

THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

# BAKEWELL MEDIA

2023  
BRAND MARKETING SOLUTIONS



As of January 2023



# ABOUT **BAKEWELL MEDIA**

Established by the company's **Founder and Chairman Danny J. Bakewell, Sr., The Bakewell Company is designed to be a Generational Company that carries on the core beliefs of its founder that "We Can Do Good & Do Well at The Same Time."** The Bakewell Family's civil rights legacy, advocacy and real estate development has created strong relationships with corporations, advertisers, retailers, small-to-mid-size businesses, community groups, non-profits and political leadership locally and nationally.

As a media company, Bakewell Media operates **The Los Angeles Sentinel and The Los Angeles Watts Times (LAWT.)** Now in its 90th year, the Los Angeles Sentinel has been voted the **#1 African American Newspaper in America.** Bakewell Media/The Los Angeles Sentinel have extended their special events division that includes the **Taste of Soul Family Festival deemed as the largest free street festival in Southern California. Held on historic Crenshaw Blvd., it will be celebrating its 18th year in 2023.** In addition, Bakewell Media/The Los Angeles Sentinel have created the Power, Influence and Leadership of the Black Woman event in honor of Black History and Women's History months. In conjunction with the Los Angeles Sentinel's 90th Anniversary, the second annual Power, Leadership and Influence of the Black Woman event will be held in April 2023.

Bakewell Media's commitment to supporting other African American owned businesses is available through **advertising opportunities in print, digital e-paper, social media, web, podcasting and special event sponsorships.** We're crossing the **digital-divide by bringing on influential content creators skilled in emerging trends such as podcasting.** Through this partnership with local businesses, corporations and non-profits, Bakewell Media strives to provide economic empowerment to the local community and beyond. **Bakewell Media has a cumulative reach of over 652,000 impressions in 2022 through special events, radio marketing, outdoor marketing, digital, print and through social media.**

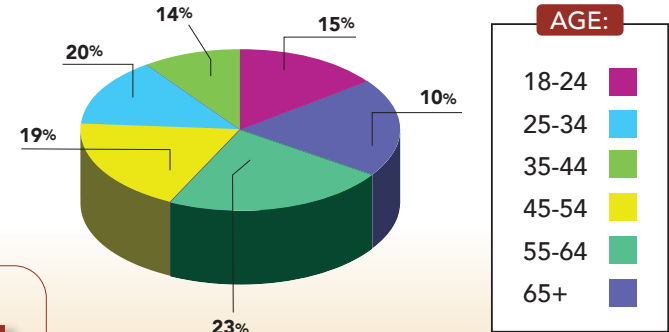


# LA SENTINEL LA WATTS TIMES

Affiliates of Bakewell Media

## MARKETING REACH

## AUDIENCE PROFILE



**RACE**  
BLACK / AFRICAN - AMERICAN  
95%

**GENDER**  
FEMALE  
53%  
MALE  
47%

[WWW.LASENTINEL.NET](http://WWW.LASENTINEL.NET)  
AVERAGE MONTHLY IMPRESSIONS  
**245,741**

### LA SENTINEL



**120,000**  
WEEKLY PRINT  
READERSHIP



The Los Angeles Sentinel has a combined weekly reach of over **166,500** readership through print and electronic.

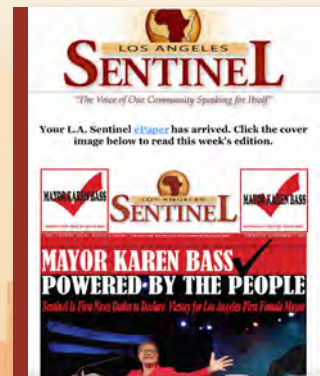
### LA WATTS TIMES



**120,000**  
WEEKLY PRINT  
READERSHIP



### LA SENTINEL E-PAPER



**46.5K**  
WEEKLY  
READERSHIP



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# DISTRIBUTION

## ACCESS

**SUBSCRIPTIONS ARE AVAILABLE TO READERS IN ALL 50 STATES! SO CAL READERS RECEIVE THE WEEKLY NEWSPAPER ON THEIR DOORSTEP EVERY THURSDAY MORNING! PAPERS ARE MAILED TO ALL OUT- OF- AREA SUBSCRIBERS!**

### **WE ALSO DISTRIBUTE TO THE FOLLOWING LOCAL AREAS:**

ARTESIA	HAWTHORNE	PLAYA VISTA
BALDWIN HILLS	HUNTINGTON PARK	RANCHO DOMINGUEZ
BELLFLOWER	HYDE PARK	RANCHO PALOS VERDES
BIXBY KNOLLS	INGLEWOOD	REDONDO BEACH
CARSON	JEFFERSON PARK	SAN PEDRO
CENTURY CITY	LADERA HEIGHTS	SANTA MONICA
CERRITOS	LEIMERT PARK	SOUTHGATE
CHINATOWN	LOMITA	SOUTH LOS ANGELES
COMPTON	LONG BEACH	SOUTH PASADENA
COVINA	LYNWOOD	VTORRANCE
CRENSHAW	MALIBU	VENICE
CULVER CITY	MANHATTAN BEACH	VIEW PARK
DOMINGUEZ	MARINA DEL REY	WATTS
DOWNEY	MONTEREY PARK	WEST ADAMS
DOWNTOWN ARTS DISTRICT	NORWALK	WEST HOLLYWOOD
DOWNTOWN FASHION	PARAMOUNT	WEST LOS ANGELES
DISTRICT	PARK LA BREA PASADENA	WHITTIER
EL SEGUNDO	PLAYA DEL REY	WILLOWBROOK
		WILMINGTON



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# LA SENTINEL LA WATTS TIMES

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## LOS ANGELES SENTINEL

FULL PAGE 10" X 21.0" = 126.0"

3/4 PAGE 10" X 16.0" = 96.0"

2/3 PAGE 10" X 14.0" = 84.0"

1/2 PAGE 10" X 10.5" = 63.0" OR 3 COL X 21.0" = 63.0"

1/3 PAGE 10" X 7.0" = 42.0"

1/4 PAGE 3 COL. X 10" = 31.5"

1/8 PAGE 3 COL. X 10" = 15.75"

1/8 PAGE 10" X 5.25" = 15.75"

## LA WATTS TIMES

FULL PAGE - 10.25" x 12.5" = 62.5"

1/2 PAGE - HORIZONTAL - 10.25" x 6.5" = 32.5"

VERTICAL - 5.125" x 12.5" = 31.25"

1/4 PAGE - 2.5 COL. (5.125" x 6.5" = 16.25

1/8 PAGE - 2.5 COL. (5.125") X 3.25"

\* 1 COLOR, 2 COLOR, 4 COLOR RATES AVAILABLE

# PRINT ADVERTISING OPPORTUNITIES



FULL PAGE



1/2 PAGE



1/4 PAGE



FULL PAGE



1/2 PAGE HORIZONTAL



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### LA SENTINEL WEBSITE

- LEADERBOARD BANNER AD PLACEMENT 728 X 90PX  
*\*MUST INCLUDE ANOTHER AD SIZED FOR MOBILE 320x50 PX\**
- WIDE SKYSCRAPER BANNER AD 300 X 600PX
- SKYSCRAPER BANNER AD PLACEMENT 160 X 600PX
- TILE BANNER AD PLACEMENT 300 X 250PX

### LA SENTINEL SOCIAL MEDIA

- FACEBOOK.COM/LASENTINELNEWSPAPER  
(MAX. 2,200 CHARACTERS)
- INSTAGRAM.COM/LASENTINELNEWS IMAGE / VIDEO POST  
(MAX. 2,200 CHARACTERS)
- TWITTER.COM/THELASENTINEL IMAGE / VIDEO POST  
(MAX. 280 CHARACTERS)

### LA SENTINEL WEEKLY NEWSLETTER E- BLAST

- 600x600 px 72dpi
- Artwork (In Jpg or Png Format)
- Hyperlink (Link to any website you'd like to drive subscribers to)

### LA SENTINEL E- BLAST NEWSLETTER

- 72dpi 800 x 1000 (.PDF FILE)
- ARTWORK (.JPG or .PNG FORMAT)
- TITLE (OPTIONAL - GOES ABOVE ARTWORK)
- SUBJECT LINE (LINE THAT SUBSCRIBERS SEE BEFORE OPENING E-MAIL)
- HYPERLINK (LINK TO ANY WEBSITE YOU'D LIKE TO DRIVE SUBSCRIBERS TO)

### LA SENTINEL PODCAST

- HOST-READ AUDIO AD (PRE-RECORDED AND VOICED BY PODCAST HOST)
- LIVE-READ AUDIO AD (PERFORMED LIVE DURING EPISODE)
- PRE-ROLL AND POST-ROLL AUDIO AD PLACEMENTS (up to 30 secs.)
- MID-ROLL AUDIO AD PLACEMENT (up to 60 secs.)
- SQUARE BANNER AD PLACEMENT 1080 X 1080PX
- LOGO BANNER AD PLACEMENT 137 X 137PX
- DEDICATED SERIES / EPISODE ON SPONSOR SELECTED CONTENT



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# LA SENTINEL

*Affiliates of Bakewell Media*



Bringing the latest in black news and culture hosted by multi-media journalist Niele Anderson, Digital Editor of Los Angeles Sentinel.



Black Money Matters is Bakewell Media and the Los Angeles Sentinel's first podcast show, which aims to empower our community by building financial wealth through home ownership, entrepreneurship and financial literacy. The show features conversations around financial tools and stories around business to leave the audience inspired and empowered. Sponsored by Chase Bank, this is an example of sponsorship opportunities around podcast series.



The place where Politics and Black Political Power Meet. Hosted by multi-media journalist Niele Anderson, Digital Editor of Los Angeles Sentinel.

\* Advertising is available on various podcast shows.

# PODCAST



Founder & Chairman Danny Bakewell Sr. live in studio

## THE PLACE WHERE BLACK CREATIVES ARE HEARD, SEEN & AMPLIFIED



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# BAKEWELL MEDIA

## SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES

### LA SENTINEL PRODUCED EVENTS

2 0 2 3

#### POWER, LEADERSHIP & INFLUENCE OF THE BLACK WOMAN EVENT

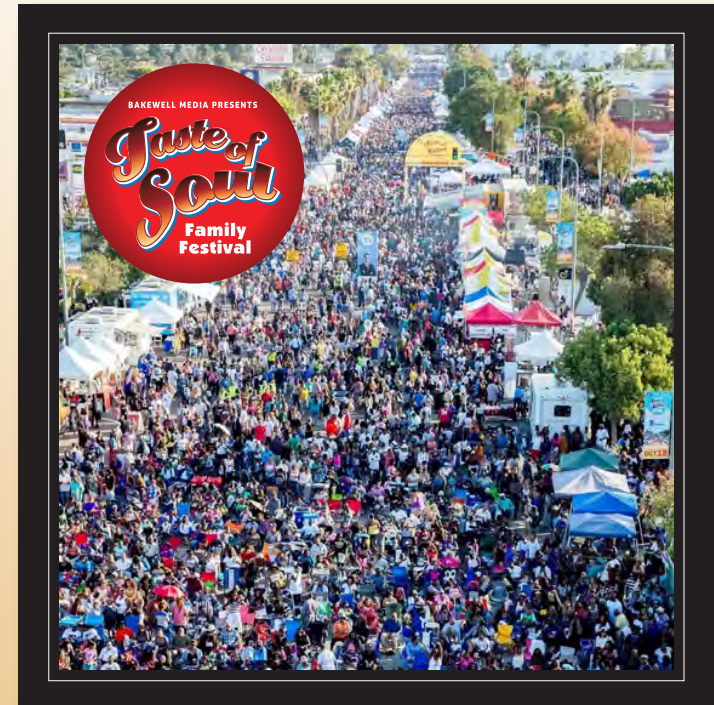


IN CELEBRATION OF THE 90TH ANNIVERSARY OF THE LOS ANGELES SENTINEL



APRIL 15, 2023

#### 18TH ANNUAL TASTE OF SOUL FAMILY FESTIVAL



OCTOBER 21, 2023



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BAKEWELL MEDIA PRESENTS

# Taste of Soul

FAMILY FESTIVAL

**SATURDAY, OCTOBER 21, 2023**  
**10AM - 7PM**

Crenshaw Blvd. Between Stocker & Obama Blvd.

Over 17 years, Taste of Soul has hosted over 3 million attendees with almost 3 miles of vendors on Crenshaw Blvd. between Stocker and Obama Blvd. It offers other services including: health screenings, education, job recruitment, community outreach, voter registration, and audience survey opportunities. Taste of Soul is considered one of the most unique and important annual events for corporations to create customizable outreach to the Los Angeles African American community.

Taste of Soul has become the most popular Family Festival in all of Southern California. Consisting of (5) live music stages which include:

BAKEWELL MEDIA'S MUSIC FOR THE SOUL | R&B (102.3 KJLH)

CHILDREN'S WORLD | BRENDA MARSH-MITCHELL GOSPEL STAGE

Taste of Soul boasts itself as an economic engine by hosting 400+ vendors the opportunity to sell their goods and services to hundreds of thousands of potential customers.

Whether you're there to try some amazing food from our local Chefs, purchase some goods from non-food vendors or take advantage of free services provided, Taste of Soul has a little bit of everything.

**300,000+ ATTENDEES!**

\* Information about sponsorship opportunities available upon request.





# MARKETING REACH

## 2022 TASTE OF SOUL IMPRESSIONS/ANALYTICS

### TOTAL IMPRESSIONS:

**650,000,000**

### MEDIA

**589,600,000**

(PRINT/DIGITAL/NEWS OUTLETS)  
(CHARLES COMMUNICATION

### GROUP)

ATTENDANCE = **300,000+**  
(QUOTED BY LAFD)

### LA SENTINEL / E-PAPER

**677,000**

### LAS & LAWTV

**3,120,000**

(ADS THAT INCLUDED SPONSORS LOGO)

### EBLAST

**1,400,000**

(INCLUDES DEDICATED TOS EBLASTS +  
WEEKLY NEWSLETTER EBLASTS W/ TOS ADS INSIDE)

STREET FLAGS **1,300,000**

BILLBOARDS **35,300,000**

METRO TOS WRAPPED BUSES **795,000**



LOS ANGELES SENTINEL NEWSPAPER  
 LOS ANGELES SENTINEL NEWSPAPER

LASENTINELNEWS  
 THELASENTINEL



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## SUPPORTERS



THE LARGEST AND MOST INFLUENTIAL AFRICAN-AMERICAN OWNED NEWS PLATFORM IN THE WESTERN UNITED STATES.

# Power, Leadership & Influence of The Black Woman

A Conversation with Mayor  
*Karen Bass*



From the beginning of time the Black Woman has been the bedrock of our homes, our communities and our lives. **This is designed to celebrate Our Grandmothers, Our Mothers, Our Wives, Our Daughters, Our Aunties.** The event is designed to recognize (5) Amazing Women. Each of these Powerful Black Women are deserving to be recognized. Each in their own way has risen to the pinnacle of their fields of endeavor and, for that alone, should be acknowledged and praised. We will be honoring in 2023: The Honorable Mayor Karen Bass will be honored along with other successful women - Sandra Evers-Manly (former Northrup Grumman Executive), Stephanie Wiggins (CEO, LA County METRO), Dr. Elaine Batchlor (CEO of Dr. Martin Luther King Jr. Hospital) and Jackie Dupont-Walker (President, Ward Economic Dev. Corp & Board member, LA County METRO.)



## 2<sup>ND</sup> ANNUAL POWER, LEADERSHIP & INFLUENCE OF THE BLACK WOMAN

**Date:** Saturday, April 15, 2023 11am-2pm

**Where:** The Beverly Hilton

\* *Sponsorship opportunities available*



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NEWS PLATFORM IN THE WESTERN UNITED STATES.

# 2023

SCHEDULE OF SPECIAL EVENTS • PROMOTIONS • COMMORATIVE EDITIONS

## IMPORTANT DATES:

**4/15 ANNUAL POWER, LEADERSHIP & INFLUENCE OF THE BLACK WOMAN EVENT**

**90TH ANNIVERSARY OF THE LOS ANGELES SENTINEL**

**10/21 18TH ANNUAL TASTE OF SOUL FAMILY FESTIVAL**

### JANUARY

- SALUTE TO DR. MARTIN LUTHER KING JR.

### FEBRUARY

- BLACK HISTORY MONTH
- PRESIDENT'S DAY

### MARCH

- WOMEN'S HISTORY MONTH
- BLACK PRESS MONTH
- MOTHER'S IN ACTION COMMUNITY CLEAN UP

### APRIL

- BLACK BUSINESS MONTH
- EASTER
- PROSTATE CANCER AWARENESS

### MAY

- MOTHER'S DAY
- MEMORIAL DAY (SALUTE TO BLACK VETERANS)

### JUNE

- FATHER'S DAY
- BLACK MEN'S MONTH
- BLACK NURSES MONTH JUNETEENTH

### JULY

- INDEPENDENCE DAY
- SUMMER FUN ACTIVITIES

### AUGUST

- MOTHER'S IN ACTION BACK TO SCHOOL FAIR
- SALUTE TO BLACK SCHOLARS & HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

### SEPTEMBER

- BREAST CANCER AWARENESS MONTH
- LABOR DAY (SALUTE TO BLACK LABOR)
- BACK TO SCHOOL
- SICKLE CELL AWARENESS MONTH

### OCTOBER



**TASTE OF SOUL FAMILY FESTIVAL**  
SATURDAY, OCT. 21, 2023

### NOVEMBER

- VETERAN'S DAY
- THANKSGIVING
- MOTHER'S IN ACTION THANKSGIVING DAY SENIOR FEED

### DECEMBER

- CHRISTMAS
- KWANZAA
- WORLD AIDS DAY
- SPECIAL END OF THE YEAR EDITION
- NEW YEARS DAY SALES

**FOR FURTHER INFORMATION:**

PLEASE CONTACT US TO EXPLORE HOW YOU CAN ACHIEVE YOUR MARKETING AND/OR DIVERSITY, EQUITY AND INCLUSION GOALS WITH BAKEWELL MEDIA. THE LOS ANGELES SENTINEL IS A NATIONALLY RECOGNIZED MEMBER OF THE NATIONAL NEWSPAPERS PUBLISHERS ASSOCIATION (NNPA) WITH 90 YEARS OF INFLUENCE IN THE AFRICAN-AMERICAN COMMUNITY.

POINT OF CONTACT: **PAMELA BAKEWELL**

COO/EVP/SALES MANAGER  
THE BAKEWELL COMPANY  
LOS ANGELES SENTINEL  
LA WATTS TIMES & TASTE OF SOUL  
EMAIL: [PAMELA@LASENTINEL.NET](mailto:PAMELA@LASENTINEL.NET)

IF YOU CURRENTLY HAVE AN ASSIGNED SALES ASSOCIATE, PLEASE CONTACT THEM DIRECTLY.



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