

## ***MEDIA KIT OF BUNKER HILL MAGAZINE***

***Feature Editor: Adrienne Papp***

***CEO and President of Atlantic Publisher***

*Our Mission*

## **RE-BRAND DOWNTOWN**

*For as long as we can remember, Downtown has been the red-headed stepchild of Los Angeles.*

While other neighborhoods were given new life (*and a Whole Foods Market*), Downtown just sat and watched. Like not getting picked for kickball, except this time, gentrification was the name of the game.

But that's all changed. It started back in 1999 with the Staples Center and now with the passing of new zoning laws, lofts and cafes flow like milk and honey. Sounds great, but there's only one problem: *No one knows*. People still think Downtown's only warehouses and parking lots, but we're here to change that. ***Bunker Hill*** – *Heralding The Rebirth Of Downtown Los Angeles*. Yup, that's us and that's our battle cry. We're here to spread the word, and the word is Downtown, and the word is good.

**Bunker Hill** is committed to delivering the hottest reviews on Downtown events, restaurants, shops, and more! We'll have the rest of L.A. green with envy... (*Hollywood, you've been warned.*)

## *Readership*

# READERSHIP

*Over the past ten years, Downtown Los Angeles has experienced an extraordinary commercial and residential renaissance.*

With some 40,000 residents, a weekday population of about 500,000 people, and 10 million annual visitors, Downtown Los Angeles is an economic engine for Southern California.

Yet not one full color, glossy magazine exists to give exclusive coverage of Downtown trends, life, and culture. **That's where we come in.** Unlike our competitors, our content is specifically geared toward Downtown L.A. and not simply Los Angeles as a whole. This gives our advertisers a very selective (*and attentive!*) audience.

2010 Downtown Los Angeles Demographic Study<sup>1</sup>

*“Unlike our competitors, our content is specifically geared toward Downtown L.A. and not simply Los Angeles as a whole.”*

## *Editorial*

# EDITORIAL

***Bunker Hill*** is dedicated to providing in depth coverage of Downtown restaurants, boutiques, events, and more.

We're sensitive to not only what's popular at the moment, but also the unique tastes of our readership.

## Departments

**The Beat** is a small collection of local news stories relevant to Downtown Los Angeles.

**The Lookout** contains brief reviews of the latest music, films, books, and local art exhibitions.

**Trends** is a showcase for the latest fashions, must-have accessories, and where to get them in Downtown.

**Taste** spotlights local eateries, bars, and cafes.

## Sample Feature Articles

*“We’re sensitive to not only what’s popular at the moment, but also the unique tastes of our readership.”*

*Circulation*

## CIRCULATION

***Bunker Hill** will be distributed free of charge throughout Downtown and the greater Los Angeles area.*

All distribution points will be personally selected by our editors to make sure the magazine finds its way into the right hands: Adventurous, hip, and young (*or at least the young at heart*).

**Rate Base:** 25,000

**Frequency:** Monthly

## Distribution

*Shopping Centers*

*Sporting Events*

*Hotels & Lofts*

*Fashion Walk*

*Restaurants*

*Boutiques*

*Theaters  
Concerts*

*Artwalk  
Salons  
Cafes*

*“All distribution points will be personally selected by our editors to make sure the magazine finds its way into the right hands.”*

### *Advertising Rates*

## ADVERTISING RATES

### 2010 Advertising Rates / Volume Discounts

	Open	4x	8x	12x
Discount	–	10%	20%	25%
Half Page	\$950	\$850	\$750	\$700
Full Page	\$1450	\$1300	\$1150	\$1075
Two Page Spread	\$2450	\$2200	\$1950	\$1825
Back Cover	\$3250	\$2925	\$2600	\$2425
Inside Cover Spread	\$2850	\$2550	\$2275	\$2150
Inside Back Cover	\$2650	\$2375	\$2125	\$1975

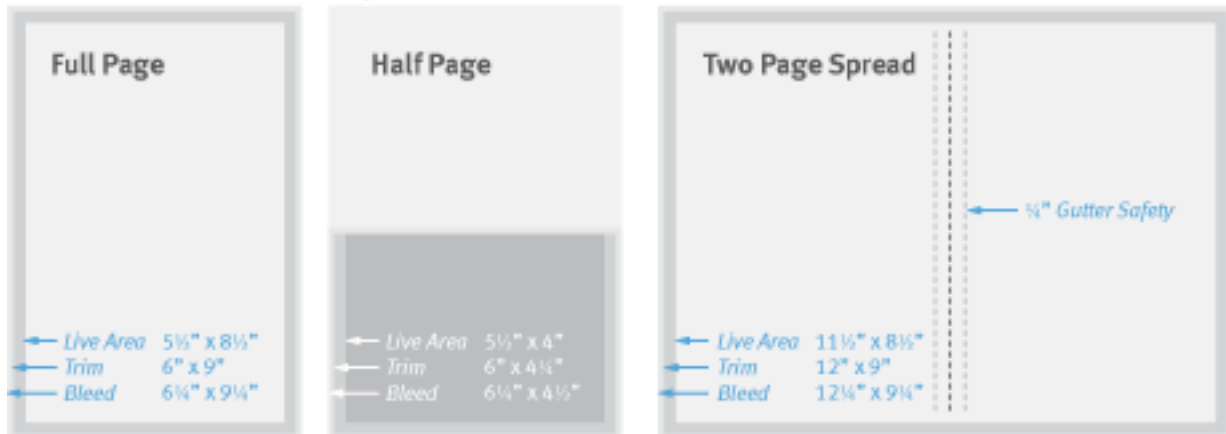
### 2010 Web Advertising Rates / Volume Discounts

Open      4x      8x      12x

## Specifications

# SPECIFICATIONS

## 2010 Mechanical Specifications<sup>1</sup>



<sup>1</sup> Click [here](#) for larger size diagram

## 2010 Web Specifications<sup>2</sup>

### Contact

Have any questions? Want to advertise in **Bunker Hill**? Feel free to send us a line to [Adrienne@AtlanticPublisher.com](mailto:Adrienne@AtlanticPublisher.com) or call 917.678.4017