



# DIGITAL FAST FACTS

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Los Angeles Times

# latimes.com offers over 37 MM monthly UVs across the country

## latimes.com

37MM monthly UVs  
(online & mobile)

152MM monthly PVs  
(online & mobile)

## hoylosangeles.com:

335K monthly UVs

940K monthly PVs

## Tribune Publishing

59MM monthly UVs

436MM monthly PVs

## vivelohoy.com

505K monthly UVs

6.7MM monthly PVs



- Includes Los Angeles Times, Chicago Tribune, The Morning Call, Orlando Sentinel, Hartford Courant, Sun Sentinel, The Baltimore Sun, Daily Press
- Extensive mobile network featuring **15 mobile websites**, over **60 app sites**, newsreader apps, and custom apps

## latimes.com:



### High HHI

**36%** have \$100K+ household income



### 30% more likely

to have a home value greater than \$1 million



### 53% more likely

more likely to have a portfolio valued at \$1 million+



**2.5 million**



**2.6 million**