

LA Times

Demographics

Daily Newspaper Readership ■ 2,449,557
Sunday Newspaper Readership ■ 3,488,737

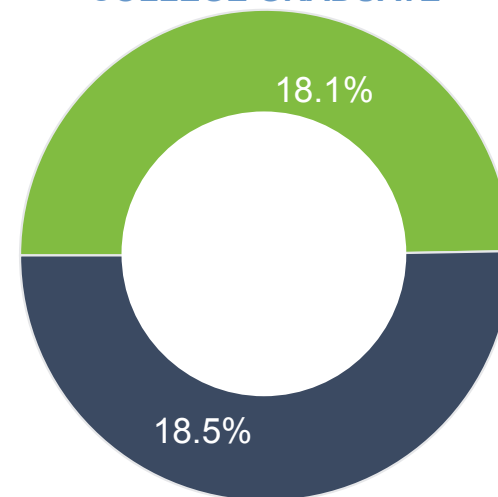
FINANCIAL SERVICES (HAS OR USE)

10.7%
Certificates of Deposit
10.4%

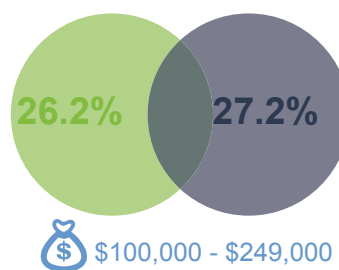
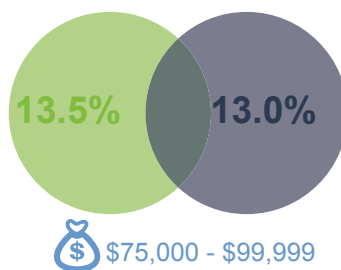
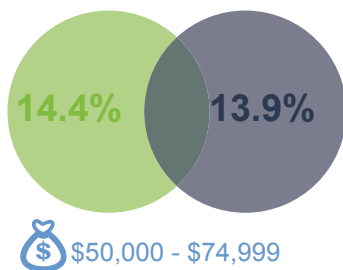


70.1%
Savings Account
68.9%

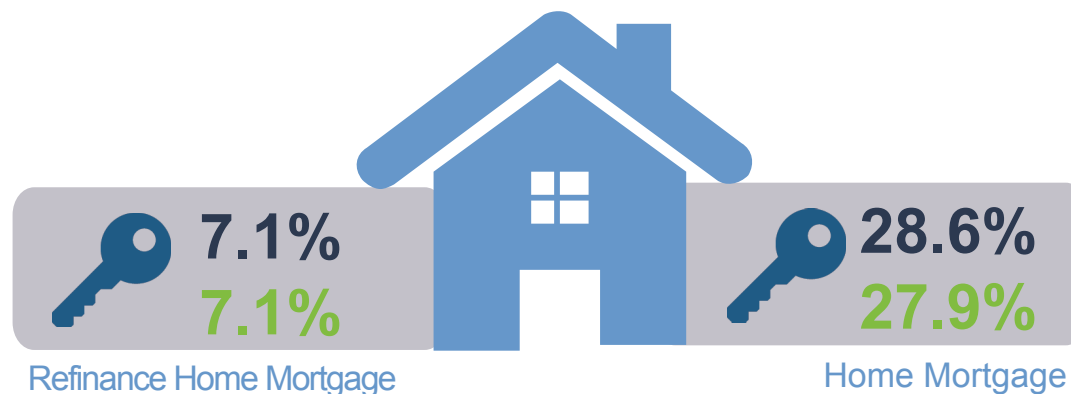
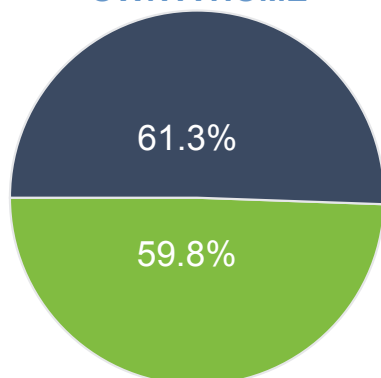
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

LA Times

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 236