



1 Coca Cola Plz NW, Atlanta, GA 30313
(404) 676-2121 www.coca-colacompany.com

FOR MORE INFORMATION, CONTACT:

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Email: ckinbody@syr.edu

**MEDIA LIST: THE SEXIEST H₂O BASH
MARCH 2014**

1. The Los Angeles Times

- a. Contact Information
 - i. 202 W 1st Street Los Angeles, CA 90012
 - ii. Telephone: (213) 237-5000
 - iii. Fax: (213) 237-7679
- b. Contact Editor
 - i. Chris Barton; deputy music, calendar & events editor
 - ii. Email: chris.barton@latimes.com
- c. Description of outlet
 - i. Type of publication: newspaper
 - ii. Size of circulation: 615,000-950,000
 - iii. Readership: 1.5-2.6 million per week

2. 102.7 KHIS FM

- a. Contact Information
 - i. 3400 W Olive Ave Ste 550 Burbank, CA 91505
 - ii. Telephone: (818) 559-2252
 - iii. Fax: (818) 955-8178
- b. Contact Person
 - i. Tim Martinez; promotion director
 - ii. Email: timmartinez@clearchannel.com
- c. Description of outlet
 - i. Type of media outlet: radio station
 - ii. Listening audience: 55 percent female, 45 percent male
 - iii. Target audience: Listeners 18 to 54

3. LA Weekly

- a. Contact Information
 - i. 3861 Sepulveda Blvd Culver City, CA 90230
 - ii. Telephone: (310) 574-7100
 - iii. Fax: (310) 574-7492

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- b. Contact Editor
 - i. Zachary Pincus-Roth; deputy editor, arts & culture
 - ii. Email: zpincusroth@laweekly.com
- c. Description of outlet
 - i. Type of publication: magazine
 - ii. Size of circulation: 170,000
- 4. **Rolling Stone**
 - a. Contact Information
 - i. 1290 Avenue of the Americas Fl 2 New York, NY 10104
 - ii. Telephone: (212) 484-1616
 - iii. Fax: (212) 484-1621
 - b. Contact Editor
 - i. Will Dana; managing editor; features, music, fans, pop culture/music
 - ii. Email: will.dana@rollingstone.com
 - c. Description of outlet
 - i. Type of publication: magazine
 - ii. Size of circulation: 1.4 million
 - iii. Readership: 8.5 million per month
- 5. **97.1 AMP Radio (KAMP-FM)**
 - a. Contact Information
 - i. 5670 Wilshire Blvd Ste 200 Los Angeles, CA 90036
 - ii. Telephone: (323) 971-9710
 - iii. Email: amp@ampradio.com
 - b. Contact Person
 - i. John Michael, assistant program director
 - ii. Email: amp@ampradio.com
 - c. Description of outlet
 - i. Type of media outlet: radio station
 - ii. Target audience: Listeners 18 to 54
 - d. Specific guidelines for submissions
 - i. Send 10 written copy in plain text format in the body of your email to openline@cbsradio.com for consideration. Faxes or snail mail requests will not be considered. Requests need to be submitted 6-8 weeks in advance of the start date for consideration.
- 6. **KTLA 5 (KTLA-TV)**
 - a. Contact Information
 - i. 5800 W Sunset Blvd Los Angeles, CA 90028
 - ii. Telephone: (323) 460-5500
 - iii. Fax: (323) 460-5952
 - b. Contact Person
 - i. Grace Mendoza; entertainment producer, arts & entertainment
 - ii. Email: gmendoza@tribune.com
 - c. Description of outlet
 - i. Type of media outlet: television broadcast
 - ii. Viewing audience: 48 percent male, 52 percent female
 - iii. Household reach: 5.4 million

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7. Entertainment Weekly

- a. Contact Information
 - i. 135 W 50th St Fl 3 New York, NY 10020
 - ii. Telephone: (212) 522-5600
 - iii. Fax: (212) 522-0074
- b. Contact Editor
 - i. Jason Adams; executive editor, music & entertainment
 - ii. Email: Jason_adams@ew.com
- c. Description of outlet
 - i. Type of publication: magazine
 - ii. Size of circulation: 1.7 million
 - iii. Readership: 11 million per month

8. Staplescenter.com

- a. Contact Information
 - i. 1111 S. Figueroa Street Los Angeles, CA 90015
 - ii. Telephone: (213) 742-7100
 - iii. Fax: (213) 742-7889
- b. Contact Person
 - i. Special Events staff; (213) 763-7767
 - ii. Email: specialevents@staplescenter.com
- c. Description of outlet
 - i. Type of media outlet: website
 - ii. Audience: sports and entertainment outing consumers

9. The Huffington Post

- a. Contact Information
 - i. 770 Broadway Fl 5 New York, NY 10003
 - ii. Telephone: (212) 652-6400
 - iii. Email: arts@huffingtonpost.com
- b. Contact Editor
 - i. Leigh Blickley, associate editor, HuffPost celebrity
 - ii. Email: leigh.blickley@huffingtonpost.com
- c. Description of outlet
 - i. Type of media outlet: website
 - ii. People per month: 43.2 million
 - iii. Demographics: 46 percent women, 54 percent men

10. People

- a. Contact Information
 - i. 1271 Avenue of the Americas New York, NY 10020
 - ii. Telephone: (212) 522-1212
 - iii. Fax: (212) 522-0066
- b. Contact Editor
 - i. Sharon Cotliar, senior editor, news & entertainment
 - ii. Email: Sharon_cotliar@peplemag.com
- c. Description of outlet
 - i. Type of publication: magazine
 - ii. Circulation: 3.4 million
 - iii. Readership: 12.3 million per month

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References

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<http://blog-sites.findthebest.com/q/213/750/Who-reads-The-Huffington-Post-blog-website>.

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<http://tv.trb.com/extras/ktla/site/pdf/KTLA-MEDIA-KIT-2010.pdf>.

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<http://www.latimes.com/advertiser/advertising-reach/#axzz2uw8J8IAV>.

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http://www.people.com/people/static/onlinemediakit/audience_reach.html.

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<http://www.radioadvertisinghome.com/kiis-fm-advertising/>.

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<http://www.staplescenter.com/guest-services/special-events>.