

REACH YOUR AUDIENCE ANY AUDIENCE

Los Angeles Times

CIRCULATION

Sunday readership: 2.4 million
Sunday circulation: 827,562

Weekday readership: 1.3 million
Weekday circulation: 470,620



Gender
53% Male/ 47% Female



High home values
72% more likely to own
homes valued at **\$1 Million+**



Median age: 45
Age 18-34: 35%
Age 25-54: 52%



Accomplished
30% w/ Professional/Managerial
occupations



High HHI (Average)
\$82,000 (daily print readers)



Well-educated
53% are College Educated
52% more likely to hold a post
graduate degree



Homeowners
56% are Homeowners



Digital/mobile savvy
87% are Smartphone Owners
59% are Tablet Owners

Regional

Thursday – Saturday
East Zone- 117,000
West Zone- 311,000

Sunday
East Zone- 314,000
West Zone- 435,000

Community (Mon- Wed)

OC/Inland Empire/ Southeast – 92,000
San Fernando Valley/Ventura/San
Gabriel – 94,000
Westside Central/Southbay – 160,000