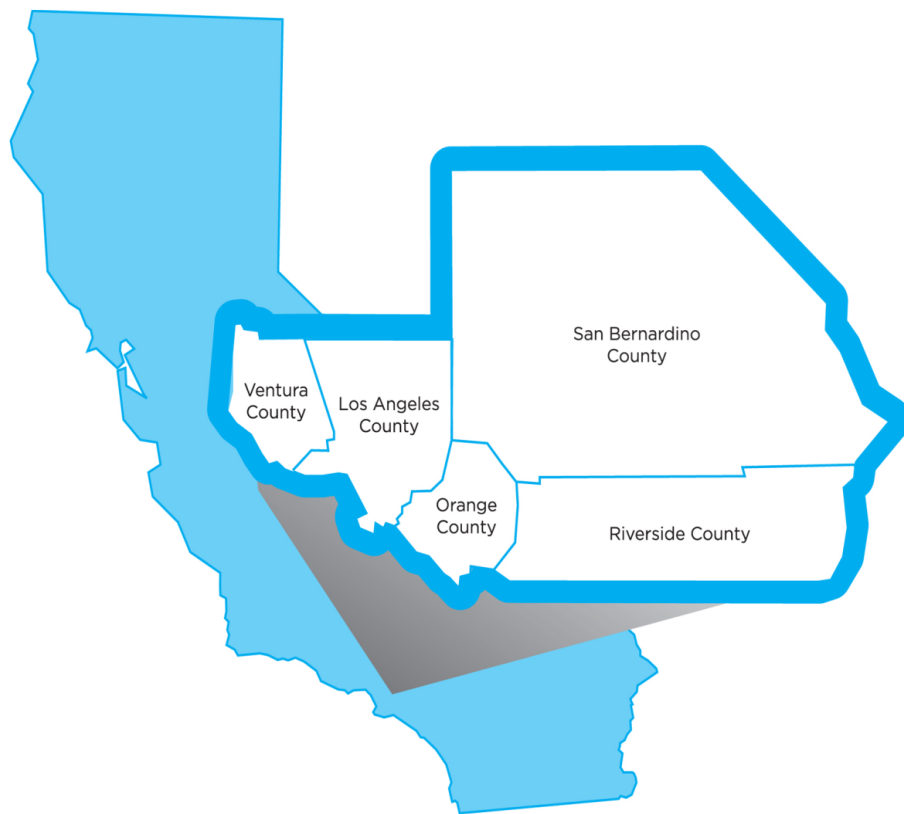


The L.A. DMA is the nation's second largest metro area.



- ✓ The LANG Market makes up 53% or more of the nation's 2nd largest DMA in total households, population, EBI, total retail sales, and consumer expenditures.
- ✓ If the 5-county DMA were a state, its total population of 17.4 million would surpass every other state except California, New York and Texas.
- ✓ Spanning more than 52,000 square miles, the L.A. DMA covers all of Los Angeles, Orange, Ventura, Riverside, and San Bernardino Counties.

	<u>L.A. DMA</u>	<u>LANG Market</u>	<u>% of DMA</u>
Households	5,843,104	3,155,834	54%
Population	18,252,288	9,997,685	55%
Effective Buying Income*	\$369 billion	\$197 billion	53%
Retail Sales	\$198 billion	\$109 billion	55%
Consumer Expenditures	\$326 billion	\$178 billion	55%

Source: 2008 Claritas, *aggregate household effective buying income (disposable after taxes income).

From total market coverage to pinpoint distribution, LANG has the right *solution* for virtually every need.

PRINT - Advertise in nine top daily newspapers and reach a loyal and well-defined audience of 1.5 million readers daily, and 1.7 million+ on Sundays.

ONLINE - Add the Internet to your print buy and reach an even larger "Total Audience" of 4.6 million+ net readers and users.

TARGET MARKETING - Choose from mid-week and late-week home delivery via newspapers, direct mail and alternate delivery.

NICHE MARKETING - Broaden your coverage with innovative products like ImpactoUSA, the nation's largest ABC-audited Spanish-language weekly newspaper.

WEEKLIES - Extend your reach to a highly specialized local audience.

MAGAZINES - Target affluent consumers in one of our four glossy magazines home-delivered to some of the wealthiest neighborhoods in the L.A. DMA.

The Los Angeles DMA represents one of the most powerful and potentially lucrative markets for advertisers.

Succeeding here requires a special understanding of its complex nature and a powerful media partner like the Los Angeles Newspaper Group offering the most current, cost-effective SOLUTIONS.