

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— **5,100**

Burbank Leader— **7,200**

La Canada Valley Sun— **7,600**

TCN South

Daily Pilot— **24,400**

OC Weekend — **102,500**