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.
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.

**READER DEMOGRAPHICS AND CIRCULATION**

<table>
<thead>
<tr>
<th>Newspaper Circulation</th>
<th>Daily Circulation</th>
<th>Readers per copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available at over 500 locations city wide</td>
<td>8,200</td>
<td>2.5</td>
</tr>
</tbody>
</table>

- **Median Age**: 45%
- **Have a household income of $150,000**: 36%
- **College Educated**: 93%

**FEMALE**

- 50.58%

**MALE**

- 49.42%
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.
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!

<table>
<thead>
<tr>
<th>Standard Units</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>2000x186</td>
</tr>
<tr>
<td>Billboard Top Push Down</td>
<td>2000x400</td>
</tr>
<tr>
<td>Top Right Rail Cube</td>
<td>300x600</td>
</tr>
<tr>
<td>Small Right Rail Cube</td>
<td>300x250</td>
</tr>
<tr>
<td>Mid Page XL Banner</td>
<td>2000x186</td>
</tr>
<tr>
<td>Bottom XL Banner</td>
<td>2000x186</td>
</tr>
</tbody>
</table>
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.
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.
- **Microproximity**: Targeting ads to people while they are currently in a specific location.
- **Site Retargeting**: Serve ads to people who have been to your website.
- **Behavioral Targeting**: Target consumers based on their online behaviors and interests.
- **Demographic Targeting**: Target consumers based on their age, income, gender, etc.
- **Content Targeting**: Target consumers who are viewing specific categories of website.
- **Geography Targeting**: Target consumers based on their location, serve them ads while they are there.
- **IP Targeting**: Target consumers based on the location of their computers.
- **Device ID Targeting**: Target consumers smartphones based on geographic locations they’ve visited in the past year.
- **Streaming TV Commercials**: Reach users on all of their screens as they view live or on-demand programming though 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.
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.
<table>
<thead>
<tr>
<th>MONTH</th>
<th>SPECIAL SECTION</th>
</tr>
</thead>
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| MARCH   | **L.A. MARATHON**  
Official Runners Guide for the 5th largest marathon in the US. |
| MAY     | **MAY | JUNE**  
**GRADUATING CLASS OF 2023**  
Salute to the Class of 2023! |
| JUNE    | **SANTA MONICA MAGAZINE**  
Magazine  
TBD |
| OCTOBER | **BREAST CANCER AWARENESS MONTH**  
Partnership with the American Cancer Society |
| NOVEMBER| **TIS THE SEASON**  
Holiday Guide and Shopping Guide |
| DECEMBER| **THE YEAR IN REVIEW**  
Year highlights in review |