

# Easy Reader

The South Bay's Hometown News

INFORMATION INCLUDED

DISPLAY RATE CARD | CLASSIFIEDS RATE CARD | SHOWCASE RATE CARD | CIRCULATION | PUBLICATION CALENDAR

## Four decades of independent reporting

by Kevin Cody  
Editor and publisher

**E**asy Reader was founded in 1970 by former *Herald Examiner* reporter John Wilson and a group of fellow beach city residents. They believed the mainstream press was failing to fairly report local news. Wilson had quit the *Herald* after it, as well as the *Los Angeles Times*, refused to print his story about the arrest of Los Angeles Mayor Tom Bradley's daughter.

Society was in transition from the post World War II era of The Organization Man to the protest culture of the '60s and '70s. The transition was hastened by the introduction of cold type (photo offset printing), which replaced the costly hot type (Linotype) printing used by newspapers since the 1880s. Anyone with a typewriter and an X-acto knife could start a newspaper.

*Easy Reader's* early issues were typeset on a proportionate spacing, IBM Executive typewriter. Headlines and advertisements were drawn in ink by founding staff artist Hal Hiner. Graphically, the paper resembled the era's many underground newspapers that embraced advocacy journalism consistent with counter culture values.

But instead of advocacy journalism, *Easy Reader's* editorial philosophy was rooted in the concept of "truth force," espoused by Gandhi and King. Instead of editorializing, the newspaper reported the facts



readers needed to make their own, informed decisions.

Confidence in its readers has enabled *Easy Reader* to continue serving its ever evolving community without falling into the mainstream press rut of blindly supporting the status quo and entrenched powers.

The paper's insistence on clear and unbiased reporting also ensures that it performs a newspaper's foremost duty, which is to serve as a community watchdog.

*Easy Reader* broadly interprets this watchdog duty to include not only politics, but also the arts and sports.

Because it is the South Bay's only locally owned newspaper, *Easy Reader's* reporting is not subject to the outside editorial and financial pressures that are undermining community newspapers across the nation.

*Easy Reader's* beach base also ensures that its staff is ever mindful and deeply appreciative of the community's support. This support has enabled the paper to grow from a circulation of 1,500 distributed twice monthly through businesses, to a 50,000 circulation weekly home delivered to Hermosa Beach, Manhattan Beach and Redondo Beach.

50,000 Circulation

# Easy Reader

The South Bay's Hometown News

P.O. Box 427, Hermosa Beach, CA 90254

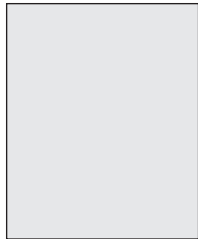
Email: [classifiedads@easyreader.info](mailto:classifiedads@easyreader.info)

Direct Line: 424-212-6617 ext. 102

Fax: 424-212-6782 • [www.easyreadernews.com](http://www.easyreadernews.com)

UPDATED: OCTOBER 2011

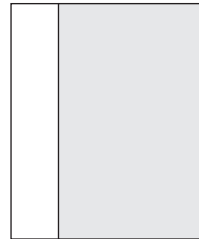
## RATE CARD



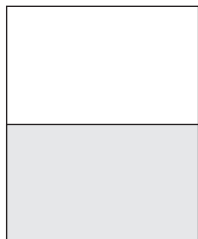
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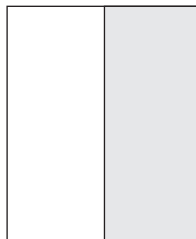
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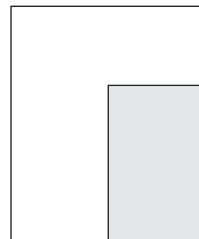
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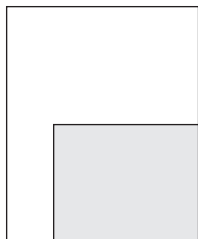
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9.5" x 5.875"



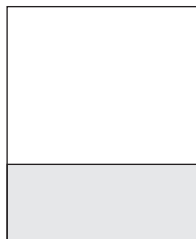
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4.625" x 12"



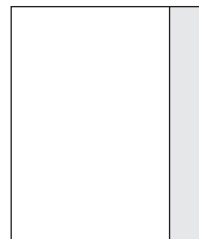
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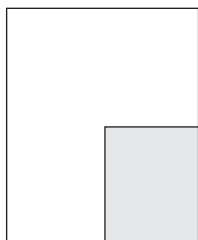
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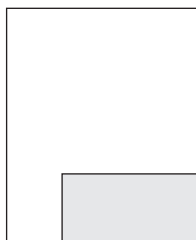
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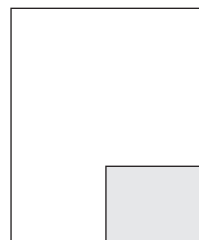
**1/4 Vertical Vertical**  
2.25" x 12"



**1/4 Vertical**  
4.625" x 5.875"



**1/4 Horizontal**  
7" x 3.875"



**1/6 Horizontal**  
4.625" x 3.875"

	1x	8x	13x	26x
<b>BACK PAGE</b>	1950	1800	1650	1450
<b>FULL PAGE</b>	1350	1225	1150	1100
<b>3/4 PAGE</b>	1100	975	900	850
<b>1/2 PAGE</b>	750	700	650	600
<b>1/3 PAGE</b>	550	525	500	450
<b>1/4 PAGE</b>	450	425	400	375
<b>1/6 PAGE</b>	325	300	275	250
<b>1/8 PAGE</b>	275	250	225	205
<b>1/16 PAGE</b>	130	120	110	105

### Full-Color

Full or Half Page ads: \$100

All other sizes: \$50

### Spot-Color

Full or Half Page ads: \$50

All other sizes: \$25

**Premium Placement Fee: 20%**

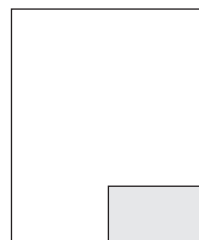
### Beach combo rate for Easy Reader contract advertisers:

► **One time contract** Advertise one time in *Beach* and *Easy Reader* in the same month and pay the *Easy Reader* one time rate for each ad.

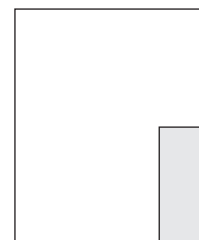
► **Six time contract** Advertise each month for six months in *Beach* and *Easy Reader* and pay the *Easy Reader* eight time rate for each ad.

► **Twelve time contract** Advertise 12 times in *Beach* and *Easy Reader* and pay the *Easy Reader* 13 time rate for each ad.

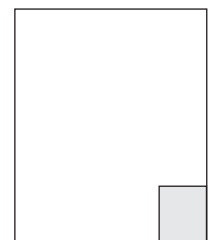
**TRIM SIZE: 10.25" x 13"**  
**BLEED SIZE: 10.75" x 13.5"**



**1/8H Horizontal**  
4.625" x 2.875"



**1/8 Vertical**  
2.25" x 5.875"



**1/16 Vertical**  
2.25" x 2.875"

**PUBLICATION DATE:** Easy Reader is distributed every Thursday.

### DISPLAY ADVERTING DEADLINE:

All ad space must be reserved by **3 p.m.** on the Thursday prior to publication.

50,000 Circulation

# Easy Reader

The South Bay's Hometown News

P.O. Box 427, Hermosa Beach, CA 90254

**Email:** classifiedads@easyreader.info

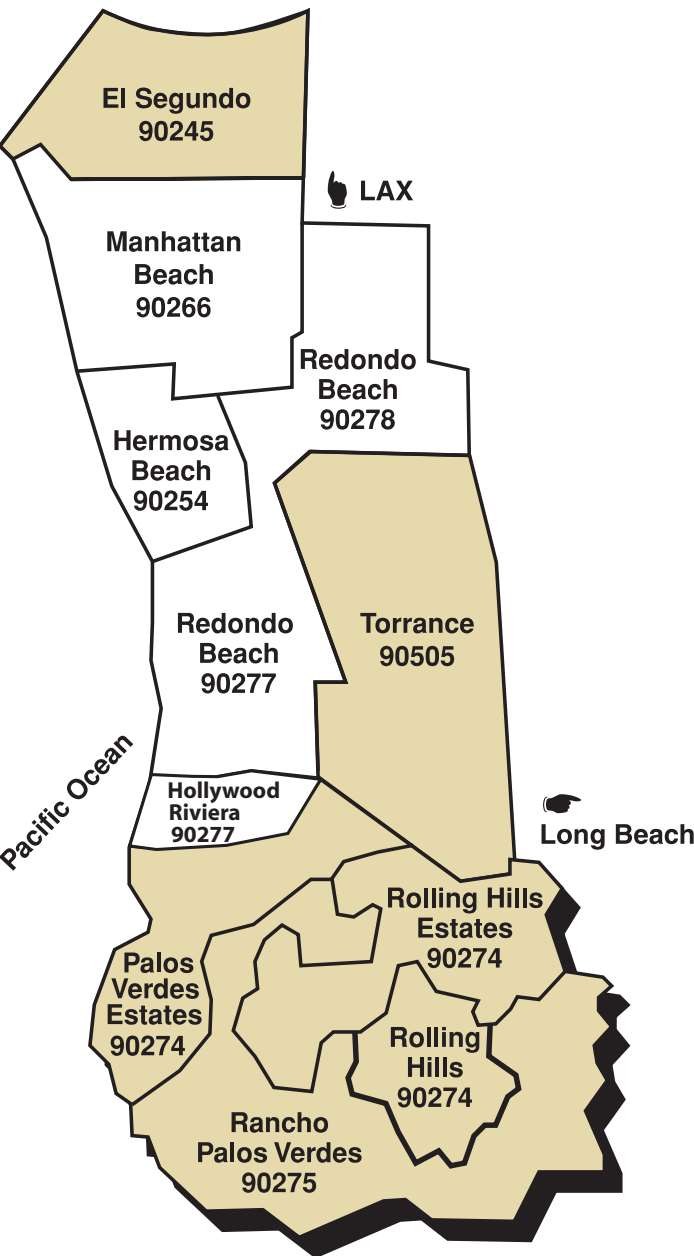
**Direct Line:** 424-212-6617 ext. 102

**Fax:** 424-212-6782 • [www.easyreadernews.com](http://www.easyreadernews.com)

## The Most Sought After Market in California

Easy Reader has been the voice of the South Bay for over 39 years. The paper is celebrated for its hard-hitting reporting and evaluative coverage of local government, business, sports, arts, entertainment, and dining.

Easy Reader has a circulation of 50,000 papers each week. 40,450 papers are hand delivered to every home in Manhattan Beach, Hermosa Beach, Redondo Beach, and Hollywood Riviera. An additional 9,850 are distributed through street racks.



## Circulation and Distribution

### BREAKDOWN BY ZIP CODE

### HOME DELIVERY

Manhattan Beach	90266	13,300
Hermosa Beach	90254	6,400
South Redondo Beach	90277	7,100
North Redondo Beach	90278	11,300
Hollywood Riviera	90277	2,000

**HOME DELIVERY TOTAL 40,150**

### NEWSSTANDS / SHOPS / RESTAURANTS

### CITY TOTALS

Manhattan Beach	2,500	15,800
Hermosa Beach	2,600	9,000
South Redondo Beach	1,300	8,400
North Redondo Beach	1,200	12,550
Hollywood Riviera	0	2,000
Torrance	1,000	1,000
Palos Verdes	350	350
El Segundo	900	900

**Newsstands/Shops TOTAL 9,850 50,000**

 Easy Reader Home Delivery & Businesses

 Easy Reader Businesses Only

50,000 Circulation

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## 2012 Calendar of Easy Reader Issues

ISSUE DATE	AD SPACE DEADLINE	SPECIAL AD OPPORTUNITIES	SELECTIVE EDITORIAL
Jan 5	Dec 30		
Jan. 12	Jan 6	Careers & Education	
Jan 19	Jan 13	Health & Fitness	BEACH
Jan 26	Jan 20	Menu Guide	
Feb 2	Jan 27		
Feb 9	Feb 3	Valentine's Day	BEACH
Feb 16	Feb 10	Presidents Day/South Bay Style	
Feb 23	Feb 17	Bridal Progress	
Mar 1	Feb 24	Auto Care	
Mar 8	Mar 2	Best of the Beach	BEACH
Mar 15	Mar 9	St. Patrick's Day	
Mar 22	Mar 16		
Mar 24	Mar 23	Summer Adventure & Travel	
Apr 5	May 30	Home & Garden	
Apr 12	Apr 6	Home & Garden	BEACH
Apr 19	Apr 13	Easter, Camps & Schools	
Apr 26	Apr 20		
May 3	Apr 27	Cinco De Mayo	
May 10	May 4	Summer Calendar	BEACH
May 17	May 11	Camps & Schools	
May 24	May 18	Auto Care Summer Travel	
May 31	May 25	Memorial Day	
Jun 7	Jun 1		
Jun 14	Jun 8	Women In Business	BEACH
Jun 21	Jun 15	Women in Business	
June 28	Jun 22	4th of July	

ISSUE DATE	AD SPACE DEADLINE	SPECIAL AD OPPORTUNITIES	SELECTIVE EDITORIAL
Jul 5	Jun 29	Family Business	
Jul 12	Jul 6	Financial Leaders	BEACH
Jul 19	Jul 13		
Jul 26	Jul 20	Financial Leaders	
Aug 2	Jul 27		
Aug 9	Aug 3	Anniversary Issue	BEACH
Aug 16	Aug 10	Auto Care	
Aug 23	Aug 17	Health Care Providers	
Aug 30	Aug 24	Labor Day	
Sept 6	Aug 31		
Sept 13	Sept 7	Home & Garden	BEACH
Sept 20	Sept 14	Home & Garden	
Sept 27	Sept 21		
Oct 4	Sept 28		
Oct 11	Oct 5	Dining Guide Attorney Profiles	BEACH
Oct 18	Oct 12	Ski Vacations	
Oct 25	Oct 19	Meet your Merchant Halloween	
Nov 1	Oct 26	Veterans Day	
Nov 8	Nov 2	Gift Guide	BEACH
Nov 15	Nov 9	Financial Planning	
Nov 22	Nov 16	Thanksgiving	
Nov 24	Nov 23		
Dec 6	Nov 30	Gift Guide	BEACH
Dec 13	Dec 7	Gift Guide	BEACH
Dec 20	Dec 14	Gift Guide	Christmas
Dec 27	Dec 21	New Year's Top Stories	

50,000 Circulation

# EasyReader

The South Bay's Hometown News

WWW.EASYREADERNEWS.COM

## Active... Upscale

*Easy Reader's* readers live along 10 miles of the most desirable white sand beaches in the world. Their homes are bordered on the north by the Los Angeles International Airport and on the south by the beautiful Palos Verdes Peninsula and Los Angeles Harbor.



### INCOME

*Easy Reader* readers' household incomes make the South Bay one of the most sought after consumer markets in the nation.

**Average household income: \$130,000**

Manhattan Beach	..... \$173,833
Hermosa Beach	..... \$126,227
Redondo Beach	..... \$91,155

**Average Home Price: .. \$1,050,000**

El Segundo	..... \$909,750
Manhattan Beach	..... \$1,300,000
Hermosa Beach	..... \$1,205,000
Redondo Beach	..... \$787,000

### AGE

*Easy Reader* readers are strongly represented in all adult age groups.

18-34	..... 36.1%
35-49	..... 39.7%
Over 49	..... 23.9%

### OCCUPATION

*Easy Reader* readers don't just surf. They are decision makers.

Professional	..... 46%
Managerial	..... 14%
Technical	..... 13%

### EDUCATION

*Easy Reader* readers are well educated.

College educated	..... 90.9%
College degree	..... 61.7%
Post-graduate study	..... 26.2%

### SEX & MARITAL STATUS

Male	..... 48%
Female	..... 52%

Married	..... 44.7%
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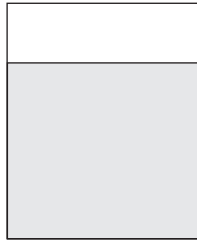
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## NATIONAL RATE CARD

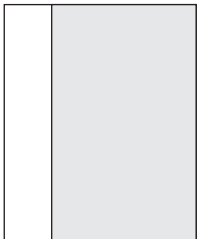
UPDATED: JANUARY 2011



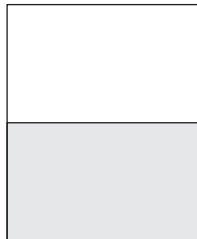
Full Page  
9.5" x 12"



3/4 Page Horiz.  
9.5" x 9"



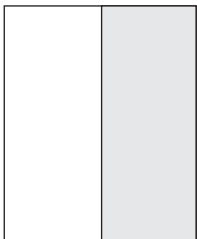
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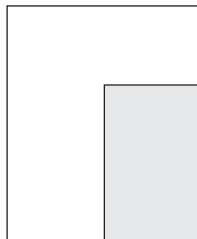
1/2 Page Horiz.  
9.5" x 5.875"

	1x	4x	8x	13x	26x	52x
<b>FULL PAGE</b>	2450	2300	2225	1950	1800	1650
<b>3/4 PAGE</b>	2000	1900	1780	1575	1475	1350
<b>1/2 PAGE</b>	1400	1325	1250	1100	1025	950
<b>1/3 PAGE</b>	975	925	875	775	700	675
<b>1/4 PAGE</b>	750	725	675	600	575	550
<b>1/6 PAGE</b>	520	510	490	450	415	400
<b>1/8 PAGE</b>	400	390	375	350	315	290
<b>1/16 PAGE</b>	230	220	200	190	170	160

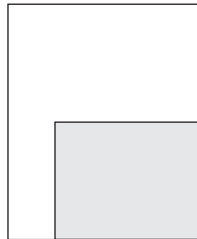
4-Color: \$375 • Black Plus 2 Colors: \$250 • Black Plus One Color: \$125



1/2 Page Vertical  
4.625" x 12"



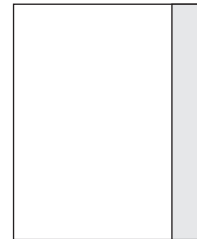
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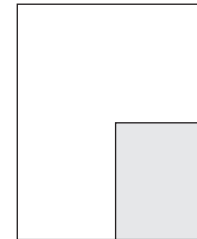
1/3 Page Square  
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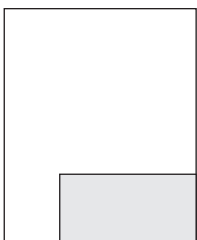
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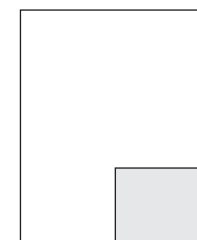
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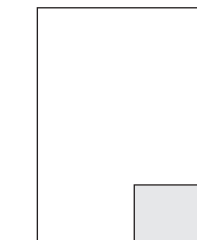
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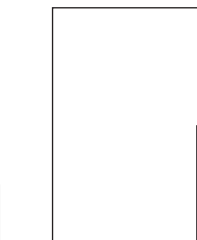
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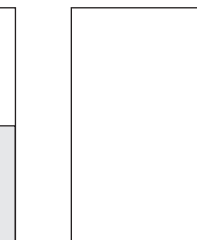
1/6 Page Square  
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1/8H Page Horiz.  
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1/8 Page Vertical  
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1/16 Page  
2.25" x 2.875"

**TRIM SIZE:**  
10.25" x 13"

**BLEED SIZE:**  
10.75" x 13.5"

**PUBLICATION DATE:** Easy Reader is distributed every Thursday.

**DISPLAY ADVERTING DEADLINE:**

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50,000 Circulation

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INTRODUCTORY AD RATE PACKAGE 8 WEEK SCHEDULE	
Full Page	\$1,050
3/4 Page	\$825
1/2 Page	\$600
1/3 Page	\$450
1/4 Page	\$350
1/6th Page	\$250
1/8th Page	\$200
1/16th Page	\$105

- One time upsize: Last week of schedule
- Ads must be prepaid

## Circulation and Distribution

### Home Delivery

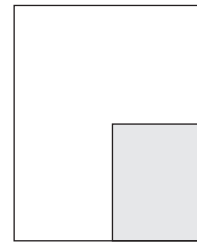
Hollywood Riviera 90277	2,000
Manhattan Beach 90266	13,300
Hermosa Beach 90254	6,400
South Redondo Beach 90277	7,100
North Redondo Beach 90278	11,300
<b>TOTAL</b>	<b>40,150</b>

### NEWSSTANDS / SHOPS / RESTAURANTS City Totals

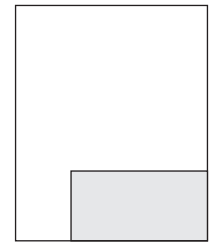
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Hollywood Riviera	0	2,000
Torrance	1,000	1,000
Palos Verdes	350	350
El Segundo	900	900
<b>Newsstands/Shops TOTAL</b>	<b>9,850</b>	<b>50,000</b>



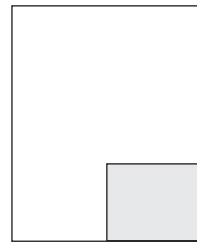
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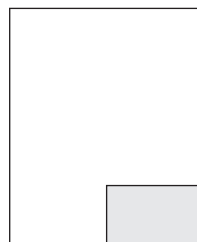
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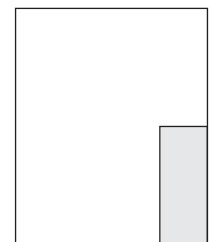
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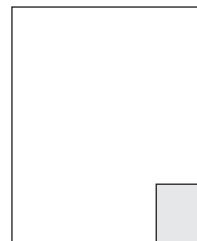
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## CLASSIFIED RATES

UPDATED: JANUARY 2011

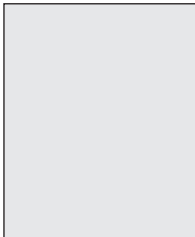
### AD SUBMISSION & POLICIES

Mail, drop off or email your ad to *Easy Reader* by the deadline. You may phone in your ad with Visa, MasterCard, American Express or Discover. All ads must be paid in advance.

*Easy Reader* reserves the right to edit or refuse any ad. Classifications subject to change. We do not furnish proofs before publication. Please proof your ad the first time it appears, as credits will only be given for one insertion.

**No refunds/credits on cancelled ads.**

**BILLBOARD ADVERTISING** is located within the Classified Section and offers excellent visibility for your business, special event or announcement.



Full Page  
9.5" x 12"

**TRIM SIZE:**  
10.25" x 13"

**BLEED SIZE:**  
10.75" x 13.5"

### LINE RATES

# of Lines	1 week	2 weeks	3 weeks	4 weeks
3 Lines	11	19	28	35
4 Lines	14	25	35	44
5 Lines	17	30	43	54
6 Lines	20	36	51	64
7 Lines	23	41	58	73
8 Lines	26	46	66	83
9 Lines	29	52	73	92
10 Lines	32	57	81	102

**Bold Print \$2.00 per week**

**28 Characters Per Line**

### COMMERCIAL RATES

Lines	1 week	2 weeks	3 weeks	4 weeks
3 Lines	12	21	32	40
4 Lines	16	28	43	54
5 Lines	20	36	54	68
6 Lines	24	43	64	81
7 lines	28	50	75	95
8 Lines	32	57	86	108
9 Lines	36	64	97	122
10 Lines	40	72	108	136

**Bold Print \$2.00 per week**

**28 Characters Per Line**

### BILLBOARD ADVERTISING RATES

4 weeks	8 weeks
120	200

25 words with each additional word \$1.00 per word, per week

**PUBLICATION DATE:** *Easy Reader* is distributed every Thursday.

**DEADLINE FOR LINE ADS & BILLBOARD ADS:** Monday at **12 p.m.**

50,000 Circulation

# Easy Reader

The South Bay's Hometown News

P.O. Box 427, Hermosa Beach, CA 90254

**Email:** classifiedads@easyreader.info

**Direct Line:** 424-212-6617 ext. 102

**Fax:** 424-212-6782 • [www.easyreadernews.com](http://www.easyreadernews.com)

## SHOWCASE ADVERTISING

UPDATED: JANUARY 2011

### AD SUBMISSION & POLICIES

Mail, drop off or email your ad to the Easy Reader by the deadline. You may phone in your ad with Visa, MasterCard, American Express or Discover. All ads must be paid in advance.

Easy Reader reserves the right to edit or refuse any ad.

Classifications subject to change. We do not furnish proofs before publication. Please proof your ad the first time it appears, as credits will only be given for one insertion.

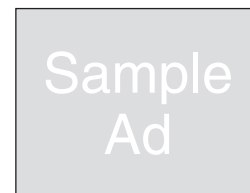
**No refunds/credits on cancelled ads.**

Inches	1 week	4 weeks	8 weeks	12 weeks	16 weeks	26 weeks	52 weeks
1	28	100	185	260	312	480	884
1.5	40	140	275	375	448	650	1144
2	50	185	350	500	640	990	1508
3	75	275	525	760	960	1350	2340
4	100	365	690	990	1248	1825	3016
5	120	460	825	1190	1472	2288	3848
6	141	540	990	1464	1760	2392	4160
7	163	620	1120	1500	1888	2600	4576
8	184	720	1280	1680	1960	2860	4940
9	198	780	1420	1800	2000	3000	5200

Showcase rates are based on a 7-column format.

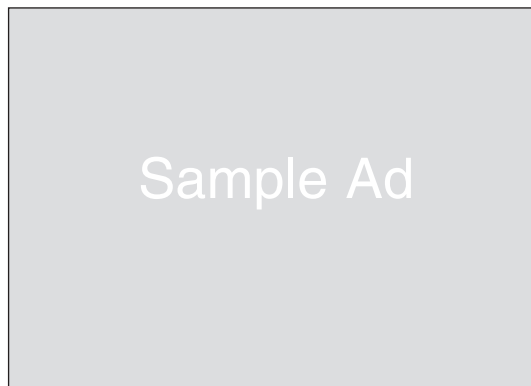


1x1.5

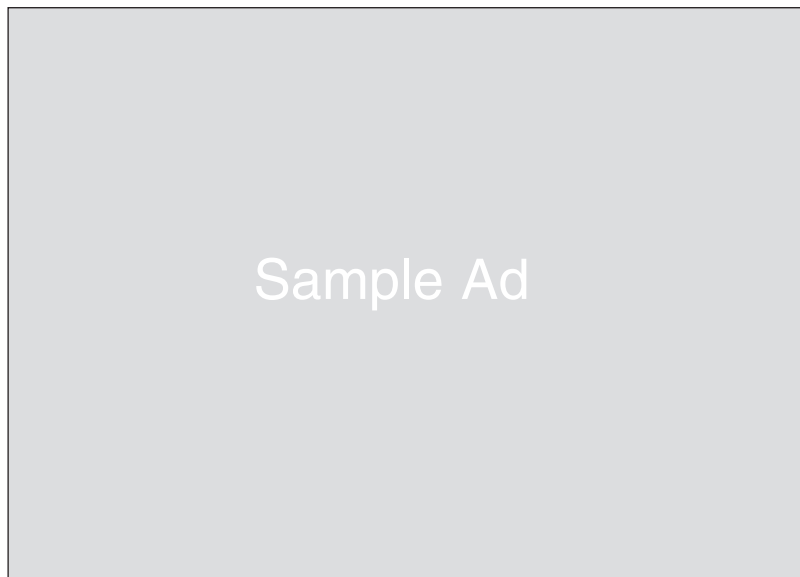


1x1

<b>BLACK PLUS ONE COLOR</b>	<b>10</b>
<b>BLACK PLUS TWO COLORS</b>	<b>15</b>
<b>BLACK PLUS THREE COLORS</b>	<b>15</b>
<b>FULL COLOR (PROCESS)</b>	<b>25</b>
<small>PRICES VARY FOR ADS LARGER THAN 6"</small>	



2x2



3x3

**DEADLINE FOR SHOWCASE ADS FOR THURSDAY'S EDITION: Friday at 4 p.m.**