

REACH HOME BUYERS IN THE 4 HOTTEST ZONES

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



High home values

56% more likely to own homes valued at **\$1 Million+**

80% more likely to own a home valued at **\$2 Million+**



High HHI

\$73K (Median)

\$91K (Average)

42% more likely to have a HHI of \$250K+



Homeowners

53% are Homeowners

11% more likely to own second home or investment property

READERSHIP

Valley/Ventura – **302,030**

Westside/Central/Southbay - **400,715**

San Gabriel Valley/Inland Empire - **344,370**

Orange County/Long Beach – **226,423**

