

WELCOME TO

Professional

SOUTHERN CALIFORNIA EDITION

MAGAZINE

A magazine for, by and about the members of
Echelon Business Development,
their businesses and high net-worth clients



MEDIA KIT 2022



Q3 2022 COVER

Who is reading *Echelon Professional Magazine*?

The magazine is specifically published in 3 places. It lives on the *Echelon Professional* Website www.echelonprofessional.com. In addition, it is posted on www.issuu.com which enables the magazine to reach a unique, technologically savvy international audience. And there is a print edition.

ONLINE*

Unique Visitors

3,500+ avg. per issue

Unique Page Views

15,000 avg. per issue

Pages per Visit

5.6 avg. pages visited per issue per reader

Gender

Male 60%

Female 40%

Age

55+ 55%

35-54 35%

18-34. 10%

PRINT

Echelon Professional is a digitally-based “Print-On-Demand” publication. Printed copies are delivered to Echelon members and approximately 3,000 other top professionals and their clients.

BONUS DISTRIBUTION

Every issue of *Echelon Professional* is delivered digitally and/or in print to key trade organizations, companies, government entities and high net-worth individuals.

* Google Analytics based on Southern California Professional Magazine.

STANDARD Advertising & Printing Rates

RATES

PER ISSUE

Non-Member Echelon Member

Back & Inside Covers

\$2000

\$1500

- Includes 10 printed copies.
- Ad is in current issue for a minimum of 3 months with live links.
- Ad is archived in perpetuity in the issue under “Past Issues” as well as on issuu.com
- Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com

Full Page (inside)

\$1500

\$1000

- Includes 5 printed copies.
- Ad is in current issue for minimum of 3 months with live links.
- Ad is archived in perpetuity in the issue under “Past Issues” as well as on issuu.com
- Includes a minimum of 3-month Sponsor ad, on EchelonProfessional.com

Half Page (inside)

\$1000

\$650

- Includes 2 printed copies.
- Ad is in current issue for minimum of 3 months with live links.
- Ad is archived in perpetuity in the issue under “Past Issues” as well as on issuu.com

Banner Ad

\$250/month

- Ad is a 300x250 px Banner ad, Run of Site, on EchelonProfessional.com
- 3-month minimum run

Printed Copies of Echelon Professional

\$10 each / 100 minimum

- Does NOT include tax and shipping.
- Call for quantity discounts over 500 copies

For more information, contact STEVE WEBER at 310-345-6161.
www.EchelonProfessional.com

ONE-ON-ONE PROFILE Echelon Member Rates

Echelon Member

\$750

One-on-One Conversation Advertorials

This unique opportunity is only available to Echelon Business Development Network Members.

You will be featured on a page within the magazine. It will feature a brief bio and a few questions about your practice and expertise.

All you have to do is provide a picture of yourself and answer a few simple questions.

This page will go:

1. On EchelonProfessional.com
2. On Issuu.com
3. In the print edition of the magazine

In addition, you will receive a digital PDF of the page to use in your sales collateral.

You may also order reprint copies of one page for use in your printed collateral.

The reprint cost is \$300 for 1000 copies.

CONVERSATIONS

ONE-ON-ONE with
Marlo Van Oorschot



Marlo Van Oorschot
Attorney at Law
VAN OORSCHOT LAW GROUP, P.C.
VAN OORSCHOT GROUP
10000 VAN OORSCHOT COURT
VAN OORSCHOT, CA 92683
(949) 452-1400, ext. 202

In the practice area I have seen with our clients to get their business organized. Typically, courts are thought of as a place where you go to resolve a dispute. However, there is a lot more to it than that. It's about resolving the dispute in a way that is most beneficial to the client. It's about resolving the dispute in a way that is most beneficial to the client. It's about resolving the dispute in a way that is most beneficial to the client.

CONVERSATIONS

ONE-ON-ONE with
Jay Rubin



Jay Rubin
Principal
LEE & ASSOCIATES - A MORTY VENTURA INC.
10000 VAN OORSCHOT COURT
VAN OORSCHOT, CA 92683
(949) 225-4200

Jay Rubin is a Principal of Lee & Associates, a commercial real estate law firm. He has over 20 years of experience in the real estate industry. He has worked for several large corporations and has been a speaker at numerous industry conferences. He is currently a member of the Southern California Association of Realtors and the National Association of Realtors.

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EDITORIAL Advertising Specs

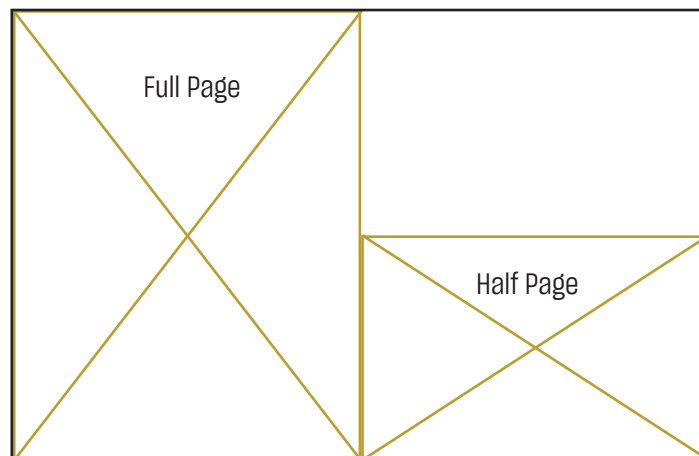
Ad Specifications

Full Page & Covers:

8.5x11 trim, 8.75x11.25 full bleed. 300dpi JPEG or PDF accepted.

Half Page:

7w x 5.25 h. No bleeds. 300dpi JPEG or PDF accepted.



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FUTURE EDITORIAL **Submissions**

Editorial is written by and about Echelon Business Development Network members.

Biographies are chosen at the editors' discretion.

Acceptance of articles is not guaranteed.

Articles should be current business topics and written in an easy-to-understand style.

Article ideas should be submitted no later than 2 months before publication date.

Echelon members interested in writing topic-driven feature stories or departments should submit their ideas and 5 bullet points on the topic of their article to membership@echelonbizdev.com.

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