Welcome to Los Angeles... a market like no other... vast, dynamic and incredibly diverse. As the nation’s second largest metro area, the Los Angeles DMA represents one of the most powerful and potentially lucrative markets for advertisers. But succeeding here requires a special understanding of its complex nature, along with a powerful media partner like the Los Angeles Newspaper Group offering the most current, cost-effective SOLUTIONS.

Some facts about the Los Angeles DMA:

**Enormous in size...**
Spanning more than 52,000 square miles, the Los Angeles DMA (Designated Market Area) covers all of Los Angeles, Riverside, Ventura, Orange and San Bernardino Counties. If the 5-county DMA were a state, its total population would surpass every other state except California, New York and Texas.

**Powerful & world famous...**
From the shores of the Pacific, to the booming Inland Empire, the L.A. DMA is home to many of the nation’s top companies and tourist attractions. In everything from consumer goods and entertainment, to fashion and international trade, Los Angeles continues to be a worldwide mega-market. In fact, if California was a country, its economy would rank 7th highest in the world, while the L.A. DMA would rank 10th.

**Extremely diverse...**
L.A. residents comprise a rich tapestry of the world’s most colorful cultures and traditions. With huge population segments from all over the world, Los Angeles is one of only two U.S. cities without a majority population.

**Community based...**
On the map, Los Angeles may look like one big city, but it’s actually a huge cluster of neighboring towns and communities, each with its own distinct character and lifestyle. Altogether, there are more than 291 communities in the L.A. DMA, stretching all the way from downtown Los Angeles to the beach towns... from the sprawling inland valleys to the mountains and high desert plains.

**Affluent & free spending...**
Comprising one of the wealthiest populations in America, L.A. DMA residents continue to earn more and spend more than almost every other major U.S. market, ranking second only to New York and ahead of Chicago and San Francisco in total buying income and retail sales.

<table>
<thead>
<tr>
<th>Total Population:</th>
<th>17,374,906</th>
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<tbody>
<tr>
<td>Total Households:</td>
<td>5,613,366</td>
</tr>
<tr>
<td>Total Effective Buying Income:</td>
<td>$312 billion</td>
</tr>
<tr>
<td>Total Retail Sales:</td>
<td>$276 billion</td>
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</tbody>
</table>

Source: 2006 Claritas; L.A. Convention & Visitors Bureau