

PALOS VERDES PENINSULA NEWS

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The Palos Verdes Peninsula News has been serving the four communities of the Palos Verdes Peninsula for over 81 years. Publishing Thursday in Palos Verdes Estates, Rolling Hills Estates, Rolling Hills and Rancho Palos Verdes.



Published Every Thursday

Total Circulation: 15,300

Home Delivery: 14,800

Rack & Stack: 500

Zip Codes: 90274, 90275

Deadlines

Space Reservation - Monday at 5 pm

Camera Ready Art - Tuesday at Noon

Market Demographics

- **25,981 Total Households**
- **\$1,281,576 Median Home Value**
- **\$204,064 Average Household Income**

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Your local news source from your favorite community website.

- **1,943 Unique Visitors per month**
- **6,850 Page Views per month**

Source: 2018 Claritas. Note: Median home value includes only owner occupied housing units.



Retail Rates – Popular Ad Sizes

Ad Size		Dimensions	Cost <i>per ad</i>	Cost Frequency Discount <i>Cost per ad. Four ad minimum</i>
1/16 page	2 col x 4"	3.22"w x 4"d	\$104.00	\$80.00
1/8 Page	3 col x 5.25"	4.89w" x 5.25"d	\$195.00	\$150.00
1/4 Page	3 col x 10.5	4.89"w x 10.5"d 9.89"w x 5.25"d	\$362.25	\$275.62
1/2 Page	6 col x 10.5" 3 col x 21"	9.89"w x 10.5"d 4.89"w x 21"d	\$661.50	\$519.75
Full Page	6 col x 21"	9.89"w x 21"d	\$1,008	\$819.19

Color Cost	1/4 PAGE	1/2 PAGE	FULL PAGE
	\$95	\$150	\$250

Insert Rates

\$40/M Full Run only, call for additional information and to schedule.

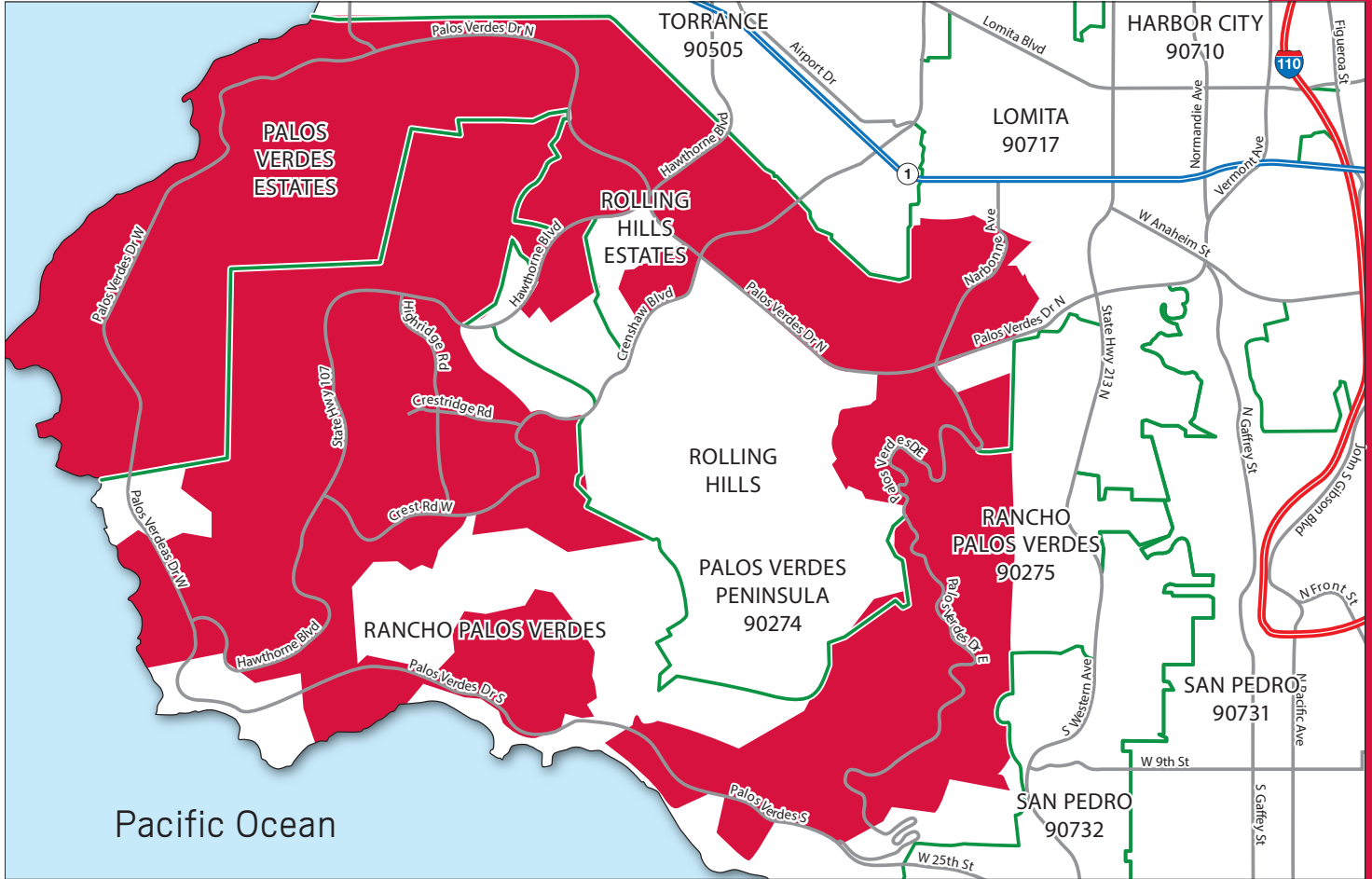
Front Page Sticky Notes \$79/M Full Run only, call for additional information and to schedule.

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609 Deep Valley Drive, Suite 200, West Tower ▪ Rolling Hills Estates, CA 90274



Circulation Map



CITY/ZIP	HOME DELIVERY	RACK & STACK	TOTAL
Palos Verdes Peninsula (90274)	7070	250	7320
Rancho Palos Verdes (90275)	7730	250	7980

MAP LEGEND

- Home Delivery
- Zip Code Boundary

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