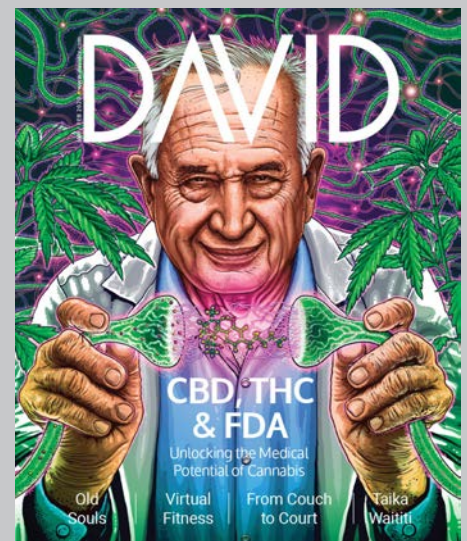
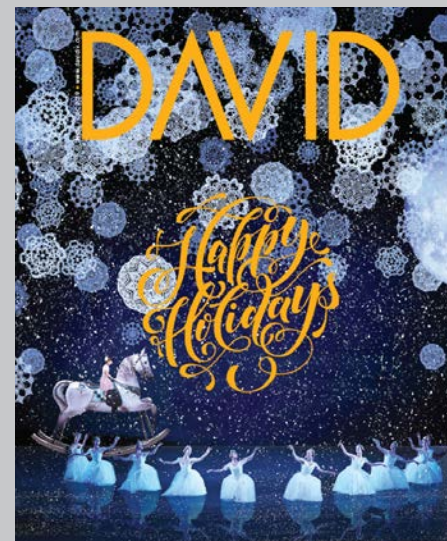
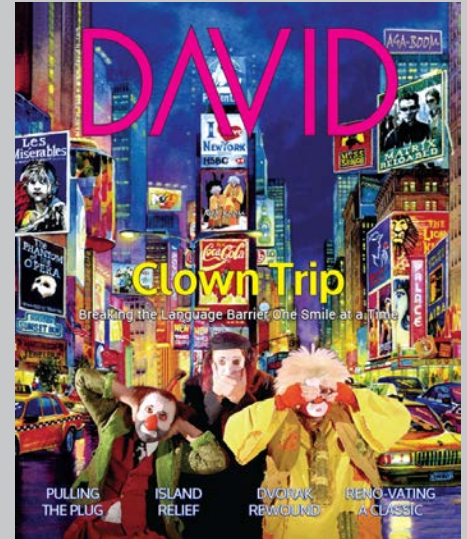
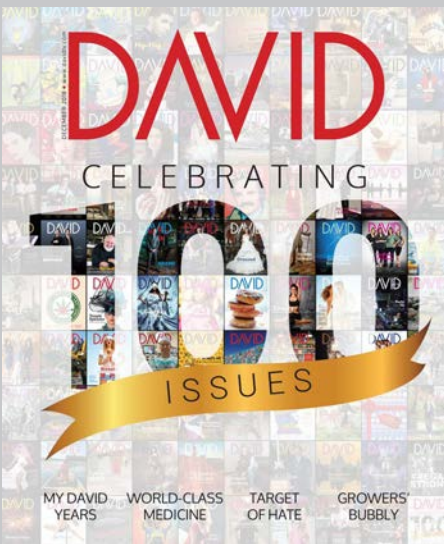


# media kit 2020



## Why Advertise...

**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 the first quarter of 2010, bear testament to our commitment to provide value and results.

**DAVID** reaches the niche of people you want. Staffed with 75 years of publishing experience, over 235 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 that inspire creative living.



## Targeting...

**165,000+**  
Readers

of whom

**56%**

are female

**44%**

are male

with

**60%**

25 to 54  
years old

**40%**

55 and  
above

### Education

High School graduates: **17%**

College graduates: **59%**

Postgraduate: **24%**

### Homeowners

**96%**

### Renters

**4%**

### Children

Have preschool-age children: **35%**

Have elementary school-age children: **56%**

Have secondary school-age children: **38%**

Have college-age children: **35%**

### Household Income

\$25,000 to \$50,000: **10%**

\$50,000 to \$75,000: **14%**

\$75,000 to \$100,000: **26%**

\$100,000 to \$150,000: **22%**

\$150,000+: **28%**

# Departments

Throughout our pages, we capture readers with exciting content, such as:

**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 fun.

**Live:** Spotighting 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.

# Editorial Calendar 2020\*

ISSUE	ISSUE THEME/ COVER STORY	OTHER PLANNED CONTENT	SPECIAL ADVERTISING SECTION	SPACE DEADLINE	MATERIALS DEADLINE
<b>WINTER</b>	Health & Wellness	Relationships	Health & Fitness	12/13/19	12/17/19
<b>MARCH</b>	Travel Issue	Destination World	Summer Camps	02/14/20	02/18/20
<b>APRIL</b>	Design Issue	Spring/Summer Fashion Preview	Passover	03/13/20	03/18/20
<b>MAY</b>	Women's Issue	Working Moms	10th Anniversary Issue	04/15/20	04/21/20
<b>JUNE</b>	Education Issue	Dads & Grads	Bridal	05/13/20	05/19/20
<b>SUMMER</b>	Medical Issue	HOT DOCS	VEGASMD	06/14/20	06/20/20
<b>SEPTEMBER</b>	Philanthropy Issue	VEGAS VOLUNTEERS	Rosh Hashanah	08/13/20	08/18/20
<b>OCTOBER</b>	Legal Issue	Breast Cancer Awareness	Get Out the Vote	09/14/20	09/21/20
<b>NOVEMBER</b>	Shopping Issue	Thanksgiving	Holiday Gift Guide	10/13/20	10/20/20
<b>DECEMBER</b>	Celebrations Issue	Arts & Culture	Hanukkah, Christmas & New Years Eve	11/14/20	11/21/20

\*can change

# Ad Sizes



**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"

## Artwork Specifications

- 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 for the Macintosh
- Photoshop for the Macintosh and PC.
- ALL fonts must be included or outlined.

- Convert fonts to outline prior to converting to a PDF.
- 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