

# Targeted Publications

LANG's hyper-local weeklies deliver over 600,000 copies each week.



# Weekly Targeted Publication Reach

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Weekly Targeted Publications	<b>City News Ontario</b> 116,380 Distribution 100% Home Delivery					<b>X</b>	<b>X</b>	
	<i>Serving select communities in the Inland Valley.</i>							
	<b>The Beach Reporter</b> 54,400 Distribution 82% Home Delivery/18% Racks				<b>X</b>			
	<i>Serving El Segundo and Manhattan, Redondo and Hermosa Beaches.</i>							
	<b>Palos Verdes Peninsula News</b> 19,879 Distribution 90% Home Delivery/10% Racks						<b>X</b>	
	<i>Serving the communities of the Palos Verdes Peninsula.</i>							
	<b>Downtown Gazette</b> 13,000 Distribution 31% Home Delivery/69% Racks	<b>X</b>						
	<i>Serving Downtown Long Beach, Bixby Knolls and Wrigley.</i>							
	<b>Uptown Gazette</b> 16,170 Distribution 93% Home Delivery/7% Racks	<b>X</b>						
	<i>Serving Bixby Knolls and select communities in North Long Beach.</i>							
<b>Grunion Gazette</b> 44,500 Distribution 72% Home Delivery/28% Racks					<b>X</b>			
<i>Serving Belmont Shore, Belmont Heights, Seal Beach, East Long Beach and Signal Hill.</i>								
<b>The Weekly Star</b> 15,300 Distribution 100% Home Delivery					<b>X</b>			
<i>Serving Altadena, Duarte, Monrovia, Arcadia and Temple City.</i>								
<b>Highlander</b> 71,414 Distribution 100% Home Delivery					<b>X</b>			
<i>Serving select communities in the San Gabriel Valley.</i>								
<b>ImpactoUSA</b> 250,593 Distribution 100% Home Delivery							<b>X</b>	
<i>Serving Hispanic communities in the San Fernando Valley, Central and East L.A. and Long Beach.</i>								

# High-End Magazines



**SPACES** is uniquely designed to meet the needs of Southern Californians looking for fresh new ideas in home decorating and design and the high-end advertisers who want to reach them.

- Mailed eight times annually to 12,500 affluent homeowners with incomes exceeding \$250,000, and homes valued over \$800,000
- Additional 2,500 in select retail locations



**INLAND LIVING MAGAZINE** is an upscale publication for affluent, high-end consumers living among the Inland Valley's starlit deserts and majestic mountains focusing on local up-to-date information on community, culture and art events.

- 65,000 total distribution each month\* to address specific to affluent households and read by over 313,000 consumers
- Two distinct zones in San Bernardino County with incomes exceeding \$113,000 in the West Zone and nearly \$98,000 in the East Zone



**RIVERSIDE MAGAZINE** captures the stories and brilliant transformation of this city that is fast becoming a center for art, commerce and education. 50,000 Copies Distributed Bi-Monthly.

- Individually addressed to single family homes
- Highest income households in the city of Riverside and eastern Corona
- Readership of over 240,000
- An audience with purchasing power of over \$1.2 billion

\*Publishes every month except for Summer (June/July) edition & Winter (Nov/Dec) edition. Source: MapInfo

# Effectively reach Hispanics in the highly competitive L.A. marketplace with ImpactoUSA.

## The nation's largest ABC-audited weekly Hispanic publication

- Saturday home delivery
- 250,000 circulation
- Readership of 724,214\*

## Delivering your advertising message to the fastest-growing consumer segment

- Precision distribution
- Target block groups with 85% or greater Hispanic households
- \$45,000 or greater average household income
- 5-mile proximity to major retail locations

## ImpactoUSA.com

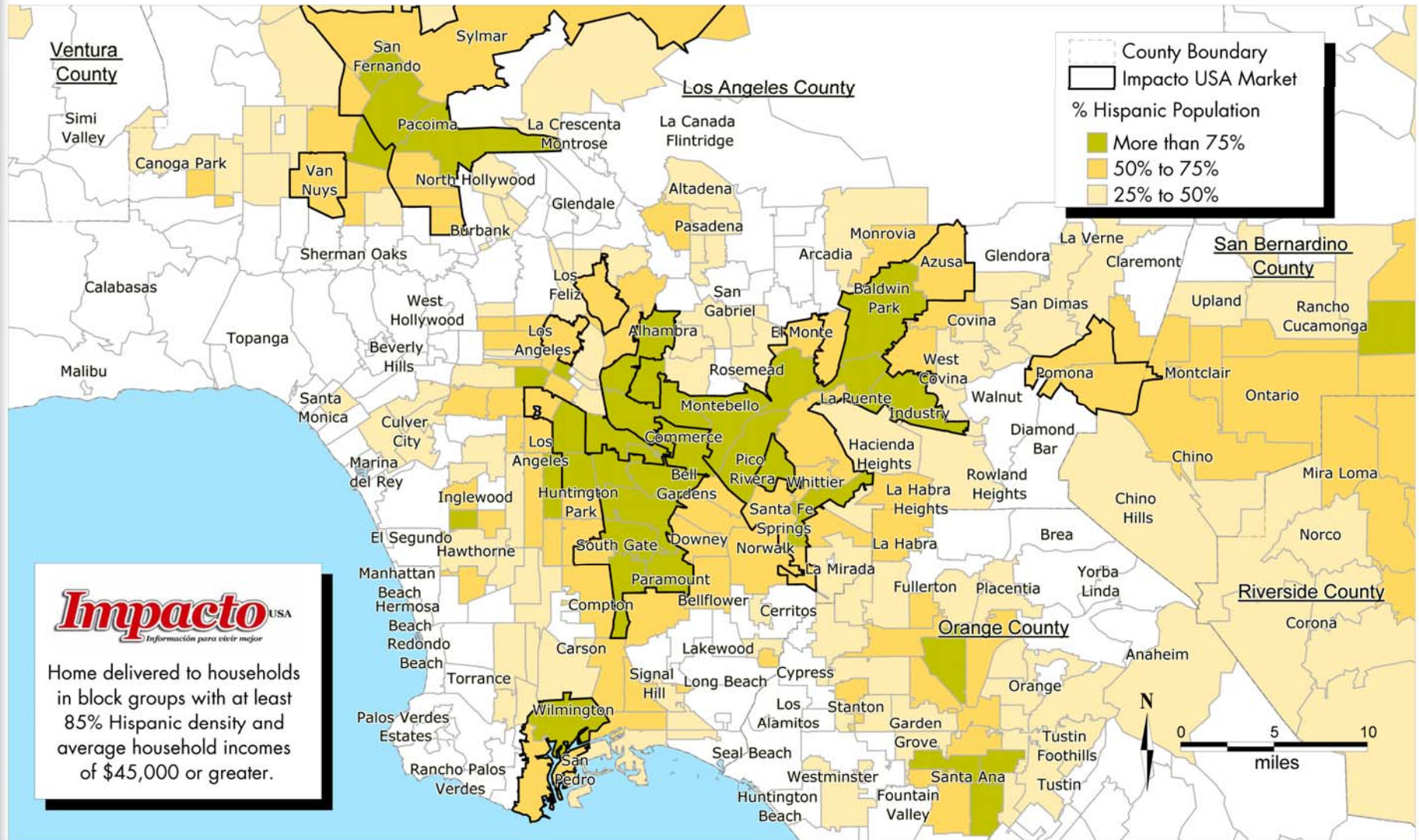
- A newly designed ImpactoUSA website - featuring videos, blogs and photo galleries - now attracts even more readers and advertisers for a fresh blend of news, sports and entertainment



Source: December 2006 ABC Audit; December 2007 CIPS distribution: ImpactoUSA readership equals the national average of Spanish-language newspaper readers of 2.89 per copy multiplied by ImpactoUSA's 250,593 distribution.

LOS ANGELES NEWSPAPER GROUP  
langnews.com

# ImpactoUSA is strategically distributed to high density Hispanic neighborhoods.



**Impacto** USA  
*Información para votar mejor*

Home delivered to households in block groups with at least 85% Hispanic density and average household incomes of \$45,000 or greater.

# With unmatched reach, flexibility and targeting capabilities, RedPlum is the most effective solution for your marketing needs.



## Coverage

- Reduce waste by choosing only the neighborhoods you need or saturate the entire market.

## Targeting

- Precisely target for your business geographically, demographically, or by trade area
- Target by ZIP Code or Sub-ZIP level

## In-Home Days

- Subscribers - topped Tuesday
- Non-Subscribers - Tuesday/Wednesday

# LANG offers local access with two delivery programs that pinpoint advertising to specific households

Reach your target audience at home, any day of the week.



## #1) LANG Direct

- LANG paid newspaper subscribers
- CIPS hand-delivered front door delivery to non-subscribers
- Delivered at the block group level 7 days a week
- Can be designed around any marketing campaign to deliver your advertising message

## #2) California Weekend Direct (CWD)

- Sunday LANG paid newspaper subscribers
- Sunday L.A. Times paid newspaper subscribers
- CIPS hand-delivered front door delivery to Sunday non-subscribers
- Potential reach of over 5 million L.A. DMA households
- Unites the area's only weekly verified and audited alternate delivery system with newspaper subscribers
- One rate. One invoice.
- Custom distribution based on selected target audience