

# REACH YOUR AUDIENCE ANY AUDIENCE

Sunday readership: 2.4 million  
Sunday circulation: 581,853

Weekday readership: 1.3 million  
Weekday circulation: 273,752



**Gender**  
53% Male / 47% Female



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



**Median age: 51**  
Age 18-34: **35%**  
Age 25-54: **52%**



**Accomplished**  
28% w/ Professional/Managerial  
occupations



**High HHI (Average)**  
**\$89,000** (daily print readers)



**Well-educated**  
75% are College Educated  
113% more likely to hold a  
post graduate degree



**Homeowners**  
65% are Homeowners



**Digital/mobile savvy**  
80% are Smartphone Owners  
61% are Tablet Owners

**Los Angeles Times**

## CIRCULATION

### Regional

Thursday – Saturday  
East Zone- 104,000  
West Zone- 294,000

Sunday  
East Zone- 268,000  
West Zone- 399,000

### Community (Mon- Wed)

OC/Inland Empire/ Southeast – 84,000  
San Fernando Valley/Ventura/San  
Gabriel – 87,000  
Westside Central/Southbay – 162,000

**Digital:**  
UVs: 32.7MM  
PVs: 137.5MM