

# Los Angeles Times

## Los Angeles, CA – #2 DMA

Reach 6.8 million consumers each week, 50% market coverage

- The Los Angeles Times is among the top 5 national newspapers in the U.S.
- latimes.com is ranked #5 for top newspaper websites in the U.S.

### PRINT



**Hispanic:**  
**Hoy, Fin de Semana**  
 Friday: 145,000  
 Weekend: 700,000

### DIGITAL



**latimes.com**  
 UVs: 16.8MM/6 month average  
 PVs: 166.4MM/6 month average



**mobile.latimes.com**  
 UVs: 630,353/6 month average  
 PVs: 7.1 MM/6 month average



**theenvelope.com**



**vivelohoy.com**

Mobile apps are also available for iPad, iPhone, Android and Blackberry platforms.

### BROADCAST



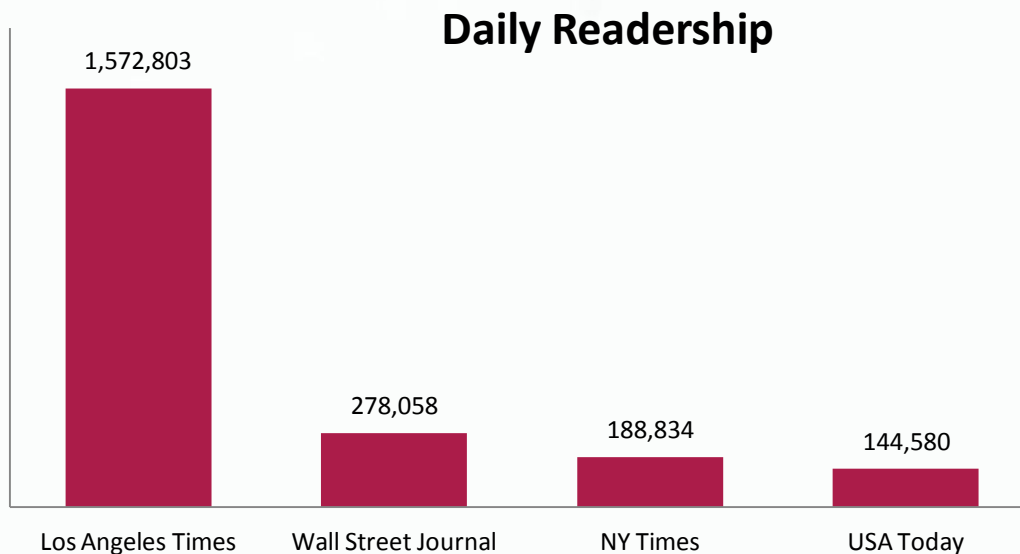
### EVENTS

10+ annual events – Over 200,000 attendees

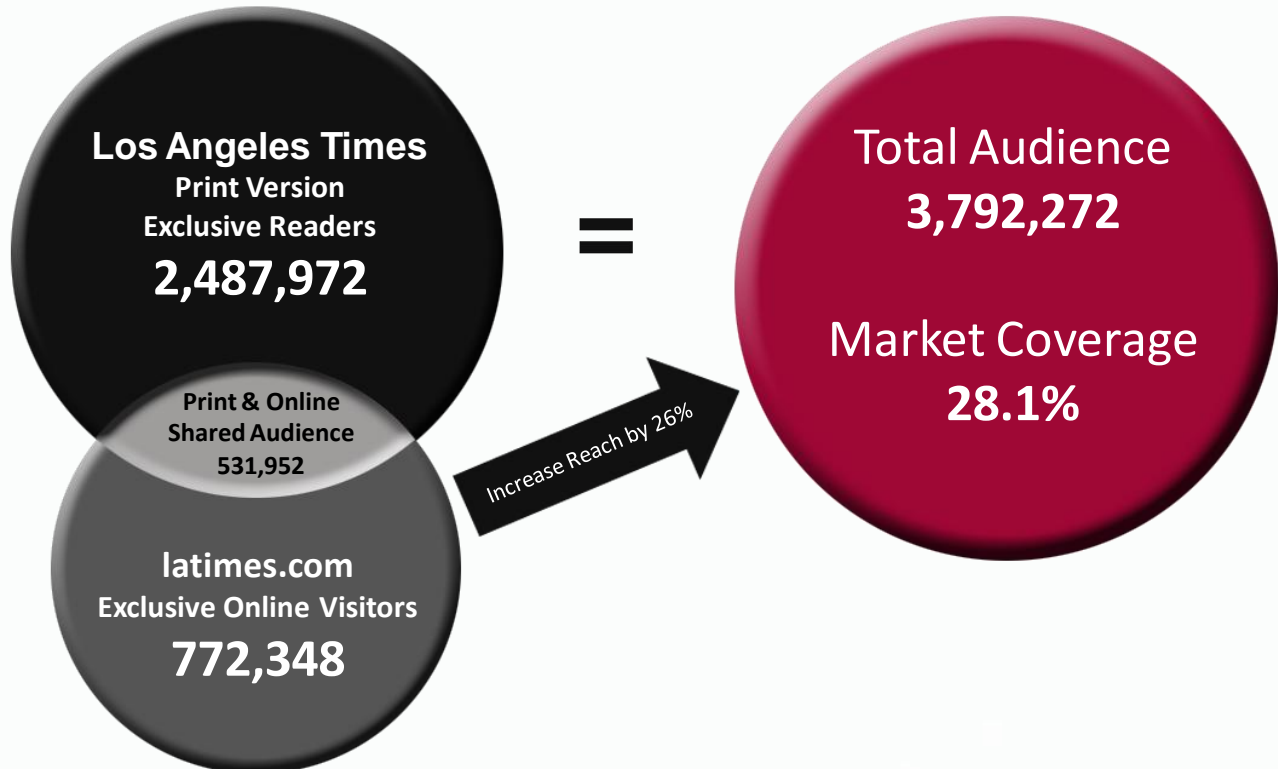


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## The Dominant Voice of the Los Angeles DMA



## Extend Your Reach with latimes.com



Source: Scarborough 2012 Release 1. Note: Newspaper Audience = Los Angeles Times average daily or average Sunday; Website Audience = visited latimes.com in past 7 days. Los Angeles DMA

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## Market Profile:

#2 DMA in America – 17.7 million people

Population 18+	13,482,275
Median Age	43.1
Median HHI	\$53,143

College Education	56%
Employed	61%
Own Home	55%

## Demographics:

Los Angeles Times Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	53/47	24/21	107/93
College Educated	69	28	124
Own Their Home	65	26	117
HHI \$100K+	30	30	132
Professional/Managerial	29	28	122
<i>Median HHI – \$70,833; Median Age – 50.6</i>			

latimes.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	62/38	12/7	126/75
College Educated	82	14	148
Own Their Home	58	10	105
HHI \$100K+	40	17	173
Professional/Managerial	43	18	182
<i>Median HHI – \$83,630; Median Age – 37.3</i>			

# Los Angeles Times

## Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
Business	•	•	•	•	•	•	•
Sports	•	•	•	•	•	•	•
Calendar	•	•	•	•	•	•	•
Arts & Books	•						
Travel	•						
Image	•						
LAT Extra		•	•	•	•	•	•
Saturday							•

### GENERAL DEADLINES

#### Space:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

#### Material:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

### DIGITAL OPPORTUNITIES

- 40 blogs: 23+ million page views in August 2010
- L.A. Links: search engine marketing
- Behavioral and geo-targeting
- Data capturing

## Other Advertising Opportunities



### The Envelope

- 11-part print series, tops the paper for maximum exposure, focuses on awards and contenders in the major races with interviews of top talent
- **Average daily readership: 1.9 million**
- **Average Thursday circulation: 775,441**

### theenvelope.com

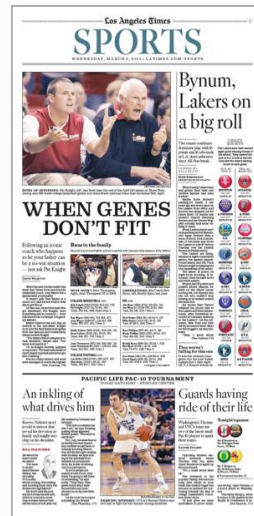
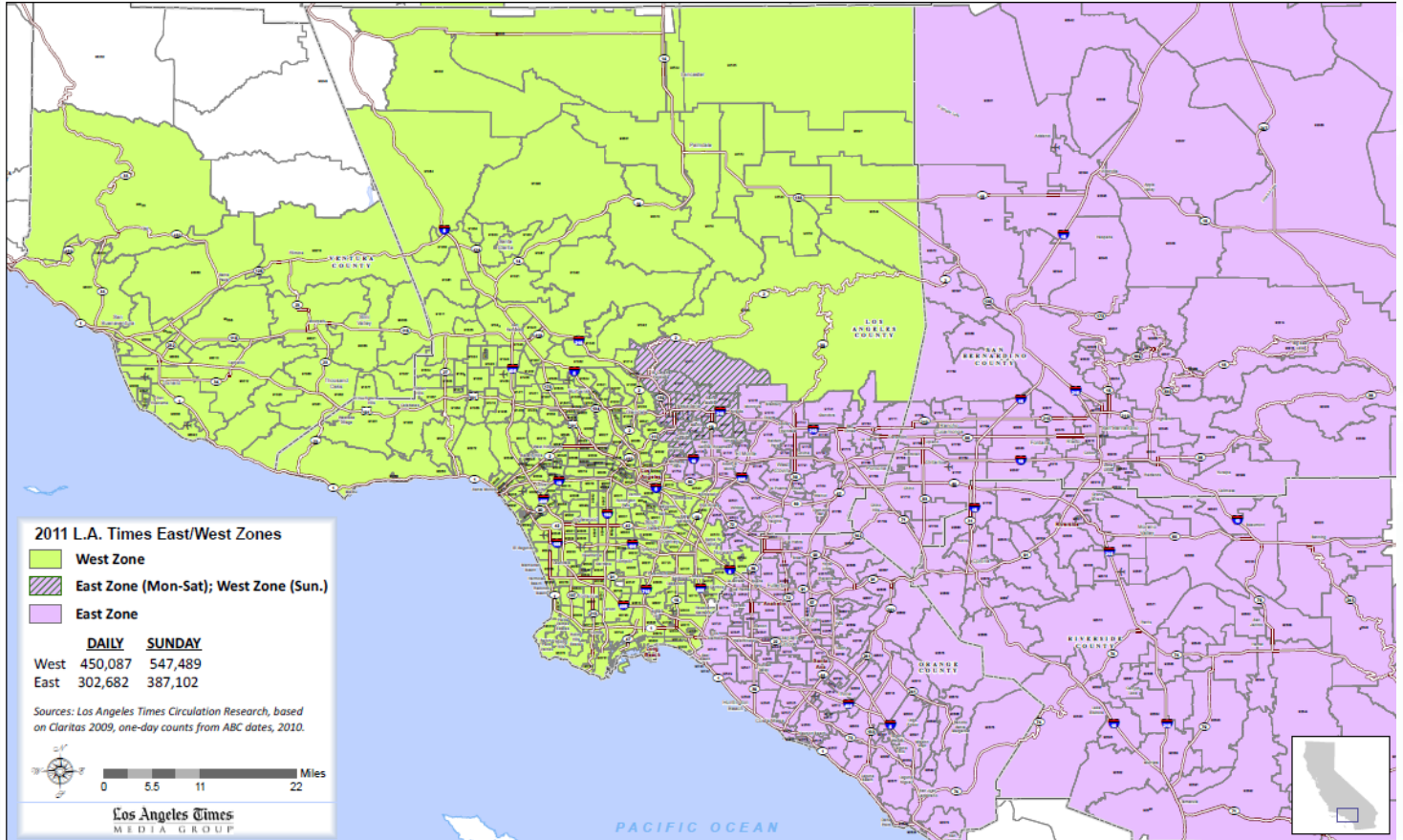
- Insider news and analysis of all the top contenders across all categories
- Exclusive online videos, red carpet photo galleries and more
- **7.6 MM PVs/month**
- **2 MM UVs/month**

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## Distribution Map:

Los Angeles Times Circulation – Sunday: 952,761 – Daily: 616,575

2011 LA Times East/West ROP Zone Map














Source: ABC Fas-Fax, March 2012

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## Preprint Capabilities:

Increase market penetration by adding a preprint option to your buy

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
<b>LA Times</b> Full ZIP Code 455,000 Distribution	<b>LA Times</b> Full ZIP Code 456,000 Distribution	<b>LA Times</b> Full ZIP Code 455,000 Distribution	<b>LA Times</b> Full ZIP Code 608,000 Distribution	<b>LA Times</b> Sub-ZIP Capability 609,000 Distribution	<b>LA Times</b> Full ZIP Code 597,000 Distribution	<b>LA Times</b> Full ZIP Code 914,000 Distribution
						
				<b>Hoy</b> Full ZIP Code 142,000 Distribution	<b>Fin de Semana</b> Full ZIP Code 740,000 Distribution	<b>Times Select</b> <i>Sunday Select</i> Full ZIP Code 201,000 Distribution
						
				<b>TMC – Shared Mail</b> Sub-ZIP Capability 733,000 Distribution		
				<b>TMC – Pvt Carrier/OCR</b> Full ZIP Code 1.5mm Distribution		
Community Newspaper preprint distribution available on various weekdays – 184,000 total						

NOTE: Estimated distribution quantities are subject to change. Based on Q1 '12.

## Data Solutions:



### Preprint Optimization™

- Tribune365 merges a client's customer data with our subscriber and recipient data to yield the best combination of geographies and insert products to reach your most desirable households



### Direct Delivery Plus™

- Campaign is targeted on the front end and fully measurable on the back end, with our recipient address file available for match back and backend analysis purposes
- Can be executed using "toppers/outserts" – delivered on top of/outside certain home-delivered print products
- Replacement for Direct Mail with up to 50% savings