

# DAVID MAGAZINE

# MEDIA KIT

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## ABOUT US

**DAVID** is an award winning readers' publication, offering maximum visibility for all advertisers. With a unique layout design, front, middle and back of book ad locations are calibrated for optimum exposure. High advertiser retention rates from our launch in 2010, bear testament to our commitment to providing value and results.

**DAVID** reaches the niche of people you want. Staffed with 75 years of publishing experience, high-traffic distribution points and a substantial and growing mailing list, it will exceed its circulation demands and put your ads in the hands of the demographic that

traditionally supports the arts, entertainment, dining, shopping and philanthropy at a much higher percentage than its population size would suggest.

**DAVID** will go a step further than reaching the Jewish community. Our model is for a revolutionary cross-over publication with a subtle editorial approach. Not only will your ads be seen by the estimated 70,000 Jewish people in Las Vegas but also by the greater community as well.

**DAVID** attracts passionate writers and photographers with relevant fresh perspectives.

## AUDIENCE

<b>Readers</b>	165,000+ per issue.
<b>Gender</b>	Female <b>56%</b> Male <b>44%</b>
<b>Age</b>	25 to 54 <b>60%</b> 55 and above <b>40%</b>
<b>Education</b>	High School graduates: <b>17%</b> College graduates: <b>59%</b> Postgraduate: <b>24%</b>
<b>Class</b>	Homeowners <b>96%</b>

<b>Children</b>	Renters <b>4%</b> Preschool-age: <b>35%</b> Elementary school-age: <b>56%</b> Secondary school-age: <b>38%</b> Have college-age: <b>35%</b>
<b>Household Income</b>	\$25,000 to \$50,000: <b>10%</b> \$50,000 to \$75,000: <b>14%</b> \$75,000 to \$100,000: <b>26%</b> \$100,000 to \$150,000: <b>22%</b> \$150,000+: <b>28%</b>

## EDITORIAL

throughout our pages

### Pulse

Explore the city's most dynamic community events, along with highlights on dining, shopping and entertainment.

### Mingle

See who's out on the town for a good cause or just for a good time.

### Live

Spotlighting all that makes living in Las Vegas the lifestyle that the rest of the world envies, in exciting sections, some listed below:

**Speak:** Thought provoking and entertaining commentary by individuals who have something to say.

**Know:** Vegas' movers and shakers and other interesting people you really ought to know.

**Sense:** Is all about the buzz on the local arts scene.

**Give:** Covering local non-profits, encouraging awareness, engagement and contribution.

**Believe:** Exploring the spiritual side of life.

**Care:** Keeping our readers abreast of the latest in health and fitness.

**Test:** Review of new products and technology, designed to make our lives more productive.

**Taste:** An inside view of some of the city's top restaurants, cafes, diners and eateries.

**Style:** Cutting edge design spreads, featuring fashion, interior design and architecture.

### Think

Award winning journalism and in-depth articles on topics that will have people talking all month long.

### Grill

A monthly spotlight on individuals and organizations of interest.



### January|February

#### THE WELLNESS ISSUE

Love Notes to Oneself.  
Hair Restoration Claims  
Affordable Home Gyms  
Space Deadline: 12/07/2021  
Materials Deadline: 12/11/2021

### March

#### THE TRAVEL ISSUE

Special Section: Summer Camps  
Bucket List Travel  
Nevada Day Tripping  
Space Deadline: 02/08/2022  
Materials Deadline: 02/16/2022

### April

#### THE DESIGN ISSUE

Spring/Summer Fashion Preview  
Backyard Redo  
The Ultimate Home Office  
Space Deadline: 03/08/2022  
Materials Deadline: 03/15/2022

### May

#### THE WOMENS' ISSUE

12th Anniversary Issue  
Work from Home Moms  
Our Leading Ladies (Politics)  
Space Deadline: 04/05/2022  
Materials Deadline: 04/15/2022

### June

#### THE EDUCATION ISSUE

Dads and Grads  
Golden Year Grads  
Tying the Knot Abroad  
Space Deadline: 05/06/2022  
Materials Deadline: 05/13/2022

### July|August

#### THE MEDICAL ISSUE

Special Section: VEGASMD  
HOT DOCS  
Finding the Cure for the Big "C"  
Space Deadline: 06/07/2022  
Materials Deadline: 06/16/2022

### September

#### THE PHILANTHROPY ISSUE

Fundraising Superstars  
Vegas Volunteers  
2022 Car Review  
Space Deadline: 08/08/2022  
Materials Deadline: 08/17/2022

### October

#### THE LEGAL & ELECTIONS ISSUE

Courting Justice  
Trials & Tribulations  
Breast Cancer Awareness  
Space Deadline: 09/06/2022  
Materials Deadline: 09/16/2022

### November

#### THE SHOPPING ISSUE

Supporting Local Small Businesses  
It's Turkey Time  
Holiday Gift Guide  
Space Deadline: 10/06/2022  
Materials Deadline: 10/14/2022

### December

#### THE CELEBRATIONS ISSUE

Dancing the Night Away  
Lighting the Christmas Menorah  
Plan Your Winter Getaway  
Space Deadline: 11/08/2022  
Materials Deadline: 11/15/2022

\* All listed editorial is subject to change.

## a weekly dose of DAVID Magazine

## 52 PICKUP



**52PICKUP** is an exciting new weekly digital platform developed by the publishers of DAVID.

**52PICKUP** is just a click away. It provides users with the same thought-provoking content they have come to love from DAVID.

**52PICKUP** employs passionate writers, photographers and videographers to produce dynamic proprietary content, designed to jump off the screen.

**52PICKUP** invites feedback and tracks user reading habits. This data is vital to our commitment to provide weekly content our readers demand.

**52PICKUP** is an indispensable tool for a sustainable and exciting life in Las Vegas.

# AD SIZES & SPECS



## Double

W/ Bleed: 18.25" X 11.125"

Trim: 18" X 10.875"

Live Area: 7.875" X 10.375"

## Full

W/ Bleed:  
9.25" X 11.125"

Trim:  
9" X 10.875"

Live Area:  
7.875" X 10.375"

## 2/3

5.25" X 9.875"

## 1/2 V.

3.875" X 9.875"

## 1/2 H.

8" X 4.8125"

## 1/3 V.

2.5" X 9.875"

## 1/3 Sq.

5.25" X 4.8125"

## 1/4

3.875" X 4.8125"

## 1/6

2.5" X 4.8125"

## Marketplace

3.875" X 1.625"

- Preferred computer platform is Macintosh.
- Preferred layout program is InDesign.
- PDF's – Print Optimized: Document size must include crop marks offset 12pts and 1/8" bleed. If documents are smaller than 9 x 10.875, please supply 1/8" bleed. Fonts and images must be embedded (All images CMYK and 300 dpi at final size). Color Management must be turned off. Compress files with Automatic (Zip 8-bit or JPEG). Compression and Quality Set to Maximum. (Acrobat 4, 5, and 6 compatible, resolution at 2438).
- Illustrator, Photoshop for the Mac or PC.
- ALL fonts must be included or outlined.
- EPS and TIFF format image files.
- Image resolution of 300 dpi or higher.
- Layered Photoshop files if revisions might be necessary.
- All necessary links for your layout documents (TIFF, EPS, JPEG etc.)
- Hard copy of file page(s) (laser or other proof)
- We also accept the following standard types of media: CD, DVD.
- You can also send us electronic files via: e-mail – no bigger than 5mb, Stuffed (sit) or Zipped (zip) – to ads@davidlv.com

All images must be CMYK and 300 DPI, images that are supplied as RGB may not convert properly to CMYK and is not the responsibility of the publisher