

REACH LOCALS IN SOCIAL COMMUNITIES

ONLINE REACH

TCN North Newspapers (Combined)

301,500 monthly UVs
815,300 monthly PVs



Well-educated

23% more likely to have a college degree than the average market adult



High HHI (Average)
\$88,000



High home values

Average home value is **\$870,000**

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

Glendale News Press– **4,907**

Burbank Leader– **6,564**

La Canada Valley Sun– **3,349**

TCN South

Daily Pilot– **21,162**

OC Weekend – **92,475**