival

41.9%

Tickets to a non-profit
fundraising event of U.S.
\$100 or more

*Community Market Survey 2018

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EDITORIAL CALENDAR

Editorial Calendar



JANUARY

- 01 Year in Review
- 08 New Year, New You
- 15
- 22
- 29 **Best of LGBTQ LA**



FEBRUARY

- 05 Valentine's Day Gift Guide & Dining Guide
- 12 **LA's Most Eligible Singles**
- 19



MARCH

- 05
- 12 Spring Arts Preview
- 19 Gay Families/Summer Camp planning
- 26



APRIL

- 02 Wedding Guide
- 09 GLAAD Gala/ Spring Real Estate
- 16 Cannabis Issue
- 23 HRC Dinner/ Home & Garden
- 30



MAY

- 07 Mother's Day
- 14 LA Corporate Leaders and Business Index
- 21 Black Pride Issue
- 28 LA Pride Kick-Off



JUNE

- 04 LA Pride Preview
- 11 **June 12 Official LA Pride Guide & 50th Anniversary**
- 18 Pride Wrap-Up
- 25



JULY

- 02 Independence Day Sales
- 09 LA Black Pride/ Summer in the City
- 16
- 23 **3rd Annual Sports Issue** (Summer Olympics start on this date)
- 30 Fall Travel Planning Issue



AUGUST

- 06
- 13 Back to School
- 20
- 27



SEPTEMBER

- 03 Labor Day Sales
- 10 Fall Arts Preview
- 17 **Influencer Awards**
- 24 Fall Real Estate



OCTOBER

- 01 Gay Families Issue
- 08 Nat'l Coming Out Day/ Columbus Day Sales
- 15
- 22
- 29 Halloween coverage



NOVEMBER

- 05 Veteran's Day Sales
- 12 State of the Community
- 19 Holiday Entertainment Preview
- 26 Holiday Gift Guide I



DECEMBER

- 03 Holiday Gift Guide II
- 10 Holiday Gift Guide III
- 17 Holiday Gift Guide IV
- 24 Christmas Worship

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**SPECIAL
EVENTS**

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