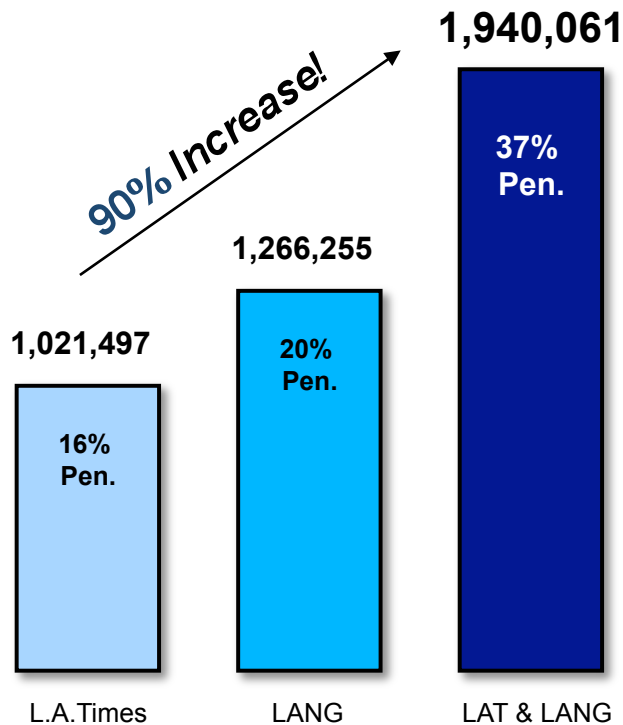


Optimize your reach by running with LANG and L.A. Times consistently.



Adding LANG increases your advertising message by 90%.

LANG reaches more readers in its market.

L.A. Times alone only reaches 16% of the market.

Optimize your advertising schedule and reach nearly 2 million consumers by adding LANG.

Source: 2009 Scarborough Report, rel. 1.
Base: LANG Market: 6,228,120 adults.