



**DIGITAL
FAST
FACTS**

Los Angeles Times

latimes.com offers over 36 MM monthly UVs across the country

latimes.com

36MM monthly UVs
(online & mobile)

160MM monthly PVs
(online & mobile)

hoylosangeles.com:

220K monthly UVs

609K monthly PVs

Tribune Publishing

57MM monthly UVs

412MM monthly PVs

vivelohoy.com

451K monthly UVs

3.3MM monthly PVs



- Includes Los Angeles Times, Chicago Tribune, The Morning Call, Orlando Sentinel, Hartford Courant, Sun Sentinel, The Baltimore Sun, Daily Press
- Extensive mobile network featuring **15 mobile websites**, over **60 app sites**, newsreader apps, and custom apps

latimes.com:



High HHI

46% have \$100K+ household income



53% more likely

to have a home value greater than \$1 million



39% more likely

more likely to have a portfolio valued at \$1 million+



**2.1
million**



**1.9
million**

massive mobile reach

The Los Angeles Times mobile audience is growing rapidly, accounting for over half of site traffic. Our responsive website was built to be mobile-first, ensuring a consistent, optimal reading experience across devices and desktops.

Our mobile apps provide highly visible positioning and rich media capabilities to reach readers on the go.

Mobile Responsive Site

34MM monthly UVs
89MM monthly PVs

LA Times apps

221,009 monthly UVs
10.2MM monthly PVs

Targeting Capabilities

Geographic: Coverage ranges from countrywide to specific ZIP codes

Contextual: Place ads next to relevant latimes.com content

Demographic: Breakdown by age, gender & HHI

Behavioral: Reach those who read Tribune articles pertinent to 100+ behavioral targeted segments

Syndicated: Add more audience segments from 3rd party data research

mobile audience:



Gender

52% Male/ **48%** Female



Age

Age 18-49: **76%**



High HHI

44% have \$100K+ household income

targeted newsletters

Sent to opt-in recipients. We are constantly adding to our list of hand-curated newsletters!

latimes.com newsletters include:

Today's Headlines – Daily curation of LA Times' and the world's top stories
Delivered to: **131,554 subscribers** every Weekday

Essential California – The best stories from California and beyond, curated for CA residents
Delivered to: **143,836 subscribers** Monday-Saturday

In the Kitchen: Curated by food expert Russ Parsons, featuring stories, tips and seasonal recipes
Delivered to: **65,348 subscribers** every Wednesday

Entertainment- A daily dose of Hollywood, buzz, and commentary, plus breaking news alerts
Delivered to: **57,091 subscribers** every day

California Inc. – Business news stories to start your week in the know.
Delivered to: **20,780 subscribers** every Monday

Counter Intelligence – Curated food and restaurant news, featuring Jonathan Gold.
Delivered to: **62,563 subscribers** every Saturday

Opinion L.A.- catches up on the top issues being discussed on the editorial pages and beyond.
Delivered to: **20,475 subscribers** every day

Politics- summarizes the day's top political stories and news.
Delivered to: **42,559 subscribers** every day

The Envelope- provides awards news, commentary and features, plus up-to-the-moment industry news.
Delivered to: **64,204 subscribers** every day

Sports- The latest sports news, delivered to your inbox daily
Delivered to: **38,563 subscribers** every day