



# LOS ANGELES MARKET PROFILE

**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.

<b>Total Population:</b>	<b>17,374,906</b>
<b>Total Households:</b>	<b>5,613,366</b>
<b>Total Effective Buying Income:</b>	<b>\$312 billion</b>
<b>Total Retail Sales:</b>	<b>\$276 billion</b>



## ADVERTISING SOLUTIONS

Offering a wide range of innovative solutions, the Los Angeles Newspaper Group is your #1 media choice for reaching L.A.'s affluent consumer audience.

**It's a bright new day in advertising and communications...** one that's filled with new ideas and technologies...new challenges and opportunities...and new ways to identify and connect with key audience segments like never before.

As part of one of the nation's premiere communications companies, the Los Angeles Newspaper Group (LANG) and LA.COM Network are in prime position to take full advantage of these new opportunities and translate them into successful marketing **SOLUTIONS** for thousands of prospective advertisers, local and national.

Through our network of nine top daily newspapers and 11 websites, we can deliver the most dynamic, targeted, cost-effective results of any local media.

### **SOLUTIONS** include:

- **PRINT** — Advertise in nine top daily newspapers and reach a loyal and well-defined audience of 1.5 million+ readers daily, 1.7 million+ on Sundays
- **ONLINE** — Add the Internet to your print buy and reach an even larger "Total Audience" of 4.2 million+ net readers and users
- **TARGET MARKETING** — Choose from mid-week and late-week home delivery via newspapers, direct mail and alternate delivery
- **NICHE MARKETING** — Broaden your coverage with innovative products like *ImpactoUSA*, America's largest ABC-audited Spanish-language weekly newspaper, offering prime access to America's #1 Hispanic market
- **WEEKLIES** — Extend your reach to a highly specialized local audience



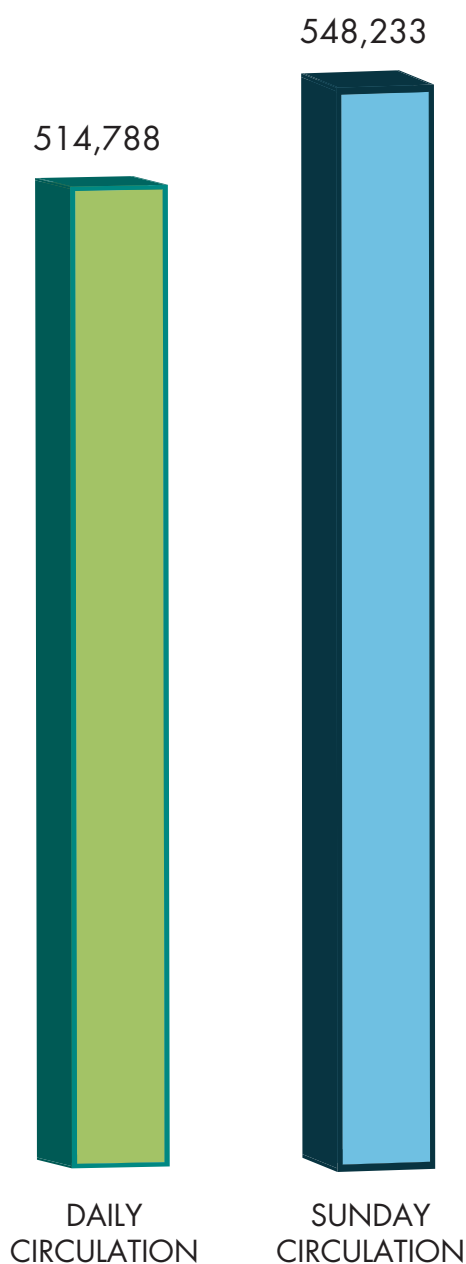
From total market coverage to pinpoint distribution, LANG has the right solution for virtually every need. Whether it's a major, full-market campaign or a small neighborhood coupon redemption program, our expert team of account executives can help you make it all come together and click.





## PAID CIRCULATION

More than one-half million people buy LANG newspapers every day.



LANG circulation ranks as the 9th largest daily and the 14th largest Sunday among all daily newspapers in the nation.\*

LANG circulation ranks as the 2nd largest daily & Sunday among all California newspapers.

LANG has the most paid circulation daily & Sunday in its market.



Redondo Beach Marina

## DESIRABLE DEMOGRAPHICS

Los Angeles Newspaper Group readers are upscale, affluent and well-educated.

Male . . . . .49%  
Female . . . . .51%

Age 18-24 . . . . .9%  
Age 25-34 . . . . .12%  
Age 35-44 . . . . .16%  
Age 45-54 . . . . .21%  
Age 55-64 . . . . .18%  
Age 65+ . . . . .24%  
Median Age . . . . .51

Married . . . . .55%  
Own Home . . . . .73%  
College Educated (1+ years) . . . . .61%  
White Collar\* . . . . .61%

HH Income \$50k+ . . . . .63%  
HH Income \$75k+ . . . . .45%  
HH Income \$100k+ . . . . .29%  
Average HH Income . . . . . \$103,994  
Average Home Value . . . . . \$649,152

White (non-Hispanic) . . . . .62%  
African-American (non-Hispanic) . . . . .5%  
Asian (non-Hispanic) . . . . .4%  
Other . . . . .4%  
Spanish/Hispanic Origin . . . . .25%

	Average Home Value	Average Household Income
LANG Readers	\$649,152	\$103,994
L.A.DMA Average	\$636,649	\$93,258
National Average	\$321,934	\$81,519

Source: Scarborough Research National Home Value 2006 r.2; 2007 r.1





## MARKET / READER AFFLUENCE

The most affluent adults in the L.A. DMA are age 45 to 54.

- This age group has the **highest household income** averaging **\$113,000**.
- Their **homes are valued higher** than any other age group averaging **\$675,000**.
- They are more likely to **have teenage children** aged 12 to 17.
- They read **Los Angeles Newspaper Group** publications.

## HOW THEY INDEX

- Read any daily LANG Newspaper . . 131
- Read any daily newspaper . . . . . 117
- Access the internet\* . . . . . 112
- Listened to any radio station\* . . . . . 104
- Any broadcast television / cable\* . . . . 101

**This age group is more likely than other age groups to:**

- Make home improvements
- Make an internet purchase
- Switch wireless / cell phone carriers next year
- Travel outside the continental U.S.
- Take five or more domestic air round-trips
- Spend \$35,000 or more on their next new vehicle
- Make investments
- Purchase a major appliance
- Spend \$1,000 or more on items like furniture or stereo equipment

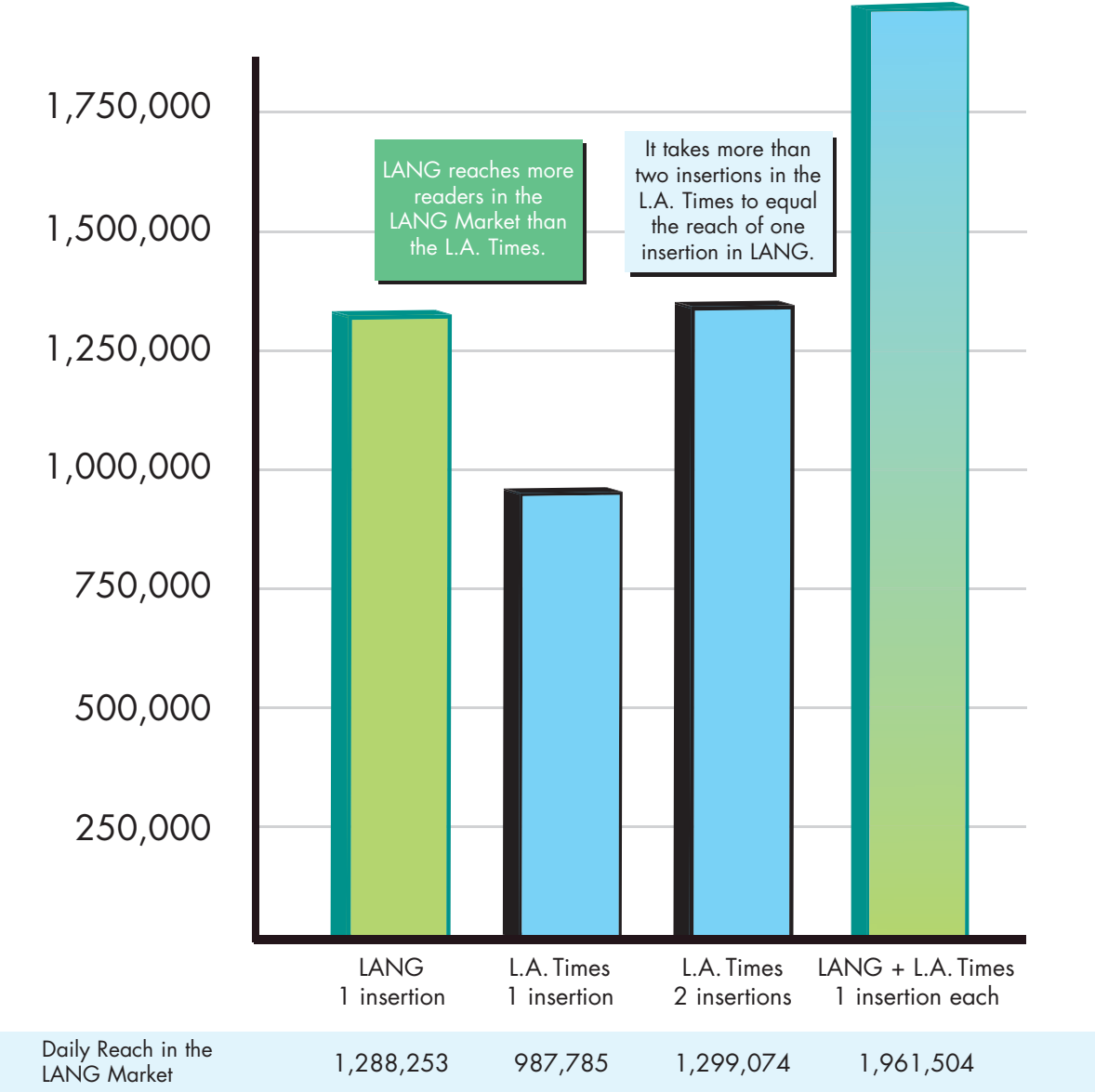


Universal Studios - City Walk

### CUMULATIVE READERSHIP

Adding the Los Angeles Newspaper Group increases your reach 99% over advertising with the L.A. Times alone.

Buying the two largest L.A. DMA newspapers equally will optimize your reach.



Source: 2007 Scarborough Report, r.1  
Base: 5,538,748 LANG Market Adults



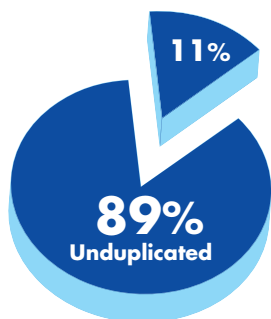


## EXCLUSIVE READERSHIP

Over 1 million readers choose LANG publications as their one and ONLY daily newspaper.

### The hometown favorite with massive exclusive reach

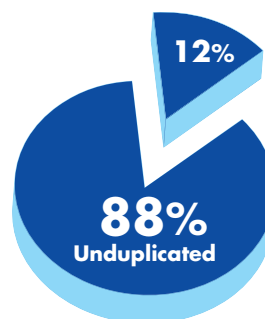
#### Low Daily Duplication



**89% of LANG and L.A. Times daily readers are unduplicated.**

Base=3,710,094 gross readers in the L.A. DMA

#### Low Sunday Duplication



**88% of LANG and L.A. Times Sunday readers are unduplicated.**

Base=5,028,339 gross readers in the L.A. DMA

Gross readers less net readers=Duplication. Duplication divided by gross=% of shared readers

#### More adults are reading LANG publications exclusively!

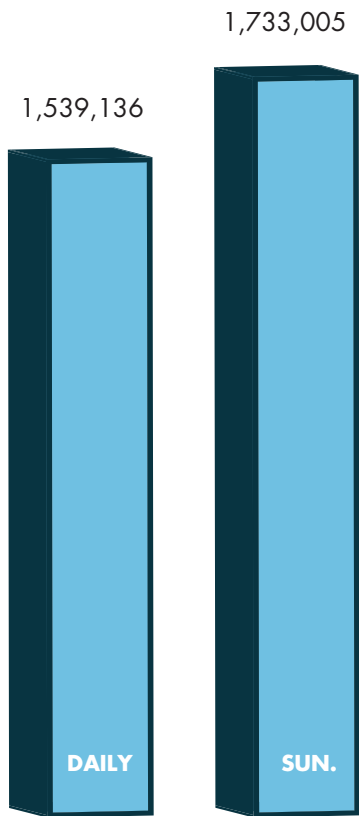
1,120,717 daily LANG readers are exclusive of the L.A. Times.

1,034,106 daily LANG readers are exclusive of any other L.A. DMA newspaper.

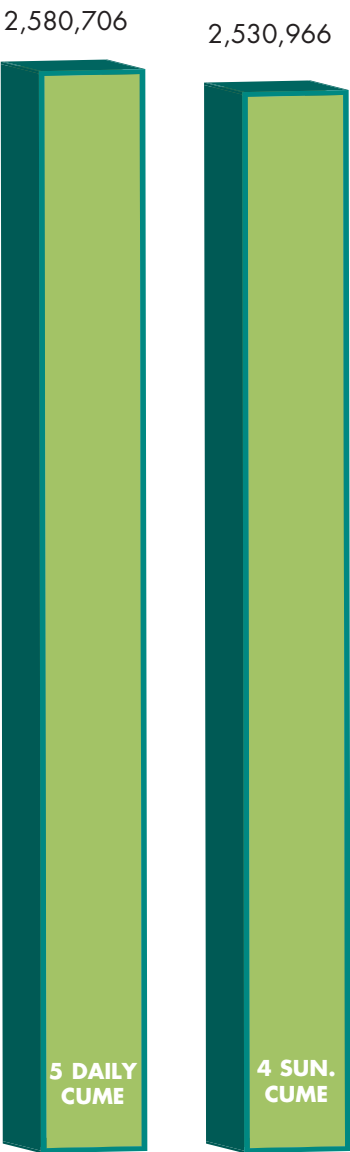


PRINT READERSHIP

As recognized leaders in local news and advertising, Los Angeles Newspaper Group publications are read by over 1.5 million daily and over 1.7 million Sunday.



AVERAGE READERSHIP



CUME READERSHIP





Downtown Los Angeles

## READERSHIP RANK

Nationally, the Los Angeles Newspaper Group ranks 6th in weekday readership.

RANKING	NEWSPAPER / GROUP	AVERAGE WEEKDAY READERSHIP
1	New York Daily News	2,525,157
2	Los Angeles Times	2,170,958
3	New York Post	1,931,246
4	Washington Post	1,618,210
5	Chicago Tribune	1,569,807
<b>6</b>	<b>Los Angeles Newspaper Group</b>	<b>1,539,136</b>
7	San Francisco Bay Area Bay	1,492,670
8	Newsday	1,363,534
9	Chicago Sun-Times	1,358,800
10	Philadelphia Inquirer/Philadelphia News	1,251,556
11	Houston Chronicle	1,130,204
12	Detroit Free Press/Detroit News	1,117,248
13	San Jose Mercury News/Contra Costa Times	1,024,895
14	Atlanta Journal-Constitution	1,007,791
15	Arizona Republic (Phoenix)	1,001,483
16	Dallas Morning News	984,475
17	Star-Ledger (Newark)	976,248
18	San Francisco Chronicle	950,245
19	Boston Globe	946,151
20	Star Tribune (Minneapolis)	924,247

LANG has **1,120,717** exclusive non-L.A. Times readers. LANG's **exclusive** reach would rank 12th in the nation!

- LANG's Sunday readership of over 1.7 million ranks 7th nationally.
- Orange County Register does not rank in the top 20 (both daily & Sunday).
- Riverside Press-Enterprise and Ventura County Star do not rank in the top 100.



## LA.COM NETWORK ONLINE AUDIENCE

Under the LA.COM Network, LANG's nine newspaper websites, plus LA.com and ImpactoUSA.com, attract over 2.4 million unique visitors every month.

### The LA.COM™ Network

With the explosive growth of the Internet, the LA.COM Network readership has increased dramatically in recent years. Online readers have come to use and interact with the paper in a variety of exciting new ways. Here are just a few of the many increasingly-popular ways that readers and advertisers are now using newspapers online:

- Live blogs with newspaper columnists and other readers
- Instant online opinion polls
- Live podcasts of local high school and college football games and other community and civic events
- Citizen Journalism — where readers and users can upload stories and photos for immediate access on their own community websites
- Building customer databases
- Increasing online traffic for advertisers as users link directly from LANG's sites to their sites

The LA.COM Network's audience is younger, more educated and actively involved. Importantly it's also a well-defined LOCAL audience which distinguishes it greatly from other internet audiences.

### LA.COM Network Websites

#### Los Angeles Newspaper Group

LANG's nine newspaper websites are dedicated to providing readers and users with the most engaging and rewarding online experience, offering them instant access to everything from local election results to their home team's top scores. When local residents need late-breaking news and shopping information, LANG websites are their number one resource.

#### LA.com

LA.com is the insiders guide to L.A. — a first stop resource on where to go, what to do in one of the world's most dynamic cities. Nationally syndicated columnist Liz Smith called LA.com "the most fabulous online site about all things Los Angeles."

#### ImpactoUSA.com

*ImpactoUSA* is the largest ABC-audited weekly Spanish-language newspaper in the U.S., delivered every Saturday to over 250,000 homes, while *ImpactoUSA.com* receives over 100,000 page views each month.





## LA.COM NETWORK AUDIENCE DEMOGRAPHICS

Online readership continues to increase with demographics reflecting a younger, more exclusive L.A. audience.

The  
**LA.COM**<sup>™</sup>  
Network

LANG's nine newspaper websites,  
LA.com and ImpactoUSA.com

**Over 2.4 million  
monthly unique visitors**

**15.6 million  
monthly page views**

### LANG Newspaper Website User Profile

- 52% Female / 48% Male
- 87% are under the age of 54
- 83% College-educated
- Average time online per week: 18.6 hours
- 50% Exclusive (non-print readers)

### LA.com Website User Profile

- 76% Female / Male 24%
- Average age is 31
- More than 50% spent more than \$500 online last year
- 65% live in the Los Angeles area

### Our users are L.A. LOCAL!

- 77% of LANG newspaper website users come from the L.A. market compared to only 40% of latimes.com users
- 76% of LANG website users have not visited latimes.com in the last 30 days\*



Rose Bowl Parade, Pasadena

## AWARD-WINNING CONTENT

Leveraging its collective editorial strength, LANG newspapers publish a colorful blend of outstanding sections and features.



Throughout Southern California, LANG newspapers have been recognized leaders in local news and advertising for generations.



Advertising in LANG's business sections is a wise investment, featuring exclusive coverage from the Wall Street Journal Sunday.



Sunday's award-winning *Great Escapes* travel section is the perfect setting for travel advertisers, both foreign and domestic.



LANG's colorful entertainment coverage features a different lifestyle theme for every day of the week... from home, health and fitness, to food, fashion and family, plus an expanded weekend entertainment section every Friday.



LANG sports sections, including the nationally recognized L.A. Daily News, consistently rank among the top in the U.S. and score especially high among men, aged 17-34.





California Speedway, Fontana

## CREATIVE NICHE MARKETING

No matter what your advertising objective, LANG has a variety of colorful, attention-getting ways to reach your target audience.

*Here are just a few of the many creative “niche products” available in print and online:*

- **Digital Video Ads** are professionally produced videos with sight, sound and motion to reinforce your brand and feature specific products, inventory or specials strategically placed on our home pages and other high-traffic areas.
- **Band Ads** are printed on colorful rubber bands & wrapped around home-delivered newspapers.
- **Post-It Notes™** display your message on the front page. Or float your note online on one of our local home pages.
- **Rack Cards** are like colorful mini billboards displayed on newspaper racks located throughout the market.
- **Shadow Ads** display your company image or logo over the stock page listing with a 30% screen.
- **Island Ads** also set your message apart by placing it in the middle of our stock pages.
- **Section-Front Strip Ads** are available at the bottom of select pages.
- **Toppers** are one-page ad flyers placed on top of the entire newspaper.
- **Polybags** carry your custom-printed message on a colorful, waterproof, recyclable bag with the newspaper inside it.
- **Product Samples** can be targeted, packaged and delivered right along with the newspaper to a pre-selected customer base.





## TOTAL AUDIENCE

Add LANG's growing online audience to your print buy and reach a massive "total audience!"

### PRINT REACH

5 Daily cume +  
4 Sunday cume

**3 Million Net Reach\***



### ONLINE REACH

50% of 2.4 Million  
Monthly Unique Visitors

**1.2 Million Exclusive  
Online Reach**



### TOTAL AUDIENCE

Combined Net Daily & Sunday  
Monthly Reach

**4.2 Million Net Reach**

- The number of visitors reading LANG newspapers online has nearly **tripled** since 2003 with **2.4 million** unique visitors each month.
- Nearly 50% of LANG online newspaper readers are **exclusive** of LANG's print ad products.
- Advertising on LANG websites extends your monthly print reach by **40%\***





## HISPANIC MEDIA

Reach the country's top Hispanic market every Saturday with the nation's largest ABC-audited weekly Spanish-language publication.

### Community oriented ...

- Home delivered to 250,000 households each Saturday
- With target block groups of 85% or greater Hispanic households, ImpactoUSA delivers your message to the right household
- Online, ImpactoUSA.com receives over 100,000 page views each month
- Up to 74% of U.S. Hispanics prefer to speak Spanish at home — ImpactoUSA reaches those readers in the L.A. market

### ImpactoUSA Market Profile

- 42% age 25-54
- 59% Household Income \$35,000+
- 45% homeowners
- Annual aggregate Household Income: \$31 billion
- Annual retail sales: \$27.2 billion

ImpactoUSA captures readers with stories of deep community relevance, packaged in three prominent sections:

- NEWS — NOTICIAS
- ENTERTAINMENT — VIVA LA VIDA!
- SPORTS — DEPORTES





Historic Route 66, San Bernardino

## FLEXIBLE TARGET MARKETING

From pinpoint target marketing, to total market coverage, LANG can design a custom, cost-effective solution for ALL your advertising needs.

### Total Market /Saturation Coverage options:

**ShopWise™** combines LANG and L.A. Times paid subscribers with ADVO direct mail for non-subscribers to create the most powerful way to reach over 5.8 million L.A. households. Choose from two weekly options: mid-week & late-week.

**LANG Direct** combines LANG paid subscribers with alternate delivery doorhangers to non-subscribers.

**California Weekend Direct** combines the power of LANG and the L.A. Times to offer the most paid newspaper subscribers possible.

