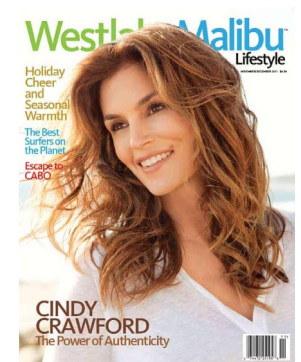
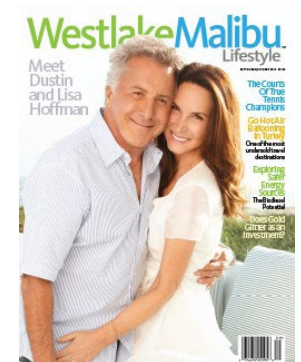
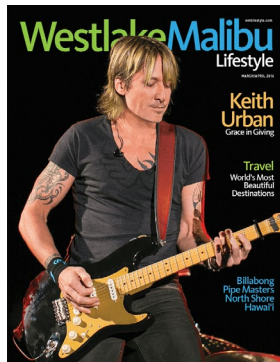
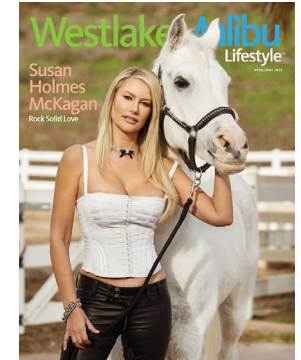


WestlakeMalibu Lifestyle™



From the Publisher

Our objective in Westlake Malibu Lifestyle is to deliver high-profile, thought-provoking interviews that provide you with substantial depth and food for thought. We are particularly interested in remarkable people who display the attributes of courage and altruism. It's particularly gratifying to profile them because they never seek us: we seek them. We limit the seriousness of our editorials by injecting some much-needed humor and light-heartedness – remembering always that self-deprecation is very liberating.

We have loads of variety in our content from the responsible elements of Eco-consciousness to admirable Portraits of Success to exquisite homes and the power of creativity. There's financial good sense imparted to us by experts, medical breakthroughs explained, and the most beautiful parts of the world displayed – places that you can escape to either imaginatively or physically. The choice is yours.

Most importantly, this is a family magazine, so there will never be anything in it that your children shouldn't see. Feel free to display us on your living-room coffee table where we'd like to belong. We intend to have something of interest for every member of your family.

Our hope is that Westlake Malibu Lifestyle will encourage the attributes in society that we seek: fair-mindedness and respect for each other. And if you're kicking back on your day off- enjoying us on the beach – we hope you find some pictorial visual feasts and some fun elements.

Here's to our long and happy association with you. — Diana Lyle



About Our Magazine

Westlake and Malibu are two jewel locations on the lifestyle spectrum, connected in more ways than by a picturesque canyon. While one is tucked up in the beautiful Santa Monica Mountains, the other overlooks the dolphins in the glistening Pacific Ocean. What they have in common is a way of life – close to nature – that is far from the ‘madding crowds’.

Each big glossy issue of Westlake Malibu Lifestyle delivers high-profile, thought-provoking interviews that provide readers with substantial depth versus gossip. There are interesting features and remarkable stories of people’s courage and altruism. Beautiful homes, travel, sport, entertainment, medical breakthroughs and environmentally-responsible subjects are the magazine’s main stays with superb photography and a showcase of talents.

The magazine has a shelf life of two months and shelf life of two months and saturates these areas: Hidden Valley, North Ranch and Malibu. We also distribute in Calabasas.

There are several advertising options that suit every business budget. Rates depend on size, placement, and length of contract. What’s important is that you know that your advertisement will be distributed to the people who ensure your success. With an attractive and captivating “coffee table” magazine in a prime geographical region, our shelf life long outlives its two-month-issue cycle. The benefits to our advertisers are significant and strong.



Engagement at Scale

The Westlake Malibu Lifestyle brand sits at the intersection of best-in-class print, digital, and social offerings, reaching potential customers in the Westlake Village, Hidden Valley, North Ranch, Thousand Oaks, Calabasas and Malibu areas. Westlake Malibu Lifestyle magazine is available - free of charge - at major traffic areas such as coffee shops and grocery stores.. The strategy is to saturate prime geographical areas where there is the highest percentage of targeted consumers.

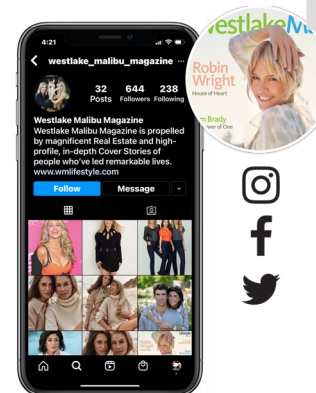


WEBSITE



wmlifestyle.com's award-winning digital platform is packed with original content.

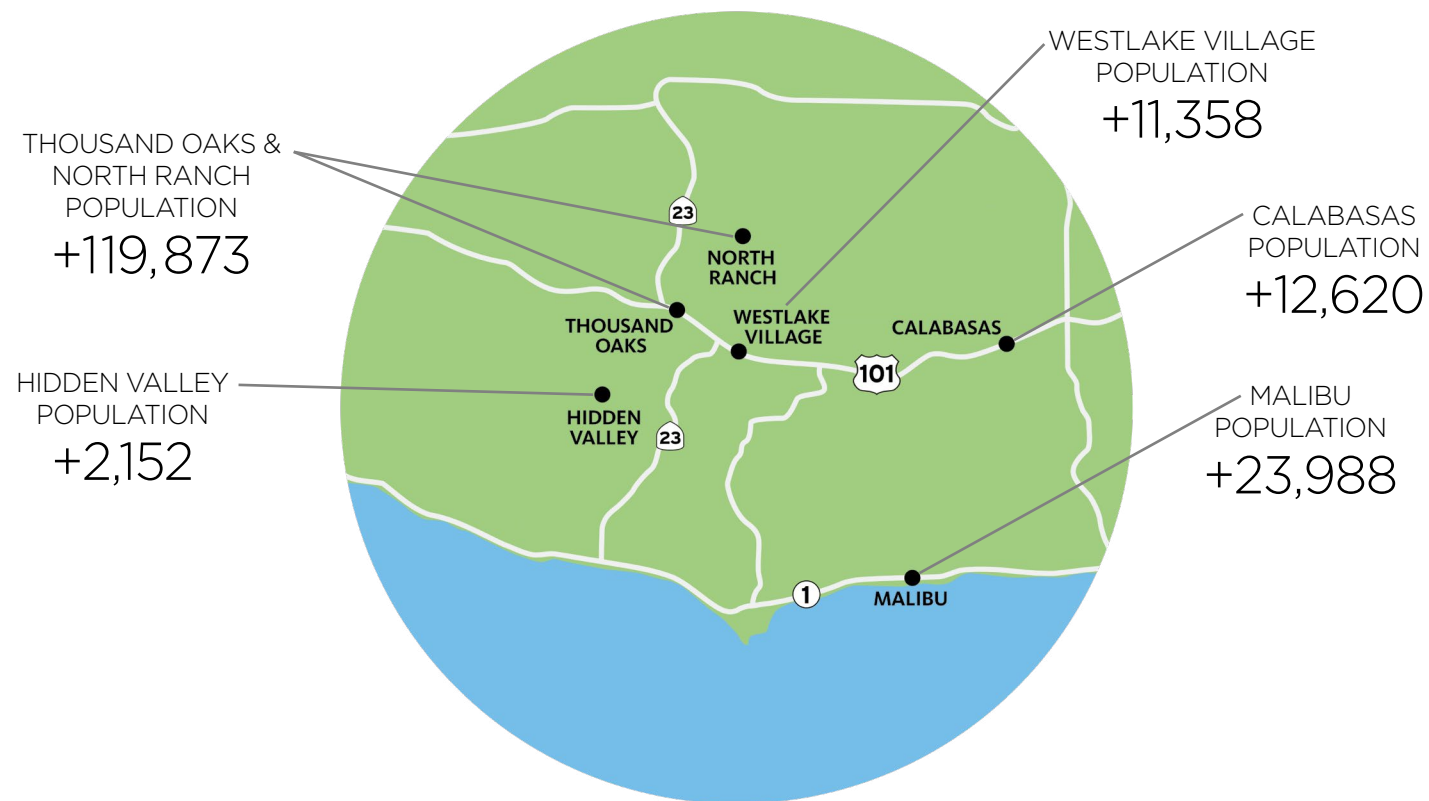
SOCIAL



Access highly engaged readers through our social media platforms.

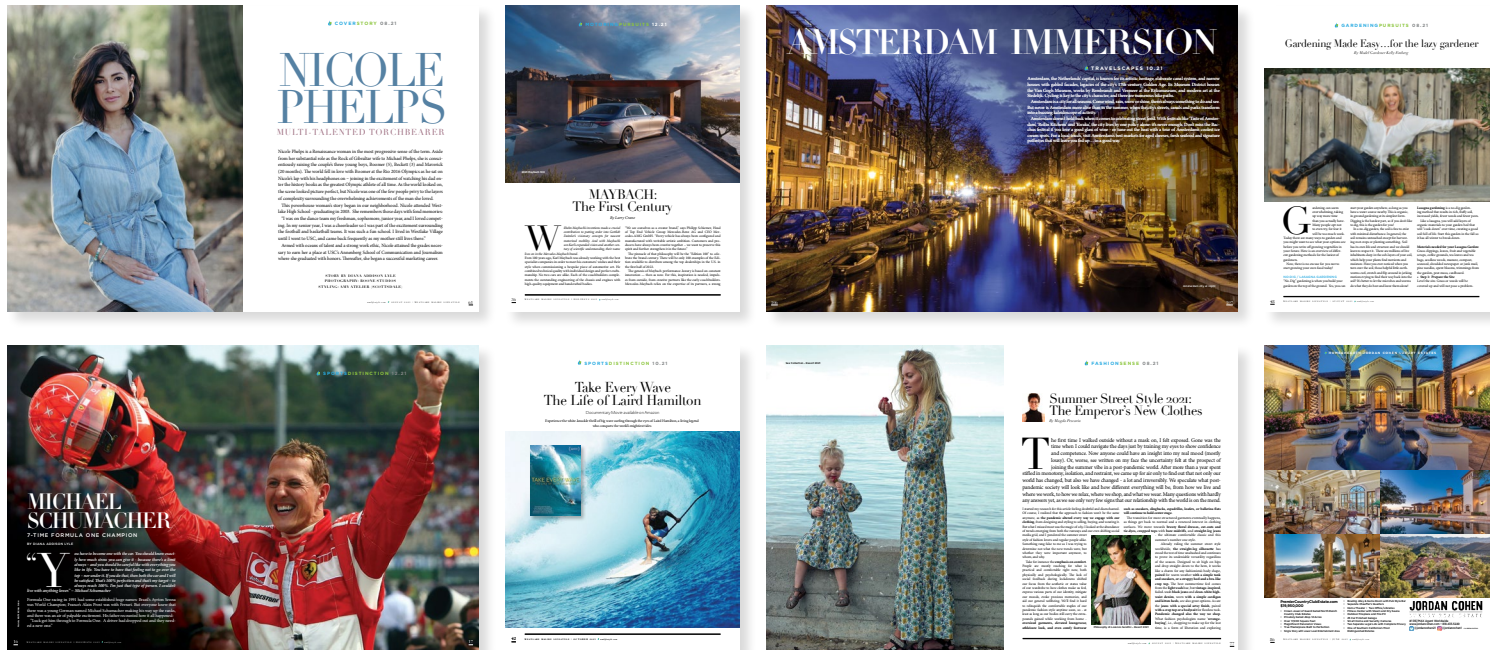
Distribution and Saturation Areas

Westlake Malibu Lifestyle magazine is available - free of charge - at major traffic areas all around Westlake Village, Malibu and Calabasas. Magazines can also be found at businesses, coffee shops and grocery stores. The strategy is to saturate prime geographical areas where there is the highest percentage of targeted consumers.



Covered in Every Issue

In each issue, Westlake Malibu Lifestyle's editorial staff spends as much time and effort crafting its Front of Book and recurring departments section as it does molding its feature well.



AUTOMOTIVE | LOCAL CELEBRITIES | FASHION | GARDENING | HOME + HEARTH | MONEY
MUSIC | REAL ESTATE | SPORTS | TRAVEL | WHAT'S NEW IN TOWN.....AND MUCH MORE!

^ Read *for Yourself* ^

Tap any page above to read the article on our website.

Unsolicited Testimonials

"I wanted you to know how excited I have been over my advertisement in your beautiful magazine. I have received dozens of calls from clients, friends and interested parties on the Ad. Everyone is so complimentary and says how impressive and lovely it is. One person said, "It was the BEST real estate ad they had EVER seen". I loved that. To make matters even better a call came in from an interested party wanting to see the property. They came and saw it and fell in love and we are in escrow as we speak.

The Ad sold the property; the seller's and I are thrilled!!

Thank you for your marketing efforts and the opportunity to advertise in your lovely magazine. It is apparent that it attracts a lot of attention and people really look at it."

*Stacy Richardson
Dilbeck Realtors,
Westlake Village*

"The first time we placed an ad with Westlake Malibu Lifestyle, we received a call from a prominent restaurant in town to consider providing cupcakes for their dessert menu. We were thrilled at this response and the opportunity".
*Rich Graffeo
Sweet Arleen's Bakery,
Westlake Village*

"We have already booked a new patient who saw our ad in your gorgeous publication (first day out)! Just wanted to share this wonderful news."
*Margot M. Mendenhall, Director
Karel Douglas Vaughan, M.D., Inc.
Vein Center Westlake Village*

"We have had a wonderful response to our advertisement in your magazine. Everyone is talking about it. Please bring us lots of magazines because they go so fast!"
*Ilene Stern (Owner)
Ilene's Boutique
Westlake Village*

"I loved your new magazine. The look and feel of it was great. Paper and the pics were quality. Many magazines could learn a few lessons from you. Good for you!"
*John Nelson, CEO
Warner Pacific Healthcare*

"I wanted to take a moment to commend you on your fine publication. In my mind, you are without competition - you are truly in a class by yourself in our market.

The care and passion you put into your work product is evident. From the quality of the paper and binding, to the fine editorial content, to the artistic eye with which your photographers capture their subjects, every aspect is top notch. But, perhaps most importantly, your publication gets read. And read. And reread. Our clients refer to it, they keep it, and they display it.
*Ryan Beal and Talia Beal, M.D.
Remedy Skin + Body*

"I wanted to let you know what a beautiful job you did on the first issue of Westlake Malibu Lifestyle magazine. I am truly proud to have The Heart Foundation be a part of this issue. What a first class job! I enjoyed reading the articles and like the set-up with highlighting the different paragraph's subject matters... it made for easy reading. The creative layout was extremely sharp!"
*Mark Litman, Chairman
The Heart Foundation*

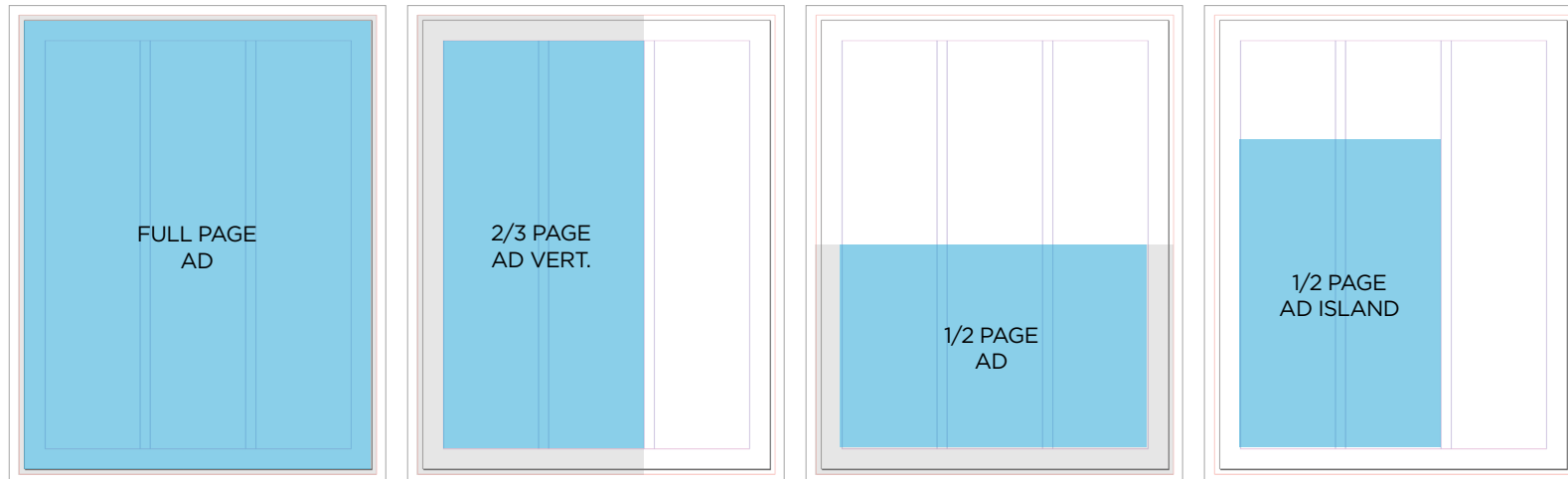
"...I also wanted to let you know I am very impressed with your new magazine! The layout and photo quality are beautiful! You've done a wonderful job pulling it together so quickly. I am really amazed at the timing. Congratulations to you on this beautiful magazine!"
*Shelby Taylor Cuban
Director of Public Relations
Four Seasons Hotel
Westlake Village*


Advertising Specifications


AD SIZE (INCHES)	ACTUAL AD SIZE (W X H)	BLEED SIZE	LIVE AREA
FULL SIZE	9.25" X 12"	9.5" X 12.25"	8.875" X 11.625"
2 PAGE SPREAD*	18.5" X 12"	18.75" X 12.25"	18.125" X 11.625"
2/3 PAGE VERTICAL	5.125" X 12"	6" X 12.25"	5.375" X 11.625"
1/2 PAGE HORIZONTAL	7.75" X 5.125"	9.5" X 6"	8.375" X 5.375"
1/2 PAGE VERTICAL (ISLAND)	5.125" X 7.875"	6" X 8.75"	5.375" X 8.125"

*Two-page spread materials can be supplied as either single pages or spreads. Due to the nature of perfect binding, 1/16" of the spread's image is lost on both sides of the gutter because the pages kiss each other. Therefore, please keep all type a minimum of 1/4" from the gutter.

INDESIGN RULING: PLEASE DO NOT USE WHITE OVERLAYS IN YOUR ADVERTISEMENT. IN PRINT, THESE WHITE OVERLAYS DISAPPEAR.



 Illustrates non-bleed area

 Illustrates bleed area

Shipping Instructions

All advertising PDF files may be e-mailed (if under 20MB in file size) to: di.lyle@sbcglobal.net

Editorial Calendar 2024

ISSUE DATE	SPACE CLOSING	ADS DUE	ALL ADS APPROVED	ON NEWSSTANDS
FEB/MARCH 2024	DEC 21, 2023	DEC 29, 2023	JANUARY 5, 2024	JAN 19, 2024
APRIL/MAY 2024	FEBRUARY 23	FEBRUARY 28	MARCH 1	MARCH 15
JUNE/JULY 2024	APRIL 19	APRIL 25	MAY 3	MAY 17
AUG/SEPT 2024	JUNE 21	JUNE 28	JULY 3	JULY 19
OCT/NOV 2024	AUG 19	AUG 23	SEPT 6	SEPT 20
DEC/JAN 2024-25	OCT 21	OCT 28	NOV 4	NOV 15

Advertising Rates 2024

INSIDE FRONT COVER	PAGE 1 (COVER 2)	BACK COVER (COVER 4)	FULL PAGE	2/3 PAGE VERTICAL	1/2 PAGE HORIZONTAL OR VERTICAL
\$1,990	\$1,900	\$2,600	\$1,800	\$1,100	\$980

FOR ADVERTISING SALES OR QUESTIONS CONTACT di.lyle@sbcglobal.net

Cancellation of a contract will only be accepted upon receipt of written notice from the advertiser prior to the appropriate closing date. The publisher reserves the right to reject any advertising. Advertisers and its agency indemnify, defend and hold harmless the publisher, Westlake Malibu Lifestyle, from any suits, claims, loss or expense based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, arising from the publication of an advertisement. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such money as is due and payable to publisher for advertising that advertiser or its agent ordered and that was published. If copy changes are not provided prior to the closing date, ad copy from the previous issue will be inserted. Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency if there be one. As part of the consideration and to induce Westlake Malibu Lifestyle to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and hold harmless Westlake Malibu Lifestyle, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement. Approval of an advertisement is subject to the Publisher's discretion.