



SOCIAL MEDIA KIT



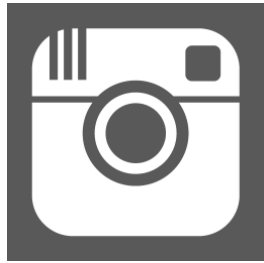
dineL.A. DEMOGRAPHICS

Premium foodies living in L.A.

- **62% Female / 38% Male**
- **Average Age Range: 25-34**
- **Average Household Income: \$114k+**



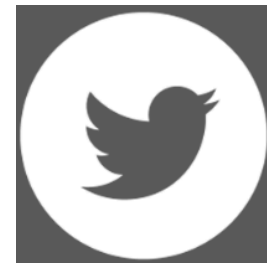
dineL.A. SOCIAL IMPACT



377,000+
followers





100,000+
fans




84,000+
followers



dineL.A. SOCIAL RATES

 +  = \$5,000

 = \$2,000

 = \$400

 = \$250



dineL.A. NEWSLETTER RATES

Sponsored ads

133,000 subscribers/ 11-15% open rate

Banner ad:

- (598x100) + click through URL
- Rate card: \$2,500

Sponsored event:

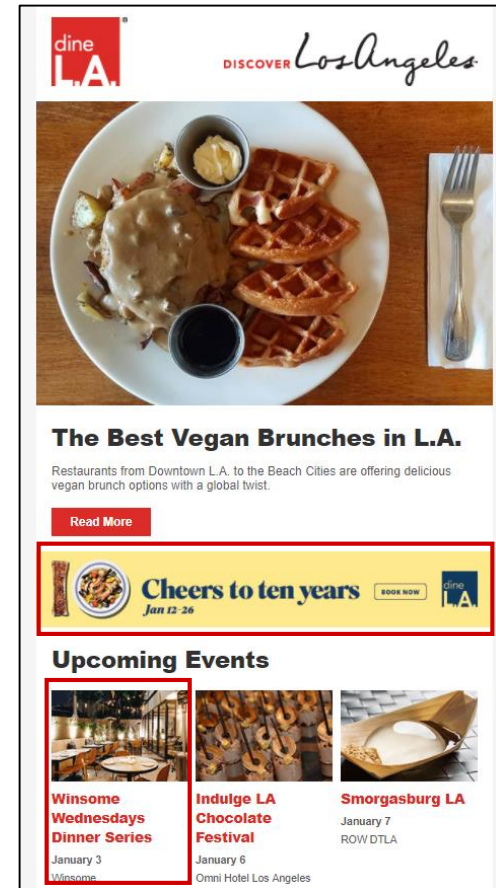
- (270x180) image + click through URL
- Rate card: \$2,500

Dedicated email:

- 100% YOUR content
- Rate card: \$5,000

Banner ad →

Sponsored event →



The screenshot shows a newsletter layout for dineL.A. At the top left is the dineL.A. logo, and at the top right is the text "DISCOVER Los Angeles". Below this is a large image of a plate of food, including waffles and a burger. Underneath the image is the headline "The Best Vegan Brunches in L.A." followed by a sub-headline: "Restaurants from Downtown L.A. to the Beach Cities are offering delicious vegan brunch options with a global twist." A red "Read More" button is positioned below the text. Below this is a yellow banner for "Cheers to ten years Jan 12-26" with a "BOOK NOW" button and the dineL.A. logo. The bottom section is titled "Upcoming Events" and features three event cards: "Winsome Wednesdays Dinner Series" (January 3, Winsome), "Indulge LA Chocolate Festival" (January 6, Omni Hotel Los Angeles), and "Smorgasburg LA" (January 7, ROW DTLA).

