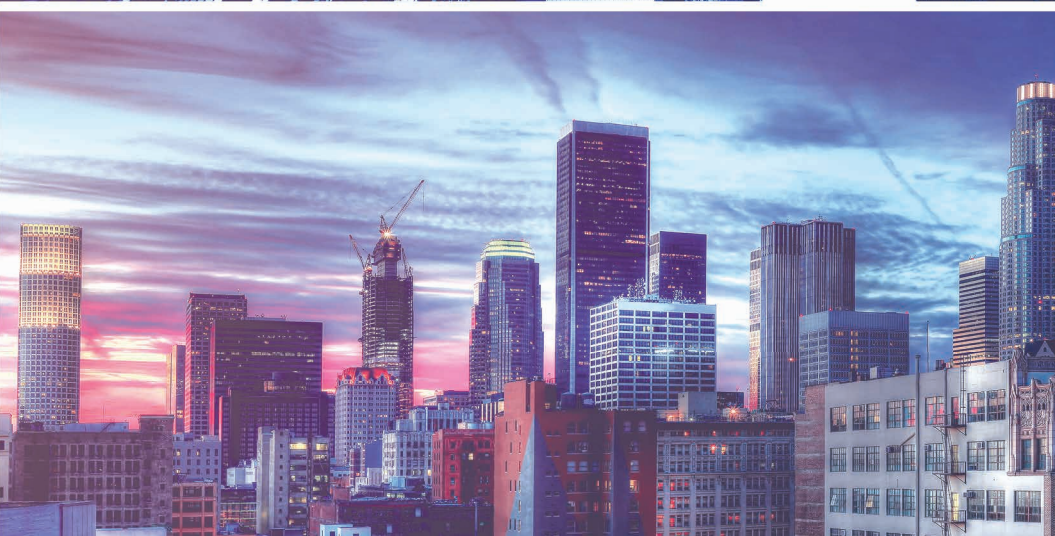
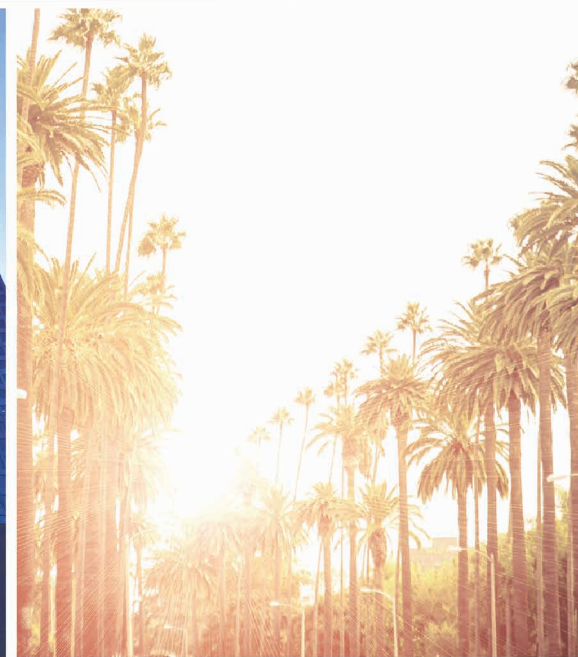




2022
MEDIA KIT
LOS ANGELES
blade
Southern California's LGBTQ News Source





READERSHIP



40,000+

READERS PER WEEK



20,000+

BLADE BLAST

OPT-IN SUBSCRIBERS PER WEEK



100,000+

UNIQUE USERS EACH MONTH
LOSANGELESBLADE.COM

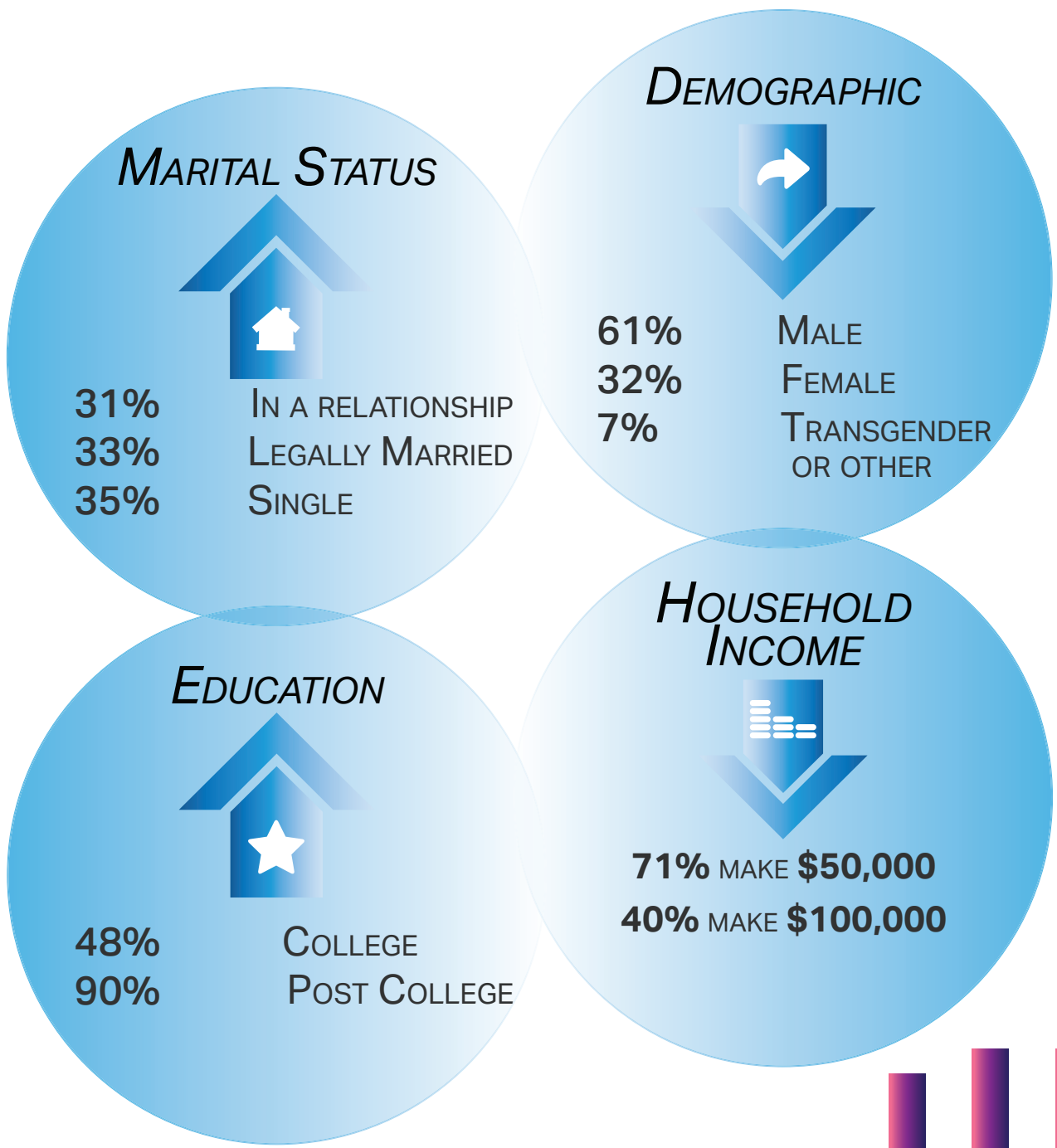


15,000+

LIKES & FOLLOWERS

TOTAL REACH
300,000+ A MONTH

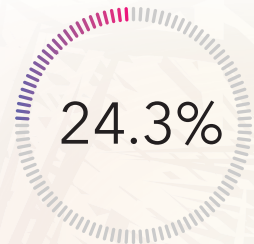
COMMUNITY
SNAPSHOT



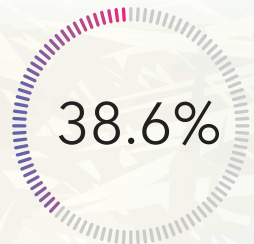
71% make \$50,000+
40% make \$100,000+



IN THE PAST 12 MONTHS



Purchased (or leased)
a new automobile



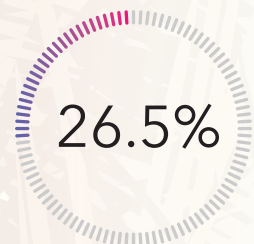
Major piece of
furniture (U.S. \$500+)



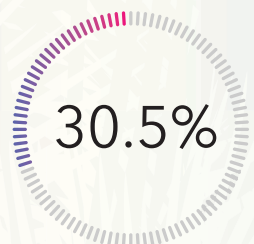
Purchased a new
primary home or condo



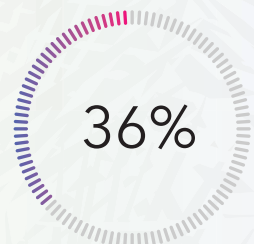
A new smartphone



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



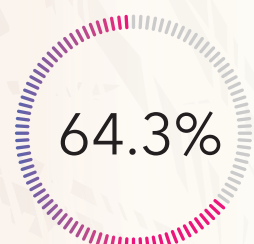
Purchased (or leased)
a new automobile



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



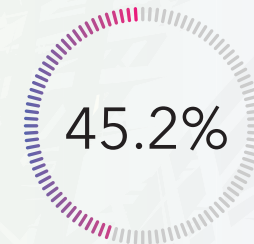
Purchased a vacation
home or timeshare



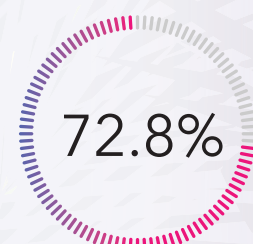
Tickets to a live
theater production



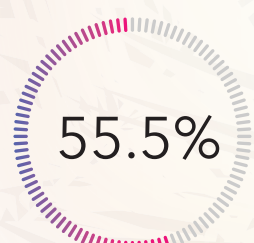
Salon services or
spa treatments



A new laptop or
desktop computer
for personal use



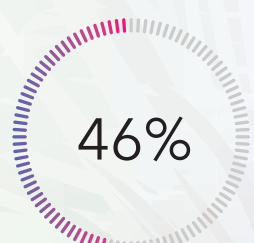
Short vacation of
1 to 3 nights away



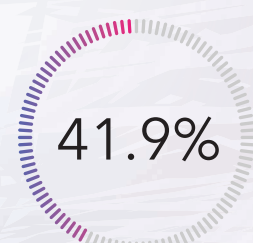
Longer vacation of
4+ nights away



Major home
remodel



Tickets to a headliner
music concert or
music festival



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

CALENDAR



JAN

- 07 Year in Review
- 14 New Year, New You
- 21
- 28 **Best of LGBTQ LA**

FEB

- 04 Valentine's Day Gift & Dining Guide
- 11 **LA's Most Eligible Singles**
- 18
- 25

MAR

- 04
- 11 Spring Arts Preview
- 18 Gay Families/Summer Camp planning
- 25

APR

- 01 Wedding Guide
- 08 GLAAD Gala/
Spring Real Estate
- 15 Cannabis Issue
- 22 HRC Dinner/
Home & Garden
- 29

MAY

- 06 Mother's Day
- 13 LA Corporate Leaders & Business Index
- 20 Black Pride Issue
- 27 LA Pride Kick-Off

JUN

- 03 Black & Proud, Compton Pride
- 10 **June 12 Official LA Pride Guide**
- 17 Pride Celebrations LA County
- 24 Pride Month

JUL

- 01 Independence Day Sales
- 08 LA Black Pride/
Summer in the City
- 15
- 22 **4rd Annual Sports Issue**
- 29 Fall Travel Planning Issue

AUG

- 05
- 12 Back to School
- 19
- 26

SEP

- 02 Labor Day Sales
- 09 Fall Arts Preview
- 16 **Influencer Awards**
- 23 Fall Real Estate
- 30

OCT

- 09 Gay Families Issue
- 14 Nat'l Coming Out Day/
Columbus Day Sales
- 21
- 28 Halloween coverage

NOV

- 04 Veteran's Day Sales
- 11 State of the Community
- 18 Holiday Entertainment Preview
- 25 Holiday Gift Guide I

DEC

- 02 Holiday Gift Guide II
- 09 Holiday Gift Guide III
- 16 Holiday Gift Guide IV
- 23 Christmas Worship
- 30 New Years Eve

CONTACT US

TROY MASTERS

Publisher
310.230.5266 ext. 8080
tmasters@losangelesblade.com

STEPHEN RUTGERS

Director, Sales & Marketing
310.230.5266 ext. 8077
srutgers@washblade.com

SHANA WONG SOLARES

Account Director
808-386-0872
swong@losangelesblade.com

CHRIS WILMORE

Advertising Sales
310.230.5266 ext. 9461
cmwilmore@losangelesblade.com

PHILLIP G. ROCKSTROH

Administration
310.230.5266 ext. 8092
prockstroh@washblade.com

NATIONAL ADVERTISING ACCOUNTS



908-232-2021



212-242-6863