Angeleno is the preeminent luxury lifestyle publication in Los Angeles, acting as the local authority on topics such as high-end retail, dining hot spots, design trends, and Los Angeles’ TOP TASTEMAKERS and personalities.

As part of the award-winning Modern Luxury network of regional publications, Angeleno is able to deliver cutting-edge fashion spreads, international travel features and revealing celebrity profiles, ensuring its content consistently engages the cultured reader. Plus, thanks to a renowned team on the ground with its pulse on the market, interactive digital brand extensions and unrivaled events, Angeleno excels in capturing the metropolitan lifestyle, making it a valuable partner for companies wishing to reach Los Angeles’ most affluent consumers.
Los Angeles is considered the #1 International Gateway to Asia & the Pacific islands.

$318 million in consumer expenditures

$734 billion in economic output

$257 billion in salary & wages

40 million+ people visit Los Angeles each year

Los Angeles is regarded as the entrepreneurial capital of the world. It has about 200,000 small businesses—twice as many small businesses than can be found in any other region of the United States.

L.A. is the world’s third richest city, is ranked 4th in number of billionaires, and is home to 120,000 millionaires.

76% of our readers find Angeleno resourceful when looking for tips on where to drink or dine.

60% of our readers find Angeleno helpful for keeping up with fashion trends.

**THE BASICS**
- Male/Female: 43%/57%
- Average age: 49
- College grad: 91%
- Post-grad degree: 48%
- Own their own home: 81%
- Married/partnered: 67%

**ENGAGEMENT**
- Readers per copy: 3.5
- Median time spent with an issue: 48 min.
- Have read 3 out of 4 copies: 59%

**TAKING ACTION**
As a result of reading Angeleno
- Visited or contacted an advertiser: 62%
- Attended an advertised event: 51%

**AFFLUENCE**
- **$604,860** AVERAGE HHI
- **$2,324,400** AVERAGE NET WORTH
- **$1,582,390** AVERAGE HOME VALUE
- **$1,621,900** AVERAGE INVESTMENT PORTFOLIO

Source: 2015 Modern Luxury Reader Study conducted by Ipsos; Base: HHI $100K+. AAM Audited.
OUR MODEL

A custom survey reveals a reader profile that embodies what most luxury retailers and markets would call “THE PERFECT LUXURY DEMOGRAPHIC,” a highly engaged audience with a strong interest in fashion, style and luxury goods that earns more and spends more than the readers of any other local magazine.

35% DIRECT RESIDENTIAL MAIL
These copies are direct-mailed to homes in the most affluent zip codes in the Los Angeles area.

35% CONTROLLED COMMERCIAL
Top-tier salons, private golf clubs, select retailers, medical and professional offices and private jet terminals are among the premier public locations displaying copies, adding significant breadth to our audience.

20% LUXURY HOTELS
Placed in-room and with concierges in the finest hotels, these copies reach the discerning traveler.

5% SELECT NEWSSTAND
With targeted precision, our magazines are out to get the most exposure from airports, Barnes & Nobles, and boutique newsstand placement throughout the city.

5% EVENT DISTRIBUTION
Our magazines will always be at the most important, most exclusive, can’t-be-missed events throughout the year.

DIGITAL DISTRIBUTION
Tablet devices and smartphones are reinventing how our readers consume content. Accordingly, Angeleno is available in both app and digital edition formats.

Distribution subject to change based on market and/or publisher needs.

Circulation
50,000
AAM AUDITED AND GUARANTEED

Readership
175,000

WHERE WE ARE

We have a high number of APP DOWNLOADS and an excellent rate of app interaction. Our extensive EMAIL database and a thriving social network of active FACEBOOK fans and TWITTER and INSTAGRAM followers further enhance our digital engagement with readers.
Engage our audience across multiple platforms

WEBSITES
- Digital advertising on modernluxury.com
- Custom Landing Pages and Microsites
- Interstitials, peel-aways and enhanced ads on digital and mobile editions
- Video production

SOCIAL MEDIA
- Instagram, Twitter, Facebook

EMAIL MARKETING
- Weekly mobile-friendly e-newsletter includes medium rectangle and advertorial ad units
- Dedicated emails carry your message and call-to-action to the inboxes of our readership

LUXURY SUITE LEAD GENERATION
- Acquire new customers with highly targeted, hyperlocal reach. The Luxury Suite places your brand in front of an active audience of prospective clientele, using intelligent digital advertising campaigns that target your prospects with advanced geographic and demographic filtering technology.
- Access to more than 95 million emails across the U.S.
- 130+ demographic data points for your desired audience in the greater Los Angeles area.
FULL-SERVICE CUSTOM PUBLISHING

- Custom print and digital ad design services
- Custom print and digital advertorial layout design, photography and creation
- Print and digital high impact unit concept and creation
- Photography for special events

DIGITAL ADVERTISING

- Online advertising on ModernLuxury.com and through custom–designed microsites and videos
- Digital editions with interactive links and enhanced advertising options
- Email marketing via weekly e-newsletter or dedicated emails deployed to our curated subscriber list
- Mobile apps with customized in-app interactivity
- Social media campaigns reaching our dedicated Facebook fans and Twitter and Instagram followers

(A FULL 360° AD PROGRAM) PRINT + DIGITAL + SOCIAL MEDIA + EVENTS = BUSINESS GROWTH
We host and support various LUXURY & NON-PROFIT EVENTS throughout the greater Atlanta area, including our SIGNATURE EVENTS with access to Atlanta’s ELITE SOCIAL CIRCLES.

FEBRUARY
2018 CHARITY & SOCIAL DATEBOOK CELEBRATION
The Atlantan celebrates the 2018 Social Spotlights and presents spotlight awards to Atlanta’s most influential and philanthropic. Enjoy an evening dedicated to honoring those featured for their charitable efforts in the 2018 Charity & Social Datebook.

MARCH
MLMD MODERN DAY MEDICINE CELEBRATION
Join Atlanta’s most affluent health industry professionals as we celebrate the who’s who of the Atlanta medical community.

APRIL
THE ATLANTAN 12TH ANNIVERSARY CELEBRATION
Celebrate the 12-year anniversary of The Atlantan in true Modern Luxury style with a party of Atlanta’s style makers, trendsetters and scene stealers hosted by the 2018 Dynamic Women. The Atlantan celebrates 12 thriving years of highlighting luxury in Atlanta.

AUGUST
TO LIVE & DINE ATLANTA + INTERIORS CELEBRATION
Come join us at the exclusive event filled with great tasting food and featuring the hottest interior designers as they bring their creations to life for a tasteful evening promised to indulge all your senses.

SEPTEMBER
MLMD MODERN DAY MEDICINE CELEBRATION
Join Atlanta’s most affluent health industry professionals as we celebrate the who’s who of the Atlanta medical community.

THE ATLANTAN’S LUXURY ATTIRE FASHION SHOW
Fashion is always a reason to celebrate! In September, The Atlantan is dedicating an entire issue to fashion and a party to match it, only like Modern Luxury can. Hosted by the 2018 Women of Power and Influence, we will celebrate the fashion season in style with libations and unforgettable runway looks sure to inspire.

INFLUENCER EXPERIENCES AVAILABLE MONTHLY
Modern Luxury will create an exclusive opportunity to connect with a highly targeted audience, while assisting in curating an influential experience tied around the personal introduction to the selected group(s).
The annual Best of the City gets an opulent revamp. The top highend medical, beauty, dining, spirits, design, realty, auto, fashion, fitness and over-the-top lifestyle offerings in our market.

Focus on local gentlemen who are having “their year,” are “right now” and “of the moment.”

All things beautiful, including our health and beauty influencers. Plus, destinations near and far to make for an unforgettable summer.

Saluting the local benefactors who have gone above and beyond for local charities. PLUS: Special kids luxury fashion feature.
“Advertising with Angeleno magazine is one of the best decisions we’ve made for the store. Kimora Lee Simmons decided to participate in the December Dynamic Women issue and have the store be the fashion sponsor. Through this advertisement, we have met over 30 new women that have never been to the store before. Each one really resonated with our brand and we made new forever clients. Through the one month we dressed the women, we made over $8,000 in sales. Since the event, some of these same clients have continued to shop. I have also had an amazing experience for networking the brand. I am invited to multiple high-end events in which I’ve met new clients. The Angeleno magazine lifestyle is on point with the type of women we want to know.”

BETHANY MORGAN
KIMORA LEE SIMMONS

“After partnering with Angeleno for our last two model-launch events at Beverly Hills Porsche, it has become clear that their contribution takes our events to greater heights than ever before. The combination of their creative, innovative ideas and professionalism ensures that our events run smoothly and draw in attendees who are in line with our high-end Porsche target. Angeleno’s involvement helps us maximize our event budget without cutting out any of the flair, and their event coverage in the magazine expands our exposure to many Los “Angelenos” whom we may have never reached. Thanks to the Angeleno team, our parties are now sought after by our clients, which is almost unheard of in the eventsaturated Los Angeles market!”

ASHLEY KOHANARIEH
BEVERLY HILLS PORSCHE
Interiors California offers unparalleled editorial coverage of California's design lifestyle. From the fantastic condo views of San Francisco, to the rolling hills of San Diego estates, to the chicest hotel renovation in Los Angeles, and the sprawling ocean views from a backyard in Orange County, only Interiors California offers statewide coverage of the design and architecture that shapes the Golden State. Showcasing the ideal blend of contemporary and traditional design, every issue of Interiors California covers all aspects of interior design and architecture- residential homes and condos, commercial projects including hotels and restaurant design, outdoor living, showroom news, individual designer and architect profiles, real estate happenings, community events and more. Only Interiors California highlights the people and places that make California the epicenter of design and architecture.

EDITORIAL CALENDAR

WINTER
BEST OF DESIGN
Special Section: California Design Centers & Design Resource Showrooms
AD CLOSE JAN 2 | AVAILABLE FEB 7

SPRING
THE OUTDOOR ISSUE
Special Section: Indoor/Outdoor Innovators
AD CLOSE MAR 1 | AVAILABLE APR 11

SUMMER
THE COLOR ISSUE + REAL ESTATE
Special Section: Influential Insiders of California Real Estate
AD CLOSE JUL 1 | AVAILABLE AUG 1

FALL
KITCHEN & BATH
Special Section: California Faces of Design
AD CLOSE SEP 1 | AVAILABLE OCT 10
Modern Luxury is proud to present **BH**, the official magazine of the Beverly Hills Chamber of Commerce. This custom magazine is distributed along with the July/August issue of Angeleno. In addition to the mailed distribution to affluent homes in Beverly Hills, BH is distributed in-room at luxury hotels and key commercial locations throughout the city.

With 50,000 copies circulated, BH acts as the go-to guide of all things luxury for the discerning Beverly Hills visitors and residents. Custom content will include lifestyle recommendations from the top concierges and notable tastemakers in Beverly Hills, a calendar of top cultural events and fêtes, and listings of the best spots for dining, shopping, culture and health and beauty in Beverly Hills.
Los Angeles Confidential magazine is the premier glossy publication in Los Angeles, celebrating the finest in fashion, art, beauty, culture, dining, entertainment, interior design, nightlife, and travel. Los Angeles Confidential magazine covers the hottest trends and most influential players and tastemakers from an insider’s point of view.