

Los Angeles Times | MEDIA GROUP

Media Kit



Your Marketing Solutions Partner

MASS

Print, Television and Online



Los Angeles Times

- Largest metropolitan daily newspaper in the country
- Daily Circulation (Mon.-Sat.): 616,000+ • Sunday Circulation: 948,000+
- Daily Readership: 1.8 million • Sunday Readership: 2.85 million
- latimes.com: #1 news and information site in the L.A. DMA: 11 million monthly unique visitors and 185 million monthly page views

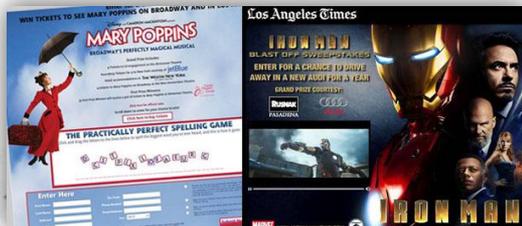
SOURCE: L.A. Times: Circulation from Los Angeles Times March 2011 Publisher's Statement, as reported to ABC; Readership from Scarborough Syndicated Study 2011, Release 1 | latimes.com: UVs: LA Times Channel, Nielsen NetView, May 2011; PVs: LA Times Interactive, Omniture, May 2011



KTLA

- L.A.'s definitive source for local news coverage
- KTLA News at 5a and 6a **lead the market with A18-49 and M25-54** growth in May.
- KTLA News at 5a is **#1 with M25-54** (tie).
- KTLA News at 7a is **#1 with A25-54** (tie) and **W25-54** (tie).
- KTLA News at 7a is **L.A.'s most watched local news program** weekdays 7-9a, ahead of Good Day L.A.

SOURCE: Los Angeles Nielsen Live + Same Day NSA Ratings (May 2011)



Email Marketing

- Offers & Deals Admail gives you excellent targeting capabilities that range from geo-targeting, HHI, gender and age, to education ranges and households with children – a total audience of over 1 million users who have opted-in to receive Offers & Deals
- Email Newsletters, filled with timely and relevant editorial content that only LATMG can provide, are also delivered to our Registered Users who have opted-in to receive them

Mobile Marketing

- Our Mobile Apps, including our “Los Angeles Times Reader” and “Hollywood Star Walk” offerings, provide highly-visible positioning and rich media capabilities to reach our smartphone users
- Drive action with high impact banner ads below the mobile masthead including data capture, trivia and sweepstakes, news releases and more
- Our current audience is more than 650,000 unique visitors strong, generating more than 9.7 million page views monthly

SOURCE: Mobile Web traffic is Omniture, March 2011

Search Marketing

- With L.A. Links, we pick the keywords, negotiate with the search engines, and manage the campaign to guarantee results, giving you high-priority on the big-brand search engines like Google, Yahoo!, Bing and Ask
- Combining digital search and display advertising campaigns increases your reach, and gets you in front of users at different stages of their internet experience

Lead Generation

- From contests and sweepstakes, to offers, deals and adver-games, we help you gather vital information on qualified leads
- Engaging your audience, and giving them a meaningful reason to share their information is what it takes, and we help you do that and more

NICHE

Print and Online



The Envelope

- Ultimate insider awards coverage and up-to-the-minute awards season coverage on TheEnvelope.com
- Thursday average circulation: 706,000+
- Average Weekday readership: 1.8 million

Source: Envelope: Circulation from Los Angeles Times March 2011 Publisher's Statement, as reported to ABC; Readership from Scarborough Syndicated Study 2011, Release 1



Times Community News

- Regional papers providing hyper-local news and a valuable community-focused perspective
- North: Glendale News-Press, Burbank Leader, La Canada Valley Sun, Sunday News-Press & Leader
- South: Daily Pilot, Huntington Beach Independent, Laguna Beach Coastline Pilot
- Combined reach of more than 800,000 print readers every week, with the same local coverage online

NOTE: Readership based on 2.36 readers per copy



LA, Los Angeles Times Magazine

- Leading lifestyle magazine that captures the essence of L.A. living
- Distributed to affluent subscribers with median HHI of \$112K+
- Sunday Circulation: 400,000 (subscribers and selected rack/retail locations)
- latimesmagazine.com: 302,271 average monthly page views

SOURCE: LATM: Scarborough Los Angeles Study 2010 Release 1 | latimesmagazine.com: Omniture, January – September 2010



Hoy/ Fin de Semana

- Spanish-language resource guide for news, sports and entertainment
- Friday circulation: 142,000
- Fin de Semana is Hoy's home-delivered weekend edition with 700,000 target-zoned distribution
- Vivelo hoy.com is a dynamic and interactive Spanish-language website for the nation's Latino population

SOURCE: Hoy: CAC Audit for 6 months ending September 2010

EVENTS

Signature events



Festival of Books (17th year)

April 21-22, 2012

USC

140,000+ attendees

- Largest, most prestigious literary event in the country (500+ authors, 292 exhibitors)
- Weekend-long event featuring live entertainment, celebrity appearances, author signings and panel discussions
- Attendees have an average household income of \$92,500

SOURCE: Festival of Books: L.A. Times 2008 Questionnaire



Travel Show (14th year)

January 27-29, 2012

L.A. Convention Center

20,000+ attendees

- Exhibitors and sponsors benefit from a \$2+ million media campaign
- The 14-mile radius around the L.A. Convention Center encompasses 6.2 million people with an estimated \$4.5 billion in travel spending power
- With our reach of over 8.4 million people, no individual media outlet can come close to delivering the audience of LATMG and KTLA

SOURCE: Travel Show: 2010 Travel & Adventure Show Door Prizes Survey; annual estimated expenditure based on average expenditure noted by survey takers applied to 93% of show attendees (percentage of those surveyed who answered the question about annual amount spent).



The Taste

September 2-5, 2011

Beverly Hills, Hollywood, Downtown

10,000+ attendees

- The Los Angeles Times Celebration of Food & Wine and Food&Wine presents: The Taste of Beverly Hills are joining efforts and launching Los Angeles Times and Food&Wine's, The Taste
- The festival will showcase the burgeoning and dynamic culinary scene represented in Los Angeles, and include everything from local restaurant tastings and cooking demonstrations from celebrity top chefs, to wine tastings/seminars from some of the top vintners in the world, and a variety of signature events

EVENTS

Targeted events



Roundtable Series

Various locations and dates

- The Los Angeles Times Roundtable Series brings you intimate conversations with acclaimed leaders and innovators for a revealing, inside look at their work, and industry.
- Events include Music Producer's, Young Hollywood, Directors, Emmys, and more
- Provides a unique opportunity to showcase your brand to passionate fans and trendsetters



Envelope Screening Series

Nov/ Dec 2011, June 2012

Regal Cinemas, Landmark Theatres

300 per screening

- Awards Season Screening Series showcasing 10-12 screenings of the year's best in film and television
- Q&A sessions with cast members and key creative talent
- Upscale audience of Hollywood guild members, industry decision makers and passionate entertainment consumers



Hero Complex Film Festival

June 2012

TBA

1,000+ attendees

- Gives comic book, sci-fi and fantasy film fans the opportunity to see their favorites on the big screen, and hear from the visionaries who brought them to life
- The inaugural Sold Out three-day festival featured discussions with iconic filmmakers Leonard Nimoy (Star Trek IV: The Voyage Home), Christopher Nolan (Insomnia, The Dark Knight) and Ridley Scott (Blade Runner, Alien)
- An excellent way to reach a passionate, highly-engaged audience of genre fans and brand yourself alongside some of the biggest names in moviemaking

EVENTS

Targeted events



LA, Los Angeles Times Magazine presents Rock/Style

June 2012

TBA

750 attendees

- Special event highlighting the talent, creativity and inspiration of the L.A. fashion and music scene
- Featuring exciting musical performances, interactive exhibits, guest speakers, unique fashion shows and fabulous cocktails
- Appealing to style-conscious, fashion-forward audience



Times in Sports

July 30, 2011

Gersten Pavilion at Loyola
Marymount University

1,250 attendees

- Featuring Lakers legend **Earvin “Magic” Johnson** on stage with The Times’ Bill Plaschke in an intimate one-on-one conversation.
- VIP pre-event reception with Magic Johnson prior to the on-stage program.
- An opportunity for L.A. sports fans to go beyond the game and hear from one of the NBA’s all-time greats.



Entertainment Events

- Year-round, high-profile presence at Southern California concerts, festivals and community events
- Supports a number of events and cause marketing efforts designed to make Southern California a better place to live
- 2011 events include L.A. Unheard, Coachella Oasis, Santa Monica Pier Outdoor Movie Series, Sunset Junction Street Festival, Abbot Kinney Festival, Mindshare L.A., LACMA Muse Series and more

EVENTS

Targeted Events



Hoy Events

- Access L.A.'s growing Latino population with year-round Hoy events and partnerships
- Events include Cinco de Mayo, Mariachi USA Festival, Los Angeles Latino International Film Festival (LALIFF), Fiesta Broadway, Fiesta Patrias, and more
- Hoy's Cultural Stage & Pavilion at the legendary Festival of Books is a fun filled destination with entertainment for all ages



TCN Events

- Partner with Times Community Newspapers at popular local events to reach an active, involved audience focused on community and fun
- Now in its twelfth year, the Pilot Cup is a youth soccer tournament open to 3rd-6th graders from all schools in Newport Beach and Costa Mesa with the number of players and teams reaching record numbers every year
- Pick from several integrated sponsorship packages that include print and online visibility, as well as logo inclusion on collateral and promotional items

DIRECT

Shared & Solo Mail



Local Values

- Complements Los Angeles Times ad buy with reach to non-subscribing households
- Delivers total market coverage, targeted by ZIP/sub-ZIP level or household level
- Reach up to 95% of the LA market every week
- Unduplicated distribution with Los Angeles Times, Fin de Semana, Los Angeles Times Select and Orange County Register

SOURCE: Local Values: LA Times projections based on US Postal Service CDS File



Tribune Direct

- Strategic full-service integrated and comprehensive direct mail service
- Program, design, database services, list acquisitions, complete production and delivery
- Targeted, customized programs for optimum direct mail results

SERVICES

Business Services



Custom Publishing

- Develops first-in-class publications that captivate consumers with compelling content and design
- Combines strategic thinking with the highest level of editorial talent to inspire emotional engagement, grow trust and yield results for organizations
- Manages the entire process, using an internal staff of top media professionals to oversee content, design and production



Agency Services (Tribune Media Group Los Angeles)

- Most influential and powerful media group in LA
- Full service advertising, marketing and promotional team with the superior ability to evaluate, develop, produce and create compelling and customized integrated marketing solutions
- Largest reach vehicle in LA: We reach 95% of LA DMA residents with TMG-LA and our direct mail programs

SOURCE: Agency Services: Based to the Los Angeles DMA. Note: Unduplicated readership figures calculated from 12-months worth of data. Source: Scarborough Recontact 2009 Release 2, Aug 08-Jul 09; Local Values: CCN



Custom Events

- We can design an exclusive event that will attract your audience and meet your specific marketing objectives
- A custom Los Angeles Times event is perfect for a variety of marketing initiatives, including store openings & product launches, VIP receptions, speaker series, business conferences, producing promotional items
- Co-Op sponsorships by the Los Angeles Times are also available for advertising partners, offering visibilities and initiatives throughout the community

Media Kit

mediakit.latimes.com

For more information on a customized, multimedia solution, contact your
Los Angeles Times Media Group or KTLA sales representative.
Or call 1.800 LA TIMES.