

# Larchmont Chronicle

VOL. 57, NO. 3 • DELIVERED TO 76,439 READERS IN HANCOCK PARK • WINDSOR SQUARE • FREMONT PLACE • MIRACLE MILE • PARK LA BREA • LARCHMONT

## IN THIS ISSUE



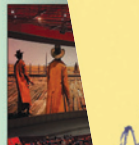
SECTION THREE



NINETY-FIVE years of hand-made sweets. 1-6



HELPING WANDS at Page Seven



SNEAK peek at Academy Museum

For Information Advertising Rates Please Call Pam Rudy, 323-462-2241, x 11

Mailing permit

## Farmers Market — the original — is thriving

■ Market in its 85th year

By Sondi Toll Sepenuk

When Earl Bell (E.B.) Gilmore agreed to open a Farmers Market on his Third Street and Fairfax Avenue dirt parking lot back in 1934, he probably never imagined its enduring legacy and the world-famous crown it would wear to this day.

It was the height of the Great Depression when E.B. was approached by two local entrepreneurs, Roger Dahlhjelm and Fred Beck, who suggested that E.B. allow local farmers to pull up to the corner every day to sell their goods from the backs of their trucks. They would be charged 50 cents per day. E.B. said yes; 18 trucks showed up that first day; and the Farmers Market at 3rd and Fairfax was born. Eighty-five years later, the market boasts more than 100 merchants (many family-owned) who call the Original

See Farmers Market



WESTERN ARTISTS are featured in two exhibits this month. See Story Section 2, page 9

## Register, vote; GWNC election at Barking Lot

■ Election is March 31

Come to the Barking Lot, 336 N. Larchmont Blvd., just north of Beverly Blvd., to register and vote in the 2019 election of Directors for the Greater Wilshire neighborhood Council.

Just as it was for the last election in 2016, voter registration tables and polling stations will be in the parking lot of the Barking Lot pet supply store.

Anyone who is a "stakeholder" in the neighborhood (shown in the accompanying map) may vote. Those who live, work or own property in the neighborhood may cast two votes — one vote for a representative of the geographic area where the voter lives, works or owns property, and one vote in a special interest category for which that voter qualifies. Any voter may vote in the "at-large" special interest category. Registering to vote requires documentation to prove the voter's address and qualification to vote in a

See Elections, p 4

## After the rain, will the brook return to Brookside?

Drop in water levels

from a pipe into the Brookside stream just south of Wilshire

See Brook, p 6

## Tournament volunteers get behind-the-scenes look

Register before March 7 to win round of golf

Sign up now to serve as a volunteer at the Wilshire Country Club when the LPGA Professional Golf Association (LPGA) returns to the neighborhood, Mon., April 22 through Sat., April 28.

The LPGA tournament is a major undertaking, and its success depends on the commitment of an army of volun-

teers to serve critical needs such as marshaling, scoring, transportation, hospitality services and many other jobs.

Volunteering is a good way to get a behind-the-scenes look at a professional golf tournament, according to event organizers.

Sign up before Thurs., March 7 and be entered into a

See LPGA, p 10

Here's the newspaper I was telling you about... It serves some of the most affluent communities in Los Angeles!

## Historic review March 7



CITY PLANNING recommended historical status as the Chronicle went to press.

celebrating St. Patrick's Day at Tom Bergin's House of Irish Coffee, 840 S. Fairfax Ave., is no longer an option. The historic pub was long a Los Angeles landmark for grabbing a Guinness or an Irish coffee until it was shuttered after last year. See below for where you still can celebrate St. Patrick's Day.

In October, the Miracle Mile Residential Association (MMRA), together with the Los Angeles Conservancy co-sponsored the nomination for the building to become an Historical Cultural Monument (HCM).

See St. Patrick's, p 26

Get the scoop on spring and summer camps, activities and school programs in the April issue. Advertising deadline is Mon., March 11. For more information contact Pam Rudy, 323-462-2241, ext. 11.



**“Outstanding accomplishments and public service to the community...”**

*—Resolution of the California State Assembly*

**“...you may be more likely to reach your audience by advertising a Hancock Park home in the Larchmont Chronicle than you would be in the Los Angeles Times.”**

*—Los Angeles Board of Realtors newsletter*

**“...high degree of journalistic skills...respected source of news and information...”**

*—Resolution of the Los Angeles City Council*

**“Larchmont Chronicle...the local bible...”**

*—Town and Country Magazine*

**“...sponsored programs which have served to better and strengthen the community.”**

*—Resolution of the California State Senate*

**“...cited for outstanding civic achievements...”**

*—U.S. Congressional Record*

# THE LARCHMONT CHRONICLE

The Larchmont Chronicle... the original community newspaper serving Hancock Park, Windsor Square, Fremont Place, Larchmont Village, Brookside, Windsor Village, Wilshire Park, St. Andrews Square, Ridgewood-Wilton, Sycamore Square, La Brea-Hancock, Citrus Square, Miracle Mile and Park La Brea... with more than 77,000 readers every month.

In 1963, the Larchmont Chronicle put out its first edition and began filling a surprising publishing gap in Southern California: one of the most affluent, most established and most historic residential sections of Los Angeles — Hancock Park — had no local newspaper.

The Larchmont Chronicle was an idea whose time was long overdue. Its success was immediate, serving a population of some of the most influential citizens in public life... citizens who have strong purchasing power... and who exercise it.

The Chronicle reaches the residents of some of the most affluent communities in Los Angeles and the homes of many of the city's major business and entertainment figures.

The Larchmont Chronicle does more than provide a publication for the community. It is an integral part of that community itself. It has been a prominent force in local activities and a catalyst for events that provide citizens a strong sense of community identification. As such, the Chronicle has earned a loyalty enjoyed by few other publications.

Today, after more than 60 years of operation, the Larchmont Chronicle boasts one of the city's most impressive lists of advertisers. These advertisers have been in the Chronicle year after year for one very simple reason... their ads get results.

## LARCHMONT CHRONICLE READERS

When advertisers decide to use the Larchmont Chronicle to increase their sales, they are not buying numbers. They are buying a unique audience with high purchasing power. The average Chronicle reader is married, with a family. He or she either owns his or her own business, is an executive with a major corporation, or is a professional. This audience is an important target group for any business or industry. The Chronicle is the best means to reach them.

### POPULATION BY

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AGE:		SEX:	
0-9	7%	Male	47%
10-19	4%	Female	53%
20-39	41%		
40-59	26%		
60 plus	22%		



**HOW MANY TIMES DO YOU DINE OUT  
EACH WEEK? (average response)**

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Lunch: 4 times

Dinner: 3 times

**CHRONICLE READERSHIP FREQUENCY**

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Regularly	87%
Often	9%
Sometimes	4%

**DO YOU TRAVEL FOR:**

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Business:	42%
Pleasure:	58%

**DO YOU OWN A  
PASSPORT?**

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Yes	84%
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**OCCUPATION:**

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Professional	49%
Owner / Executive	29%
Retired	22%

**AVG. NUMBER  
IN CHRONICLE  
HOUSEHOLD**

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3.3



## WHO THE CHRONICLE READERS ARE

Larchmont Chronicle readers are well above average. A large number own their own homes—which have an average market value of \$2,430,000. To qualify to buy a \$2,430,000 home, a family needs an income of \$457,000 per year. Larchmont Chronicle readers are able to spend. And they do. And they use the Chronicle for their spending choices.



**FAMILY INCOME**

\$200,000 and under	42%
\$200,000 - \$400,000	25%
\$400,000 and over	33%

**HOUSING VALUES**

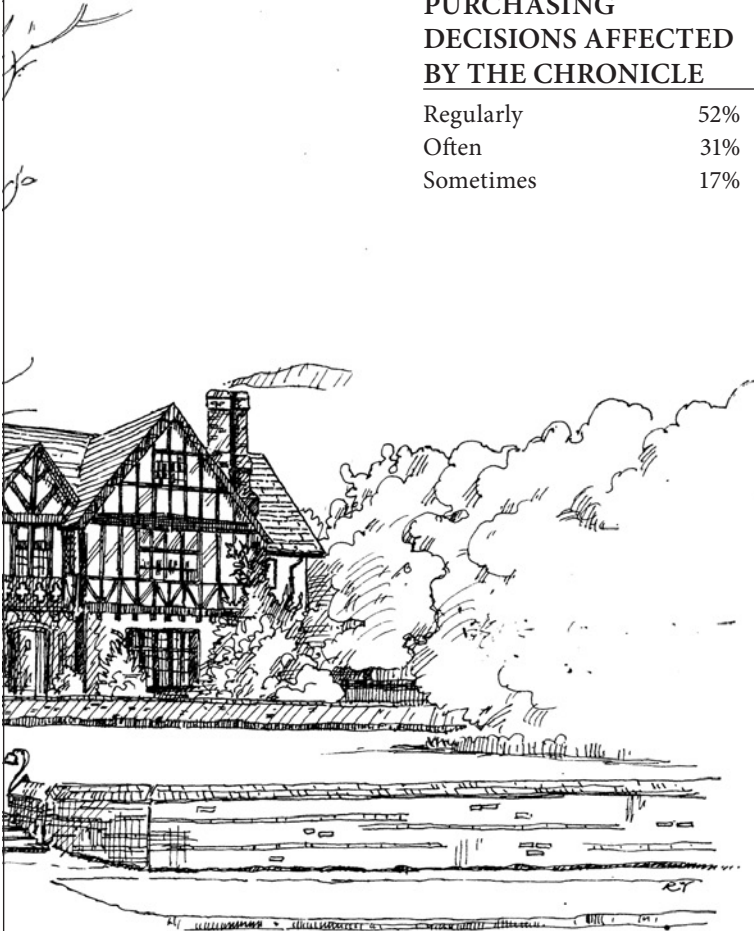
\$1,500,000 and under	14%
\$1,500,000 - \$2,000,000	14%
\$2,000,000 - \$4,000,000	40%
\$4,000,000 and over	32%

**HOUSING**

Owner Occupied	72%
Other	28%

**PURCHASING  
DECISIONS AFFECTED  
BY THE CHRONICLE**

Regularly	52%
Often	31%
Sometimes	17%



## SPECIAL SECTIONS

The following special sections are included in the Larchmont Chronicle:

HEALTH, FITNESS & BEAUTY; SUMMER CAMPS .....	January Issue
VACATION PLANNING, VALENTINES .....	February Issue
MIRACLE MILE .....	March Issue
<i>Extra distribution brings total to more than 100,000 readers</i>	
SUMMER CAMPS & PROGRAMS .....	April Issue
DESIGN FOR LIVING .....	May Issue
GRADUATION .....	June Issue
SUMMER FUN, PETS OF LARCHMONT.....	July Issue
WOMEN OF LARCHMONT .....	August Issue
BACK TO SCHOOL .....	September Issue
HALLOWEEN & HARVEST.....	October Issue
DINING & ENTERTAINMENT GUIDE.....	November Issue
HOLIDAYS, MUSEUMS .....	December Issue

Deadlines to reserve space are approximately the 15th of the preceding month.

Hancock Park recently was  
named as one of  
five neighborhoods  
throughout the world  
with the best  
real estate values.

- Knight Frank's "Wealth Report"

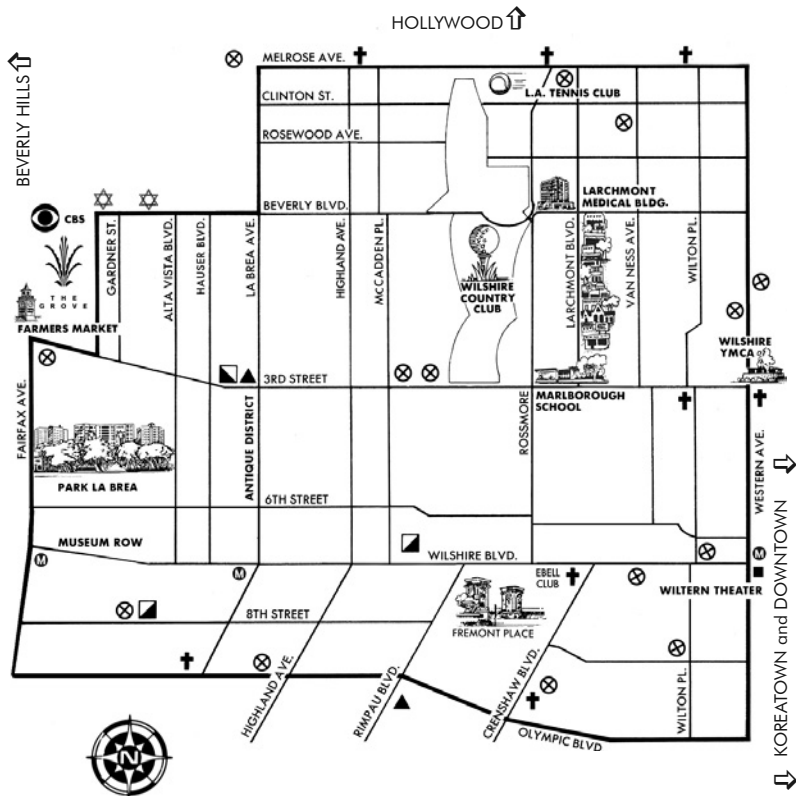


# THE CHRONICLE'S CIRCULATION AREA

The Chronicle readership is centrally located in Los Angeles.

The paper is delivered monthly to each residence in a clear plastic bag.

## CIRCULATION MAP



### KEY

- ✚ CHURCH
- ⊗ ELEMENTARY SCHOOL
- ▣ JUNIOR HIGH SCHOOL
- ▲ HIGH SCHOOL
- M PURPLE LINE SUBWAY STATION
- ☆ TEMPLE

# DISPLAY AD REQUIREMENTS AND SIZES

Tabloid newspaper; halftone 240 line screen. Live space is 10 inches wide by 15.5 inches high. 5 columns per page.

All artwork should be sent as an unlocked pdf file optimized for print at no less than 300 dpi. All fonts need to be **embedded** in the pdf. The PDF needs to be created and sent at the size it will print in the paper.

No art or photos taken from the web are accepted, as these lack sufficient quality for the print medium. No bleeds. No ad accepted with image or text exceeding 240% ink density or more than 50% coverage in solid reverse black.

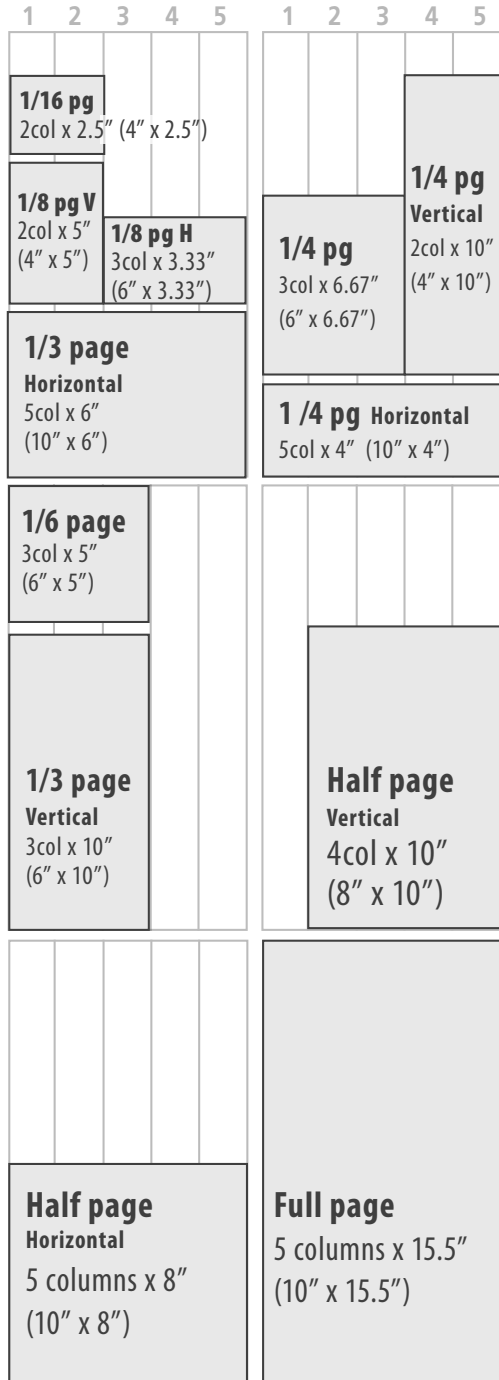
See diagram to the right for sizes. Each column measures 2" in width. EXAMPLE: a 3 col (column) x 5" ad is 6 inches in width by 5 inches in height.

Other ad sizes are available.

Excessive changes to camera-ready ads will be billed.

Check our website for more detailed production information: [www.larchmontchronicle.com](http://www.larchmontchronicle.com)

**For further information, call 323-462-2241 ext. 11**



# ADVERTISING RATES

**For information, please call 323-462-2241 ext. 11.**

Contract rates are based on frequency and size. To earn contract rates, advertisements must appear in *consecutive* editions. Contracts not run to completion will be short-rated.

**COLOR:** Full page, an additional \$350. All fractional page ads, an additional \$250.

There is a \$35/hr charge for last minute copy and art changes.

COST PER FRACTIONAL PAGE				
	12 TIMES	6 TIMES	3 TIMES	1 TIME
Full Pg (80 col. in.)	\$1442	\$1512	\$1632	\$1730
Half Pg (40 col. in.)	756	816	930	998
Third Pg (30 col. in.)	570	626	726	816
Qtr Pg (20 col. in.)	386	424	492	552
Sixth Pg (15 col. in.)	302	346	404	432
Eighth Pg (10 col. in.)	204	232	270	290
1/16th Pg (5 col. in.)	98	114	136	144

*Other ad sizes are available*

CLASSIFIED				
	12 TIMES	6 TIMES	3 TIMES	1 TIME
PER INCH	\$31	\$33	\$35	\$39

ADVERTISING RATES / DISPLAY AD CONFIGURATIONS

# MISCELLANEOUS INFORMATION

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## CIRCULATION INFORMATION

Larchmont Chronicle is read by more than 77,000 readers each month.

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## CANCELLATION POLICY

Ads cancelled after space reservation deadline will be invoiced and must be paid in full.

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## SPECIAL POSITIONS

Charge for back page and other premium positions is an additional 25%.

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## COMMISSIONS

15% to recognized ad agencies on display advertising. NO COMMISSIONS ON ACCOUNTS DELINQUENT MORE THAN 30 DAYS FROM PUBLICATION DATE.

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## GENERAL

- a. Advertisers and advertising agencies assume all liability for all content including text, illustrations, maps, sketches, labels, trademarks, etc. of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher.
- b. All advertising subject to publisher's approval.
- c. Advertising simulating editorial matter must be labeled "Advertisement."
- d. All rates and conditions are subject to change with 30 days notice. Advertisers can make any changes in advertising size or in number of insertions during contract period; rates will be adjusted accordingly.
- e. Inserts are allowable subject to publishers' approval. 22,000 copies are delivered to homes and businesses within the area of distribution (see pg. 9). \$85 per thousand. Not commissionable.

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## CONTRACT AND COPY REGULATIONS

- a. Publisher reserves right to repeat ad if material errors occur.
- b. Reproduction proofs, original art work and picture copies used at advertiser's own risk.
- c. Contracts automatically assume new rates when revised.

# Larchmont Chronicle

606 N. Larchmont Blvd., Ste. 103, Los Angeles, CA 90004 • 323-462-2241

[larchmontchronicle.com](http://larchmontchronicle.com)