







## Reach The Most Affluent Luxury Home Consumers in Greater Los Angeles

### THE SOURCE FOR LUXURY REAL ESTATE

DIGS is the authority on local architecture, design and luxury real estate reaching the most affluent home consumers interested in architecture, interior design, kitchen & bath design, home furnishings and more.

With more than \$1 billion of the best luxury properties advertised by top agents in our magazine every two weeks, DIGS provides an exceptional opportunity to reach the luxury home enthusiast in Southern California. Our magazine distribution of ***more than 65,000 magazines delivered every month***, combined with our digital reach, provides unparalleled market exposure for your brand to the home enthusiast audience in the most affluent areas of greater Los Angeles.

# Digital Reach

DIGITAL EDITIONS

PAGE VIEWS YTD  
**1,680,000+**



SUBSCRIBERS  
**3,685**

DIGS ONLINE

PAGE VIEWS YTD  
**12 Million+**



USERS  
**1,539,474**

VIDEO/PODCAST

VIEWS YTD  
**696,000+**



MINUTES WATCHED YTD  
**1,076,907**



FOLLOWERS  
**25,500+**

SOCIAL MEDIA



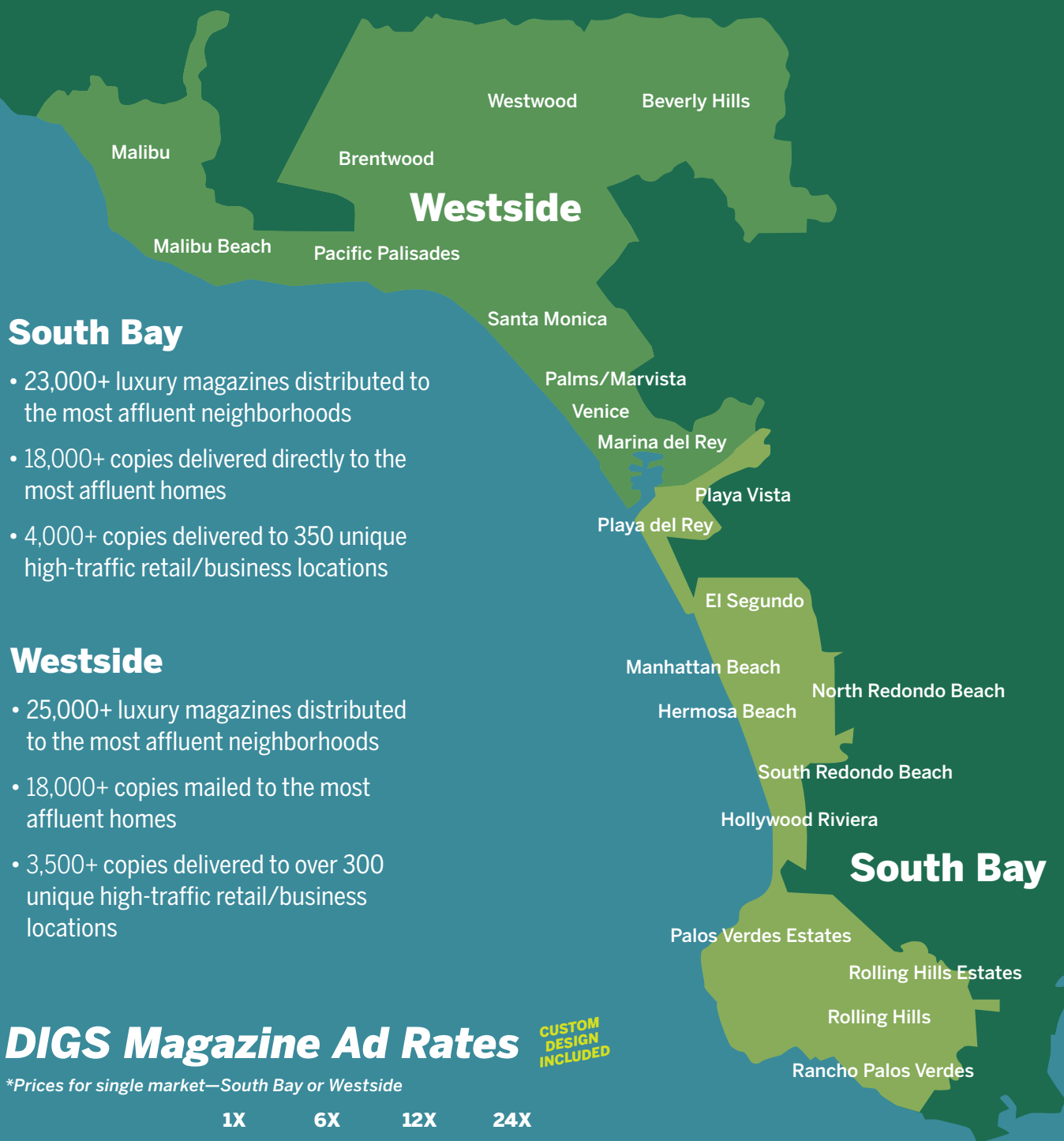
Google AdWords

IMPRESSIONS YTD  
**25 Million+**

DIGITAL VELOCITY

TOTAL AUDIENCE  
REACH PER MONTH  
**200,000+**

# Magazine Distribution



## South Bay

- 23,000+ luxury magazines distributed to the most affluent neighborhoods
- 18,000+ copies delivered directly to the most affluent homes
- 4,000+ copies delivered to 350 unique high-traffic retail/business locations

## Westside

- 25,000+ luxury magazines distributed to the most affluent neighborhoods
- 18,000+ copies mailed to the most affluent homes
- 3,500+ copies delivered to over 300 unique high-traffic retail/business locations

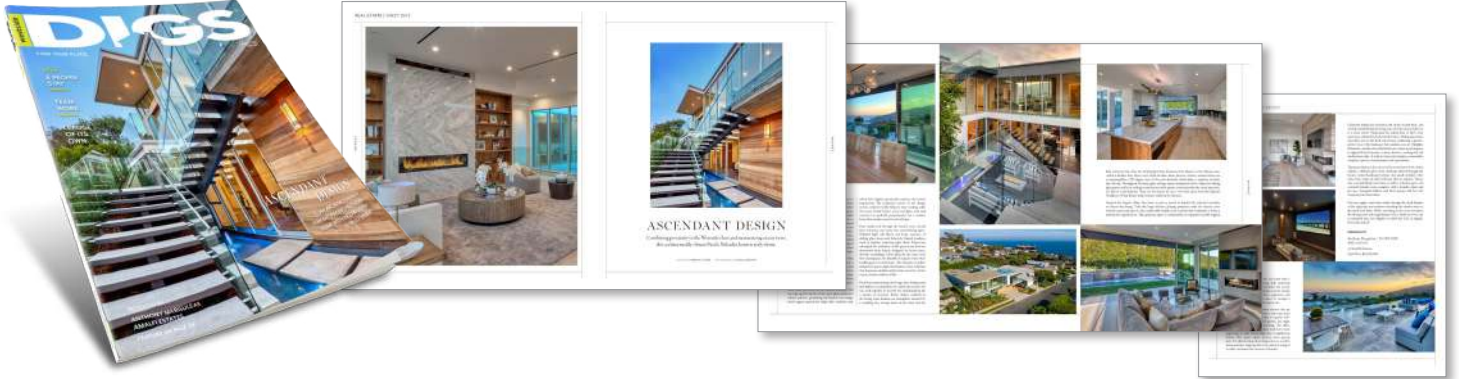
## DIGS Magazine Ad Rates

CUSTOM  
DESIGN  
INCLUDED

\*Prices for single market—South Bay or Westside

	1X	6X	12X	24X
<b>2-PAGE SPREAD</b>	\$1,795	\$1,650	\$1,595	\$1,395
<b>FULL PAGE</b>	\$995	\$895	\$855	\$795
<b>1/2 PAGE</b>	\$575	\$525	\$495	\$475
<b>1/4 PAGE</b>	\$315	\$285	\$275	\$250

# Branded Editorial Content



## SWEET DIGS | Cover & Feature Article Package

Includes front cover and 5-page feature article on home written by DIGS Editorial Director – includes architectural photo shoot of property for editorial, article placement on digs.net, feature cover home on DIGS THIS WEEK eNewsletter, and social media blitz on DIGS digital platform.

**COVER & 5-PAGE ARTICLE PACKAGE: \$3,995.00**

## LIMELIGHT | Feature Article on Luxury Listing

DIGS LIMELIGHT is a 2-page/4-page article on an active listing, new development, or coming soon “off market” listing. Every home has a unique story to tell – LIMELIGHT tells it and differentiates the listing agent with an elevated marketing strategy.

**LIMELIGHT 2-PAGE ARTICLE: \$1,995.00**

**LIMELIGHT 4-PAGE ARTICLE: \$2,995.00**



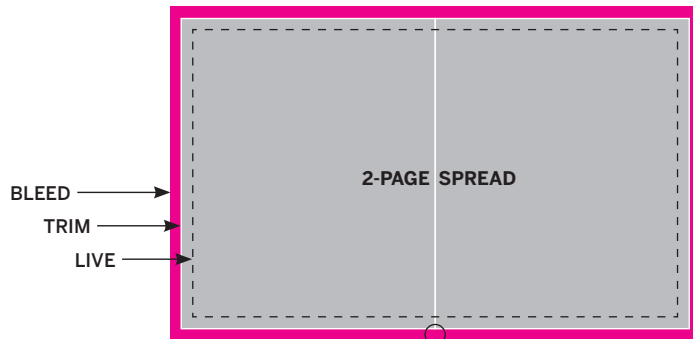
## INFLUENCER | Realtor Profile

Feature 2-page editorial in DIGS magazine that tells your influencer story and allows you to communicate your industry/market expertise to our highly engaged audience across both print and digital.

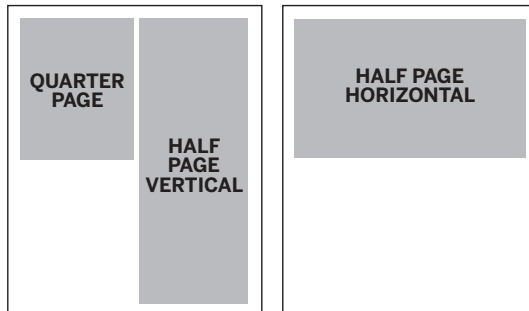
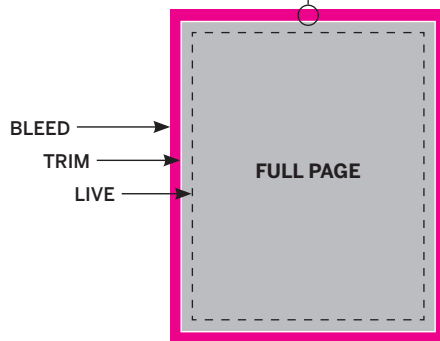
**INFLUENCER 2-PAGE ARTICLE: \$1,995.00**



# Advertising Specs



**Note:** 2-page spread and full page ads **must include bleed.**  
No crop and/or registration marks are necessary.



## 2-Page Spread

Bleed..... **17.25" W X 11.375" H Final Size**

Trim..... 16.75" W X 10.875" H

Live..... Allow .25" Safety From Trim

## Full Page

Bleed..... **8.875" W X 11.375" H Final Size**

Trim..... 8.375" W X 10.875" H

Live..... Allow .25" Safety From Trim

## Half Page Horizontal

7.875" W X 5" H (No Bleed)

## Half Page Vertical

3.875" W X 10" H (No Bleed)

## Quarter Page

3.875" W X 5" H (No Bleed)

## Digital Requirements Format

- » High Resolution PDF (300 Dpi)
- » Fonts Must Be Embedded
- » CMYK Color Mode





# South Bay DIGS™

## 2023 MAGAZINE SCHEDULE

JANUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH						
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26	27	28	29	30	31	

APRIL						
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30						

MAY						
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JUNE						
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JULY						
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AUGUST						
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SEPTEMBER						
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OCTOBER						
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NOVEMBER						
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DECEMBER						
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31						

**SPACE RESERVATION  
DEADLINE**

**ISSUE COVER DATE**

**CAMERA READY ART DUE/  
FINAL ARTWORK APPROVAL**

**OBSERVED HOLIDAY**

**ART DUE IF DIGS  
WILL DESIGN AD**

**OFFICE  
CLOSURE**

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## 2023 MAGAZINE SCHEDULE

### JANUARY

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### APRIL

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### MAY

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### JUNE

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18	19	20	21	22	23	24
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