

# HEY MEDIA



# MEDIA KIT

DIGITAL | SOCIAL | PRINT  
2021

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# OUR AUDIENCE

## DEMOGRAPHICS

51% Female

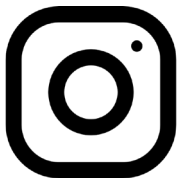
49% Male

48.2% Home Owners

43% Aged 25-44

\$72.5K Median Household Income

## ENGAGEMENT



30.5K+  
Followers



20K+  
Followers



11K+  
Followers

22.4% e-newsletter open rate vs. 20.8% industry standard rates

30.9% custom e-blast open rate vs. 18% industry standard rates

5,000 average newspapers read each week

38,000 average ad views per week

## PAST PARTNERS



**IKONICKS**  
BURGERS & BREW CO.

**Westfield** SANTA ANITA

## WHAT THEY SAY

"You made it so simple. My new site is so much faster and easier to work with than my old site. I just choose the page, make the change and click save. Thanks, guys!"

-Dog Haus

"Wow. I just updated my site and it was SO SIMPLE. I am blown away. You guys truly kick ass. Thanks for being so awesome. High fives!"

-Ikonicks Burgers & Brew Co.



# ADVERTISING PLATFORMS

## DIGITAL

Our website is a comprehensive source of SoCal news, businesses, podcasts, events, and more. We have daily engagement with local Southern California residents and consumers in the region.

## SOCIAL MEDIA

Our digital reach isn't limited to simply our website. We also engage daily across multiple social media platforms. Our accounts provide relevant and engaging content that draw in an interactive audience.

## PRINT

We publish 21 hyperlocal newspapers that reach interested and engaged readers. Our papers are available in 27 newstands, 3 local cafes, and other various locations.

## E-NEWSLETTERS

We send out a weekly e-newsletter that reaches thousands of local subscribers. It contains local news, upcoming events, a monthly raffle, and much more. On top of our own e-newsletter we also create and implement custom e-blasts to meet a businesses specific needs.



# STANDARD



- 1/8 page print ad in B&W (2x month)
- 2 boosted social media posts

\$275/month\*

- 1/8 page print ad in B&W (2x month)
- 2 boosted social media posts
- E-Newsletter ad

\$475/month\*

- 1/8 page print ad in B&W (4x month)
- 4 boosted social media posts
- E-Newsletter ad
- Digital box ad

\$875/month\*

\* 3 month minimum agreement



# GROWTH



- 1/4 page print ad in B&W (2x month)
- 2 boosted social media posts
- E-Newsletter ad (2x month)
- Digital box ad
- 1 content creation in 3 months

\$1,175/month\*

- 1/4 page print ad in B&W (2x month)
- 30 sec. video
- Digital box ad
- E-Newsletter as (2x month)
- 3 social media posts per week
- New content for SM posts

\$1,575/month\*

- 1/2 page print ad in B&W (2x month)
- 30 sec. video
- Skyscraper banner ad
- E-Newsletter as (2x month)
- 4 social media posts per week
- Custom E-Blast

\$2,175/month\*\*

\* 3 month minimum agreement  
\*\* 6 month minimum agreement

# ENTERPRISE

- Related content (2x month)
- Content marketing page
- 1-5 social media posts weekly
- 3 30 sec. videos
- Video editing
- 1x month podcast
- E-Newsletter ad
- Custom E-Blast
- 1/2 page print ad in color

\$2,675/month\*\*

- Weekly related content
- Content marketing page
- 5-10 social media posts weekly
- 3 30 sec. videos
- Video editing
- 2x month podcast
- E-Newsletter ad
- 2 custom E-Blasts
- Skyscraper banner ad on homepage
- 1/2 page print ad in color

\$4,575/month\*\*

- Semi-weekly related content
- Content marketing page
- 10-15 social media posts weekly
- Weekly 30 sec. videos
- Video editing
- 4x month podcast
- Monthly custom e-mail marketing
- Weekly e-newsletter ad
- Top banner ad on homepage
- Weekly full page print ad in color

\$2175/month\*\*\*



\*\* 6 month minimum agreement

\*\*\* 12 month minimum agreement



# A-LA-CARTE SERVICES

## VIDEO PRODUCTION

Video Editing	\$50/HR
Camera and Crew	\$185/HR
Podcast Episode Production	\$575

## PODCAST PRODUCTION

Audio (2HR min)	\$65/HR
Audio and Video (2HR min)	\$95/HR
1 Hour Live (2HR min)	\$120/HR

## PRINT ADVERTISING

Custom	SGV \$625	LA County \$2675
E-Newsletter	SGV \$375	LA County \$1675

## EMAIL MARKETING

Custom	SGV \$625	LA County \$2675
E-Newsletter	SGV \$375	LA County \$1675

## DIGITAL ADVERTISING

Web-Box	1 Month \$395	3 Months \$365	6 Months \$325
Skyscraper	1 Month \$495	3 Months \$425	6 Months \$375

## SOCIAL MEDIA

Standard	1 Month \$395	3 Months \$365	6 Months \$325
Growth	1 Month \$595	3 Months \$550	6 Months \$475
Enterprise	1 Month \$1095	3 Months \$965	6 Months \$875



# PRODUCT DESCRIPTIONS

**SOCIAL MEDIA** - Expand your social media reach beyond your current network. We can engage potential fans through boosted posts that feature high quality content that showcases what your business is all about. We use a variety of methods to effectually reach your target audience across Facebook, Instagram, Twitter, YouTube and more.

**E-NEWSLETTER** - We produce a weekly e-newsletter that engages thousands of local subscribers. This means your ad or sponsored content can easily reach consumers that are local to the Southern California region.

**NEWSPAPER ADS** - Our 21 hyperlocal newspapers are produced semi-weekly and feature many local businesses. We offer a range of ad sizes in both black and white, or color, along with sponsored content that can effectively draw in readers and explain, in-depth, why your business stands out amongst the competitors.

**DIGITAL ADS** - HeySoCal.com is a hotspot for Southern California news and entertainment. We offer a range of digital ad sizes and various placement options that will be seen by local residents who regularly turn to our website for local updates.

**VIDEO PRODUCTION** - We produce, record, and edit videos that are centered around your business or products. Our in-house video production team can effectively produce content that captures the essence of your business and draws in views across a variety of platforms.

**E-BLASTS** - Custom e-blasts are centered around your company can can showcase anything from new services, upcoming sales, and much more. We have a comprehensive contact list that will get your email in front of thousands of local and engaging subscribers that meet your ideal demographic.

# 2021 CALENDAR

	START	ART DUE	PRINT
COVID RECOVERY			
SUMMER CAMP			
VIDEO FESTIVAL			
READER'S CHOICE	JUN 01	AUG 01	AUG 26
UNDERSERVED COMMUNITIES			
HOLIDAY ISSUE			
NEW YEAR			

\* Please see your sales rep to inquire when materials for each campaign are needed, dates listed are subject to change



# ABOUT US

Hey Media, an affiliate of Beacon Media, is dedicated to high-quality investigative and community journalism with a commitment to social justice and news that has a positive impact on local and global issues.

Our company started with one newspaper in 1996 and has since grown to 28 local newspapers in the Southern California region serving over 200 communities. We are known for hyper-local and hard-hitting investigative journalism throughout the greater Los Angeles area, San Gabriel Valley and San Fernando Valley.

Along with our original reporting, we aggregate content from other local, regional and national sources to keep our readers informed on issues that impact their communities.

## MISSION

Change is our intention. We believe it is our duty in the service of our readers to provide news and information that empowers our audience, engages our community and impacts the world through positive change.

## VISION

To be the leading provider of relevant information that engages our community and provides marketing avenues to our advertisers that reach an engaged and impassioned audience.

## CONNECT WITH US

### Phone

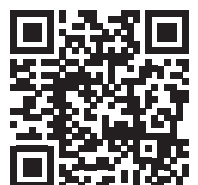
626.301.1010

### Address

125 E. Chestnut Ave.,  
Monrovia, CA 91016

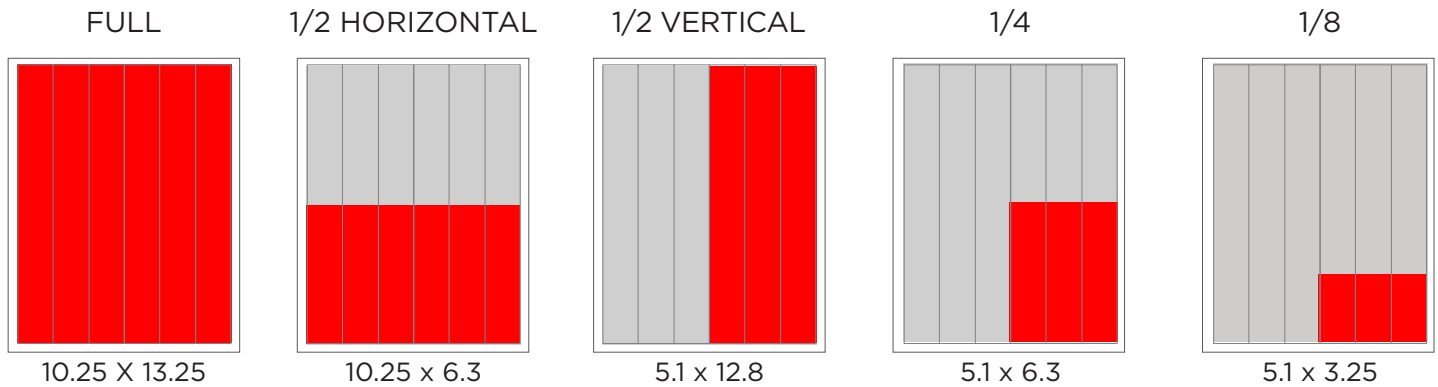
### Email

[sales@heymediagroup.com](mailto:sales@heymediagroup.com)

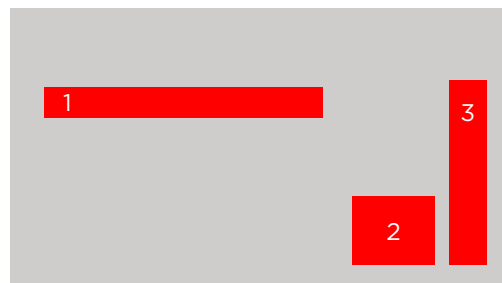


# AD DIMENSIONS

## PRINT AD SIZES

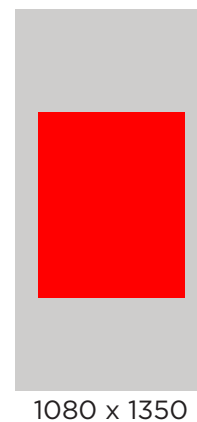


## DIGITAL AD SIZES

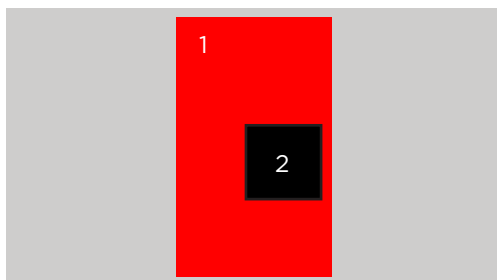


1. BANNER AD  
728 x 90
2. WEB BOX AD  
330 X 275
3. SKYSCRAPER AD  
120 X 600

### SOCIAL MEDIA



## E-BLAST SIZES



1. CUSTOM E-BLAST  
600 x 1000
2. E-NEWSLETTER BOX AD  
300 X 295