

REACH HOME BUYERS IN THE 4 HOTTEST ZONES

Hot Property Section. Every Saturday, in the Los Angeles Times.



High home values

16% of readers own homes valued at **\$1 Million+**

290% more likely to own a home valued at **\$2 Million+**



High HHI

\$71K (Median)

\$93K (Average)

94% more likely to have a HHI of **\$250K+**



Homeowners

63% are Homeowners

71% more likely to own second home or investment property

READERSHIP

Valley/Ventura – **262,274**

Westside/Central/Southbay - **374,698**

San Gabriel Valley/Inland Empire - **221,150**

Orange County/Long Beach – **189,946**

