

REACH HOMEBUYERS IN THE 5 HOTTEST ZONES

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



High home values

4x more likely to own homes valued at **\$1 Million+**

3x more likely to own a home valued at **\$2 Million+**



High HHI (Median)

\$94,000

2x more likely to have a HHI of \$150K+



Homeowners

70% are Homeowners

2x more likely to own second home or investment property

READERSHIP

Valley/Ventura – 266,600

Westside/Central – 256,000

South Bay/Southeast - 160,400

San Gabriel Valley/Inland Empire - 245,200

Orange County – 145,000

