



FAST FACTS

Los Angeles Times

REACH YOUR AUDIENCE ANY AUDIENCE

Sunday readership: 2.4 million
Sunday circulation: 955,319

latimes.com: 32MM monthly UVs
(online & mobile)



Gender
51% Male/ 49% Female



Median age: 47
Age 18-34: 31%
Age 25-54: 54%



High HHI (Median)
\$86,000 (online readers)
\$80,000 (daily print readers)



Homeowners
59% are Homeowners

Weekday readership: 1.5 million
Weekday circulation: 690,870

latimes.com: 137MM monthly PVs
(online & mobile)



High home values
82% more likely to own
homes valued at \$1 Million+



Accomplished
43% w/ Professional/Managerial
occupations



Well-educated
57% are College Educated
56% more likely to hold a post
graduate degree



Digital/mobile savvy
79% are Smartphone Owners
66% are Tablet Owners

Los Angeles Times

CIRCULATION

Regional

Thursday – Saturday

East Zone- 167,211

West Zone- 307,458

Sunday

East Zone- 344,789

West Zone- 389,320

Community

Valley/Ventura – 156,881

Westside/Central - 133,370

South Bay/Southeast - 131,511

San Gabriel Valley/Inland Empire - 198,854

Orange County – 113,493

Hyper-local

Valley/Foothills – 123,204

Burbank/Glendale/Pasadena – 47,173



One ad in the daily or Sunday Times reaches a far **greater percentage of L.A. DMA adults** than a spot on *any* broadcast network.



Daily: 10%



Sunday: 17%



2.5%



3.1%



2.6%



1.7%



RADIO

A single ad in the LA Times reaches more **adults** than an ad during both peak drive times (morning & afternoon) on the top 20 stations in the L.A. DMA



Daily: 1.4MM



Sunday: 2.4MM



Morning: 713,087
Afternoon: 842,618



NEWSPAPER

In the L.A. DMA the LA Times daily readership is over:
8x larger than The New York Times
5x larger than LA Daily News
2x larger than OC Register
4x larger than Wall St Journal



1.4 million



510,931



311,781



214,979



145,444



ONLINE

Comparison of online traffic finds latimes.com reaches more of the local audience:
4x larger than WaPo.com
3x larger than OCR.com
2.5x larger than NYTimes.com



LA Times
1.4 million



WaPo -
333,695



OCR -
419,992



NYT -
549,098



INTEGRATED REACH



LA Times INA: 4.15 MM
L.A. DMA Reach: 30%

