

REACH LOCALS IN SOCIAL COMMUNITIES

ONLINE REACH

TCN North Newspapers (Combined)

220,775 monthly UVs
618,330 monthly PVs



Well-educated

39% have a college degree
15% have post college degrees



High HHI (Average)
\$101,000



High home values

24% more likely to own a home
valued over \$1MM

TCN South Newspapers (Combined)

275,900 monthly UVs
860,400 monthly PVs



Well-educated

42% more likely to have a
college degree than the average
market adult



High HHI (Average)
\$133,000



High home values

Average home value is **\$840,000**

AVERAGE CIRCULATION

TCN North

News- Press + Leader – **12,300**

La Canada Valley Sun – **3,349**

TCN South

Daily Pilot – **21,162**

OC Weekend – **92,475**