



# West Valley News

BUSINESS & COMMUNITY

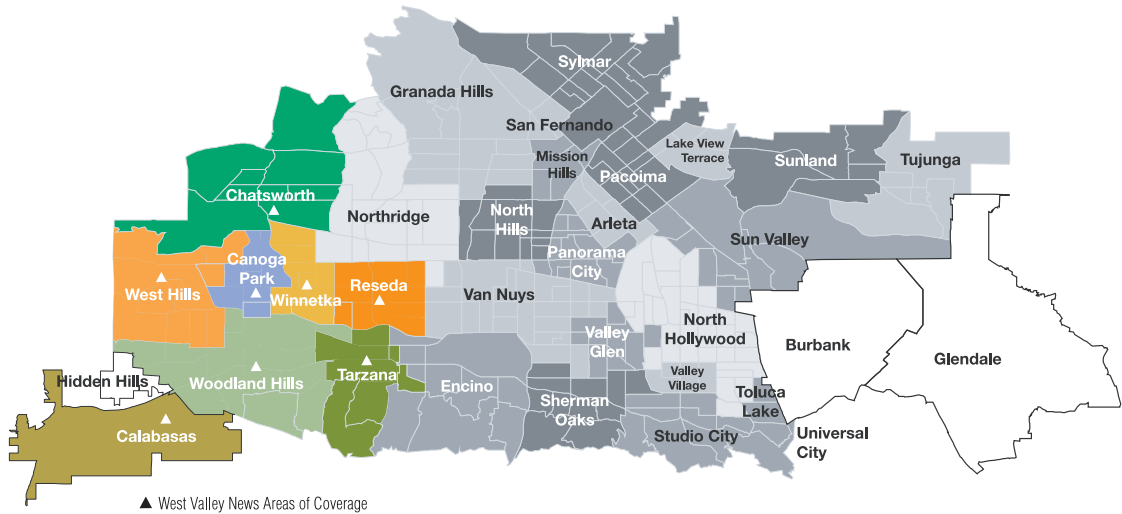


SAN FERNANDO VALLEY  
**West Valley News**  
MEDIA PLANNING GUIDE 2009



Connecting Business & Community

# The San Fernando Valley



**Total Population**                      **1,808,599**

Population by Region:

Northwest Valley	276,125
Northeast Valley	387,383
<b>Southwest Valley</b>	<b>232,714</b>
Southcentral Valley	275,417
Southeast Valley	327,928

Communities covered by West Valley News

<b>Calabasas</b>	23,644
<b>Canoga Park</b>	44,254
<b>Chatsworth</b>	41,379
<b>Reseda</b>	64,020
<b>Tarzana</b>	34,714
<b>West Hills</b>	42,405
<b>Winnetka</b>	50,594
<b>Woodland Hills</b>	70,541

<http://www.csun.edu/sfverc/Data/2004popbyage.html>

## About the San Fernando Valley

The San Fernando Valley is bounded by the Santa Susana Mountains to the north and west, the Santa Monica Mountains to the south, and the San Gabriel Mountains to the east. It lies within Los Angeles County and includes the cities of: Burbank, Calabasas, Glendale, Hidden Hills, and San Fernando, as well as the Valley portion of the City of Los Angeles.

The Valley portion of the City of Los Angeles, which is roughly defined as the area north of Mulholland Boulevard and west of Barham Boulevard, comprises the largest part of the San Fernando Valley, accounting for approximately 80 percent of the Valley's population and 77 percent of its land area. The Los Angeles portion of the Valley is better known by its array of "named communities." At present, 27 "named" communities make up the Los Angeles portion of the Valley, including Universal City. None of these communities are legal entities; all are part of Los Angeles. The power to name a particular area rests with the Los Angeles City Council, and they exercise that power relatively often, carving newly named communities out of existing ones. In recent years, three new areas have been carved out and named—West Hills, Valley Village and Valley Glen. The Valley portion also accounts for an important and sizable part of the City of Los Angeles with 47 percent of its land area and 37 percent of its population.

Map and information courtesy of the Economic Alliance of the San Fernando Valley and California State University Northridge.

# READERSHIP DEMOGRAPHICS



## BUSINESS AND COMMUNITY

### GENDER

Male	54%
Female	46%

### AGE

25-39 Years	9%
40-59 Years	51%
60 Years Plus	40%

### INCOME

Median Household Income	\$80,705
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### EDUCATION

Bachelor's Degree or Higher	49%
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### OCCUPATION

Management & Professional	51%
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### INCOME SOURCE

Private Wage & Salary	80%
Self-Employed	12%
Other	8%

### CIRCULATION DATA

Subscriber Renewal Rate	90%
Monthly Circulation	5,000
Monthly Readership	20,000

# FEATURES LOCAL NEWS & EDUCATION



## A Great Resource as a Community-Based Publication

The West Valley News is about buiding community and serving as a reliable resource of useful information for local small business owners. Its editorial policy is to highlight the extraordinary things ordinary citizens and local businesses do to help their communities, especially in health care, education, and community services. Any news that has a positive impact on the Valley residential or business community, is covered on a regular basis.

The West Valley News is a good marketing vehicle for community outreach for local service providers, professionals, retail businesses, chambers of commerce, neighborhood councils, healthcare providers, small business services, small business banking and financing, consumer education, business resources education.

## Community-Building Events Covered

Canoga Park Saint Patrick's Day Celebration  
West Valley Day of Service  
Valley of the Stars Canoga Park Memorial Day Parade  
Councilman Dennis Zine 4th of July Fireworks Extravaganza  
West Hills Fall Fest  
Taste of Encino  
Winnetka Oktober Festival  
Clyde Porter Arts Day "Festival del Artista"  
Dia de los Muertos Street Festival

## Non-Profits Events Covered

Annual Fernando Foundation Award  
United Chambers of Commerce Mayor's Day Luncheon  
The Z-Awards of Exzellece  
Valley Village SHOWTIME!  
Justice Armand Arabian Leaders in Public Service Awards

## Grand Openings and Special Events

Covered when scheduling allows.

Many other community events are covered when time and scheduling allows.



Serving:  
 Calabasas  
 Canoga Park  
 Chatsworth  
 Reseda  
 Tarzana  
 West Hills  
 Winnetka  
 Woodland Hills

# sfv West Valley News BUSINESS & COMMUNITY

Call Today!



A MONTHLY PUBLICATION SERVING SFV SMALL BUSINESSES AND OTHER COMMUNITY-BASED ORGANIZATIONS

## 2009 ADVERTISING RATE CARD 1

The *West Valley News* is a community-based publication serving small businesses, chamber of commerce members, and other West Valley organizations. It's published monthly and distributed to all active subscribers. Additional copies of the *West Valley News* are available at over 50 strategic, high-traffic, business locations throughout the West Valley. Now covering West Hills, Canoga Park, Chatsworth, Winnetka, Reseda, Tarzana, Woodland Hills and Calabasas.

Businesses that are not members of a San Fernando Valley Chamber of Commerce may advertise on this publication at the rates shown on this rate card. All Chamber members receive an additional discount of 5%. Readership: 20,000

### Black & White Rates (See below for color charges).

Size	1X	3X	6X*	12X*	Chamber Discount
Full Page	831	748	706	664	5%
1/2 Page	416	374	353	333	5%
1/3 Page	277	249	235	222	5%
1/4 Page	208	188	177	167	5%
1/6 Page	138	125	117	110	5%
1/8 Page	104	93	88	83	5%
1/16 Page (FC)	179	161	152	143	5%
Business Card	55	50	48	47	5%
<b>Smart Value Coupon</b>		60	54	50	NA
Per Col. inch	15	14	13	12	5%
Advertorial	\$19 per col. inch				5%
Classified	1 col. x 1 in. \$108.00 for 6 months; \$189.00 for 12 months				

\*FREE Business Profile with 6-12 Issue Advertising Agreement. Classified not included.

### Additional Charges

Full Page Back Cover (Position Premium)	Add \$130
Full Page Inside Covers (Position Premium)	Add \$80
Half Page Back Cover (Position Premium)	Add \$60
Four Color (Full Page)	Add \$235
Four Color (Half Page)	Add \$130
Four Color (Quarter Page)	Add \$60
Ad Design (Business Card Size)	\$65
Ad Design other formats	Call for quote
Ad Design with 1 Year Advertising Contract	FREE

Published by:

**Crowe Marketing Design**  
 8378 Sale Avenue, West Hills, CA 91304

For advertising information contact:

Ed Crowe  
**(818) 883-3374**  
 (818) 231-4454 Mobile  
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 edcrowe@crowemarketingdesign.com

### Mechanical Specifications

SIZE	WIDTH	HEIGHT
Full Page	10.00 in.	15.25 in.
1/2 Page (H)	10.00 in.	7.25 in.
1/2 Page (V)	5.00 in.	15.25 in.
1/3 Page (H)	10.00 in.	5.00 in.
1/3 Page (V)	3.25 in.	15.25 in.
1/4 Page (H)	10.00 in.	3.75 in.
1/4 Page (V)	4.875 in.	7.25 in.
1/6 Page (H)	10.00 in.	2.25 in.
1/8 Page (H)	10.00 in.	1.75 in. (Inside Page)
1/8 Page (I)	4.875 in.	3.125 in. (Inside Page)
1/16 Page (H)	4.75 in.	1.875 in. (Front Cover)
Business Card	3.125 in.	2.00 in. B&W
Value Coupon	3.125 in.	2.00 in. Full Color
Classified	3.125 in.	1.00 in.

### Deadlines

Space Reservation:  
 Third Monday of the month or before  
 Camera-ready art due:  
 Third Friday of the month or before

### Digital Files

Acceptable formats: Press-ready PDF, EPS, JPEG.  
 Image Resolution: 200+ ppi  
 All fonts, logos, images must be included.

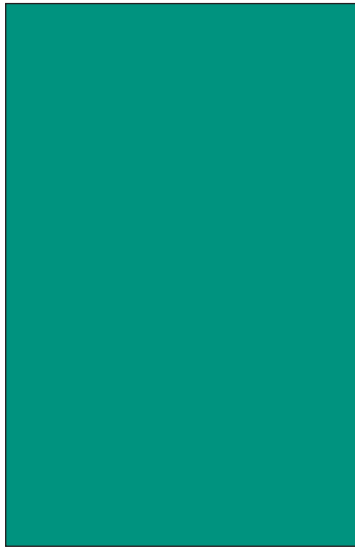
### DROP-OFF LOCATIONS:

AKidzDream Awards  
 AMC Food Court  
 Big Mo Sub Shop  
 Calabasas Chamber of Commerce  
 Canoga Auto Body  
 Canoga Music  
 Canoga Park Bowl  
 Canoga Park Public Library  
 Canoga Park Senior Center  
 Chatsworth Chamber of Commerce  
 Chatsworth Public Library  
 Corbin Bowling  
 CRA/LA Canoga Park  
 CRA/LA Reseda  
 Dennis P. Zine District Office  
 Discount Tire Center  
 Fields Market West Hills  
 Follow Your Heart  
 Henri's Restaurant  
 Hidden Chateau & Gardens  
 Hilton Woodland Hills  
 HomeTown Buffet  
 Ithop West Hills  
 Jamba Juice Woodland Hills  
 La Tortilla Loca  
 Madrid Theatre  
 Marriott Warner Center  
 Media Fishtank  
 Nico's Restaurant  
 Pastries by Edie  
 Pizza Plus Co.  
 Pratt Public Library  
 Reseda Neighborhood Council  
 Reseda Public Library  
 Rocky Roaster  
 Roscoe's Restaurant  
 Tarzana/Encino Public Library  
 The Marlowe Institute  
 The Rack Woodland Hills  
 The Sagebrush Cantina  
 The West Hills Hospital  
 TV Motion Picture Fund Center  
 Weiler's Deli  
 Westfield Promenade  
 Westfield Topanga  
 West Hills Pool Supply  
 Whole Foods Market WH  
 Woodland Printing

And many others



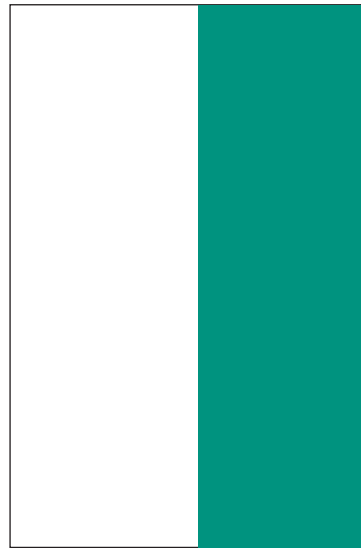
**"In good times,  
 people want to advertise;  
 in bad times, they have to."**



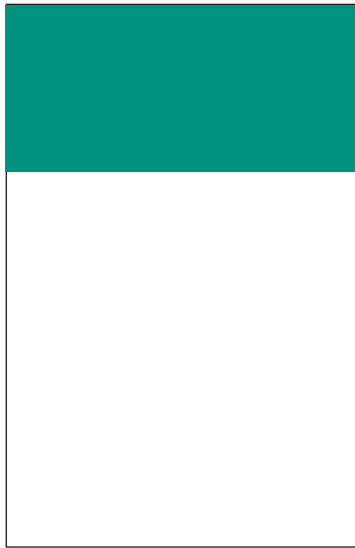
Full Page



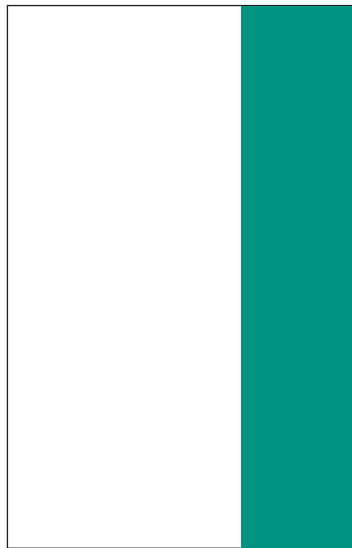
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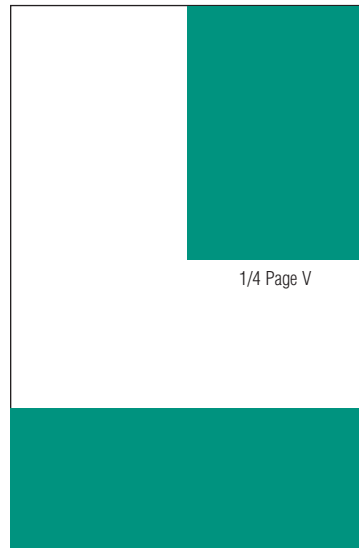
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1/3 Page H

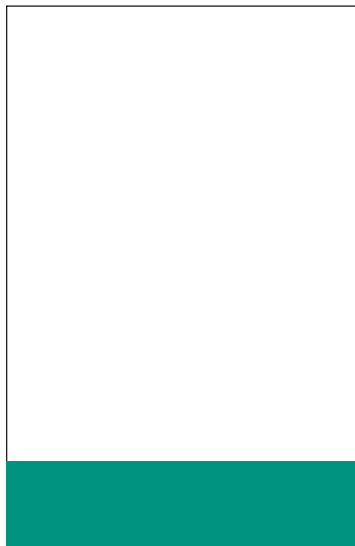


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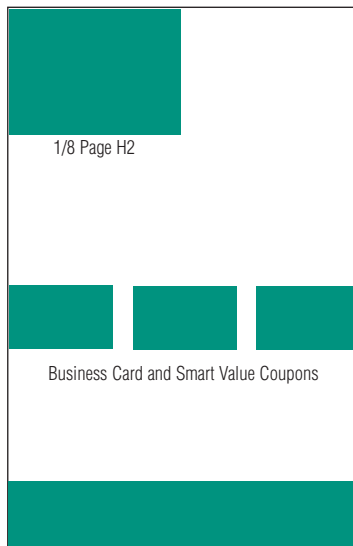


1/4 Page V

1/4 Page H



1/6 Page H



1/8 Page H2

Business Card and Smart Value Coupons

1/8 Page H



1/16 Page Front Cover

# REGULAR FEATURES

**People and Faces You Should Know**



## **RICKEY'S WAY**

Sensible Solutions by Rickey Gelb

*Legends of the Valley*

Anecdotes, Interviews,  
Bits & Pieces about  
West Valley History.



## **The Growth Coach**

**Weathering the Economic Storm**

*By Jonathan Goldhill*

**Community News/Calendar**

*Valley Arts & Culture*



**CLASSIFIED**

**BUSINESS & OTHER SERVICES**