

Reach More Exclusive Readers

The hometown favorite with massive exclusive reach!

1,069,360 daily LANG readers are exclusive of the L.A. Times*!

1,006,700 daily LANG readers are exclusive of ANY other L.A. DMA newspaper!**

Source: 2009 Scarborough Report, rel. 1.
Gross readers less net readers = duplication.
Duplication divided by gross = % of shared readers.
**Exclusive of any LADMA based English newspaper.
*Exclusive of L.A. Times.

Only 12% daily and 13% Sunday L.A. DMA adults read both L.A. Times and LANG newspapers.



Low Daily Duplication



Low Sunday Duplication