

The background of the entire page is a photograph of a beach at sunset. In the distance, the Santa Monica Pier is visible, featuring a large Ferris wheel and a roller coaster. The sky is a mix of teal and orange, with scattered white clouds. The foreground shows the sandy beach with some footprints.

smdp
Santa Monica Daily Press

**MEDIA
KIT**

2023

smdp.com

WHO WE ARE

We are the trusted provider of local news and information.

The Santa Monica Daily Press is the leading local news outlet covering Santa Monica and the Westside of Los Angeles. We are proud of the reputation we have built over the past 21 years producing top quality news for our local communities.

We distribute our news via our daily printed newspaper, website, email newsletter, podcast and social media platforms.

Local and regional businesses know that when they advertise with us, their brand will be connected to high quality and highly relevant content to local residents, workers and visitors.



LOCALLY OWNED AND OPERATED SINCE 2001

READER DEMOGRAPHICS AND CIRCULATION

20
23

Our readers are smart, affluent, influential taste-makers. They care about the city they live in, avidly participate in civic events and causes, and deeply care about the community.

Whether they read the Daily Press in print, view us on **smdp.com**, or click on our newsletter, one thing is clear, they are reading the most comprehensive, accurate and timely information available.

Businesses also recognize that the SMDP products are the best option available to advertise, create word of mouth, and generate new customers.

NEWSPAPER CIRCULATION

Available at over

500
locations city wide

8,200
Daily Circulation

2.5
Readers per copy



49.42%
MALE



50.58%
FEMALE

45% median age

36% have a household income of \$150,000

93% College Educated



PRINT

8,200 COPIES of our highly sought after daily print newspaper gets distributed at over **500 LOCATIONS** Monday-Sunday.



Each paper has an average of 2.5 readers per copy.

Full Page

Full Page
10.625(w) x 13(h)

1/2 Page (h)

1/2 Page (horiz.)
10.625(w) x 6.5(h)

Back Cover

Back Cover
10.625(w) x 13(h)

BC

1/8 Page

1/4 Page

Front Bottom

Front page (bot.)
3.43(w) x 1.5(h)
1/4 Page
5.23(w) x 6.5(h)
1/8 Page
5.23(w) x 3.25(h)
Business Card
5.23(w) x 2(h)

LOCAL DIGITAL

SMDP.COM

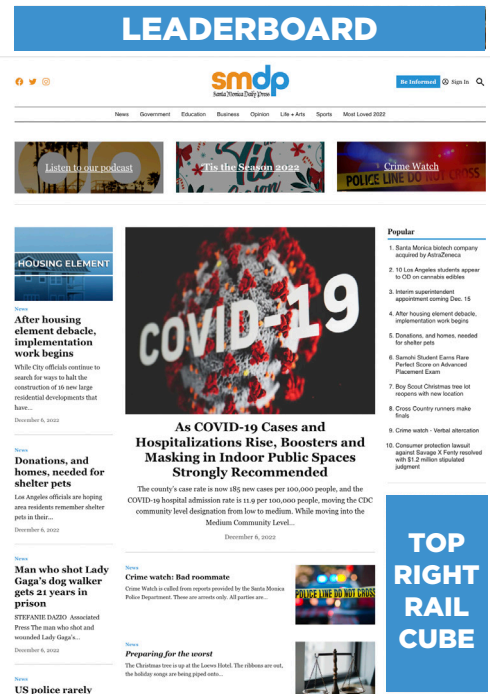
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Completely rebuilt from the ground up last year, **SMDP.COM** has the highest Domain Authority of any institutional website in Santa Monica. So not only does advertising through **smdp.com** give you a chance to share your message. Our online readership is **87% local** (within 10 miles), affluent, educated and visit multiple times a week.

In 2022, we were selected over hundreds of other news organizations to join the Google News Initiative, which means **smdp.com** will continue to climb the charts and build repeating, local readership in 2023.

Our ad positions are deliberately generous but sparse, creating balance between our premium content and your message. Proudly the #1 news site on the Westside!



STANDARD UNITS

Leaderboard	2000x186
Billboard Top Push Down	2000x400
Top Right Rail Cube	300x600
Small Right Rail Cube	300x250
Mid Page XL Banner	2000x186
Bottom XL Banner	2000x186



NEWSLETTER

The **CURRENT**

6 days a week, our newsletter is delivered to the inbox of over **6,500 subscribers**, and growing nearly 20% every quarter, (subscribers are double-opted in). The Current is another outstanding option for any business that wants their message to be connected to the local content that matters most. The newsletter has an impressive **36% - 54% open rate**, ads perform extremely well! Full analytics are available upon request.

analytics upon request



6500+ subscribers

36%- 54% open rate

DIGITAL DISPLAY ADVERTISING

People spend 6.5 hours per day using the internet. We get you in front of them.

The SMDP's Digital Agency offers a full-stack digital agency that can send targeted messages to residents and workers based on their locations, demographics, job title, purchasing history and much more using of-the-moment ad technology normally reserved for large ad agencies with multi-million dollar budgets.

We are democratizing ad tech, and bringing these tools to you! We can run your ads on websites like CNN, TMZ, in apps like Words with Friends and Candy Crush, on smart TVs and on any device that your target audience is using as they journey through their internet-connected lives.

TACTICS INCLUDE:



SEARCH RETARGETING

Serve ads to people who have searched for keywords that you want to show up for.



CONTENT TARGETING

Target consumers who are viewing specific categories of website.



MICROPROXIMITY

Targeting ads to people while they are currently in a specific location.



GEOGRAPHY TARGETING

Target consumers based on their location, serve them ads while they are there.



SITE RETARGETING

Serve ads to people who have been to your website.



IP TARGETING

Target consumers based on the location of their computers.



BEHAVIORAL TARGETING

Target consumers based on their online behaviors and interests.



DEVICE ID TARGETING

Target consumers smartphones based on geographic locations they've visited in the past year.



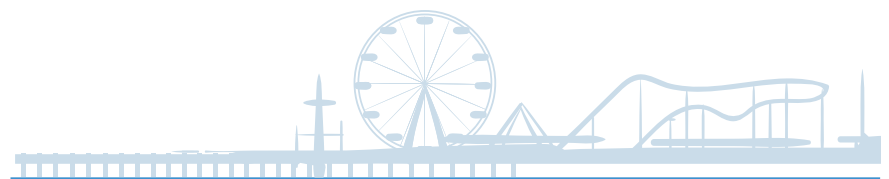
DEMOGRAPHIC TARGETING

Target consumers based on their age, income, gender, etc.

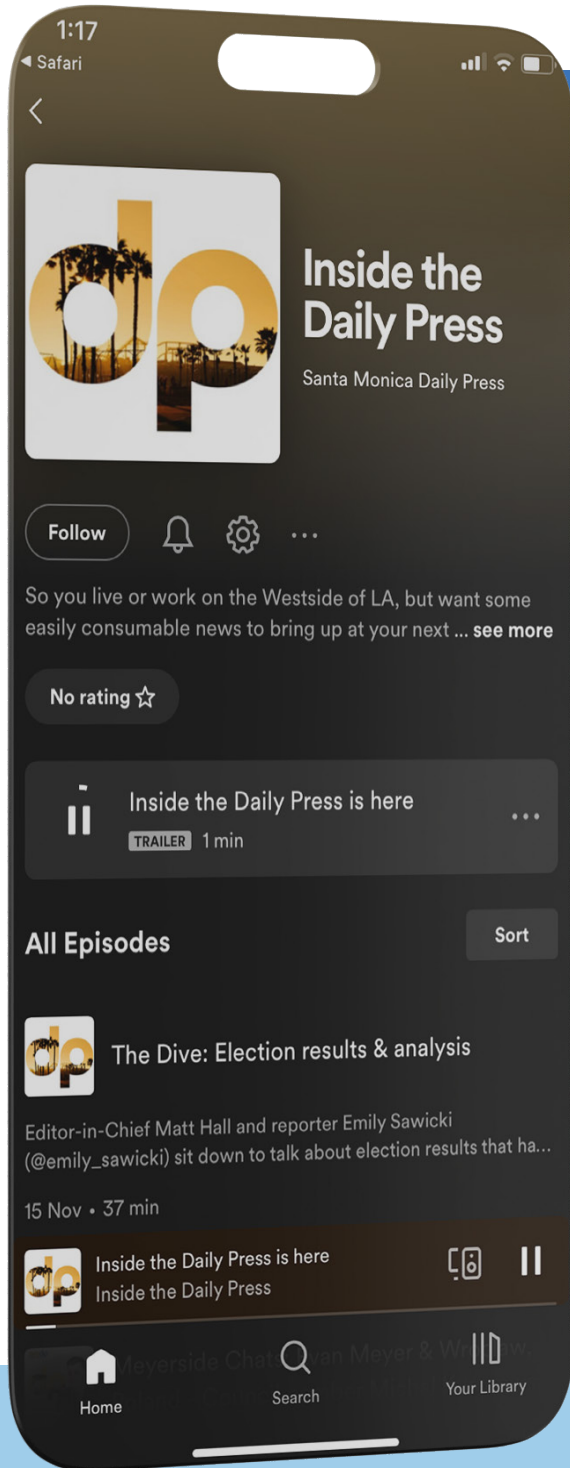


STREAMING TV COMMERCIALS

Reach users on all of their screens as they view live or on-demand programming through any connected device.



INSIDE THE DAILY PODCAST



What is the podcast all about?

“Inside the Daily Press” Podcasts feature deep dives and brief news updates on everything relating to the city of Santa Monica.

Recent topics include:

- Housing & Development
- Local Environmental Issues
- Local Events
- Crime
- Homelessness

We are quickly reaching our 200th episode! We have hosted, state representatives, local business owners, and those with different takes and angles on Santa Monica’s current state.

Why advertise on our podcast?

There is no better way to reach the most influential and hyper-local people in Santa Monica. This is a great product to reach a very specific niche of community members that can help you create buzz on your new local business.

Rates

Please contact your representative for rates on podcast advertising.

DESIGN SERVICES

20
23

If you have design needs, look no further.

About two years ago, as we were expanding our product offerings, we identified a need for on-demand graphic design.

We tried using gig-platforms like Fiverr and Upwork. This proved to be a cheap, but slow and frustrating experience.

So we got to work and built our own.

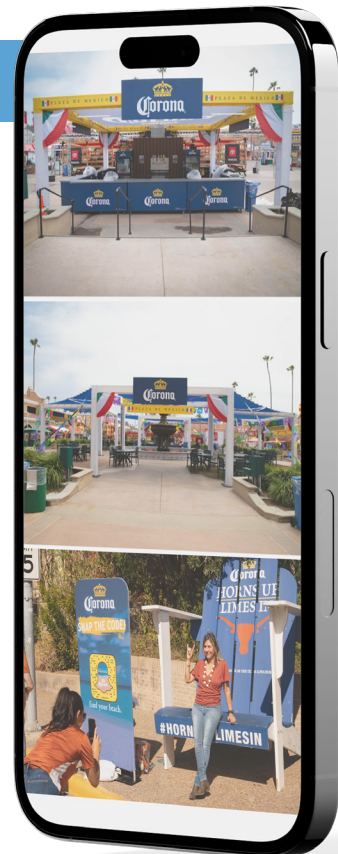
Today, we are the on-demand graphic design studio for ad agencies, trade shows, events and dozens of publications across the country.

CALL US TO SEE IF WE CAN HELP YOU

Trade Show 3D Design



Magazine,
Publishing Design



3D, Live Activation Design



SPECIAL SECTIONS CALENDAR

MARCH		MAY	
L.A. MARATHON	MOST LOVED		
Official Runners Guide for the 5th largest marathon in the US.	The People's Choice Awards for the "Most Loved" Santa Monica Businesses		
MAY JUNE		JUNE	
GRADUATING CLASS OF 2023	SANTA MONICA MAGAZINE		
Salute to the Class of 2023!	Magazine		
	TBD		
OCTOBER	NOVEMBER	DECEMBER	
BREAST CANCER AWARENESS MONTH	TIS THE SEASON	THE YEAR IN REVIEW	
Partnership with the American Cancer Society	Holiday Guide and Shopping Guide	Year highlights in review	

