LA IS THE HUB
MORE
FASHION
DISTRICT
EMPLOYEES
THAN NEW YORK
MOST
ENTREPRENEURS
PER CAPITA
#1 ENTERTAINMENT CAPITAL
#2 DMA IN THE COUNTRY
SOCAL IS HOME TO THE LARGEST US POPULATIONS OF MANY GROUPS INCLUDING:

ARMENIA BURMA CAMBODIA CHINA
EL SALVADOR PHILIPPINES
INDONESIA IRAN KOREAN MEXICO
SRI LANKA THAILAND VIETNAM
The Story Begins Here

Los Angeles Times

We’re the voice of L.A.
LOS ANGELES TIMES
135 YEARS
44 PULITZER PRIZES
50 MILLION
UNIQUE VISITORS
SOCIAL
Our content is shared 8X a minute across the web. 430+ times an hour!

IMMERSED
Readers spend an average of 11 minutes online

EDUCATED
40% are college educated and are 50% more likely to hold a post graduate degree

UPSCALE
1 in 2 L.A. adults with HHI $250K+ read the LA Times.

Source: Scarborough Los Angeles 2016 R2: INA Numbers
YOUNG
We reach more millennials than MIC, Upworthy, Mashable, Vocative and OZY.coms.

INVOLVED
72% of our readers donate to causes that are important to them.

Millennial stat from comScore January 2017, donate stat is from Scarborough Release 2016.
#1 MEDIA PLATFORM IN LA
LATIMES.COM READERS WOULD FILL THE ROSE BOWL MORE THAN 396 TIMES OVER
WE REACH MORE WOMEN THAN...

COSMOPOLITAN  ELLE  GLAMOUR  VOGUE
WE REACH MORE MEN THAN...

Esquire    GQ    MAXIM    Men's Fitness
WE'RE #1 IN THE LA DMA AND HAVE HYPER-LOCAL REACH
WE SERVE DIVERSE AUDIENCES AND HAVE THE #1 HISPANIC AND LATIN AMERICAN PRODUCT IN THE #1 MARKET.
Millions of people can’t be wrong. Let’s engage them together.