

# Turn our loyal readers into your loyal customers

## Advertise with Times Community News and engage a targeted, local audience

Deliver your message to one of the most desired, affluent audiences in Orange County in print and online.

We serve the upscale cities of Newport Beach, Costa Mesa, Irvine, Huntington Beach and Laguna Beach.

And, with the added power of theOCnow.com and its coverage of county-wide issues online, you can increase the reach of your message to all of Orange County.

**Total Weekly Circulation** 196,002  
**Total Weekly Readership** 462,565

### TCN/LAT Subscriber Audience

#### Index to OC Residents

Individual Income \$150K+	247
4-Year College+	214
Post Graduate Degree	243
Market Value of Owned Home \$1M+	400

For more information or to reserve your space, call your account representative at **714.966.4600**.



Sources: Demographics - Scarborough - Los Angeles, CA 2011 Release 2. Circulation - Times Community News Circulation Dept; Los Angeles Times Circulation Dept; 2.36 readers per TCN circ. (Source: National Newspaper Association (NAA) 2009 Annual Readership Study).

KNOWNOW

LAGUNA BEACH COASTLINE PILOT DAILY PILOT HUNTINGTON BEACH INDEPENDENT

# Times Community News

South - Daily Pilot, HB Independent, ~~LB Coastline Pilot~~



**Daily Readership:**  
 T - Thu: 41,600 (avg.)  
 Friday: 113,054  
 Saturday: 49,473  
 Sunday: 80,937

**Daily Circulation:**  
 T - Thu: 17,627 (avg.)  
 Friday: 47,904  
 Saturday: 20,963  
 Sunday: 34,295

**Weekly Circulation:**  
 156,043

**Weekly Readership:**  
 368,261

**Publishes: Tuesday - Sunday**

**Coverage Area:** Newport Beach, Costa Mesa, Corona del Mar; expanded to Irvine on Sundays

**Distribution:** LAT subscribers, racks, Times street sales and free TCN home samples

**Reader Demographics**

- 51% Men / 49% Women
- Mean Age 57
- Own Home 84%
- College Graduate 33%
- Graduate school or above 51%
- Household Income \$100K+ 69%
- Mean Household Income \$134,391



[dailypilot.com](http://dailypilot.com)



**Weekly Readership:**  
 51,465

**Weekly Circulation:**  
 21,807

**Publishes: Thursday**

**Coverage Area:** Huntington Beach, Fountain Valley, Sunset Beach

**Distribution:** LAT subscribers, racks

**Reader Demographics**

- 56% Men / 44% Women
- Mean Age 58
- Own Home 91%
- College Graduate 48%
- Graduate school or above 35%
- Household Income \$100K+ 62%
- Mean Household Income \$127,323



[hb-independent.com](http://hb-independent.com)



**Weekly Readership:**  
 42,839

**Weekly Circulation:**  
 18,152

**Publishes: Friday**

**Coverage Area:** Laguna Beach

**Distribution:** LAT subscribers, racks, free home delivery

**Reader Demographics**

- 49% Men / 51% Women
- Mean Age 58
- Own Home 88%
- College Graduate 44%
- Graduate school or above 47%
- Household Income \$100K+ 73%
- Mean Household Income \$148,333



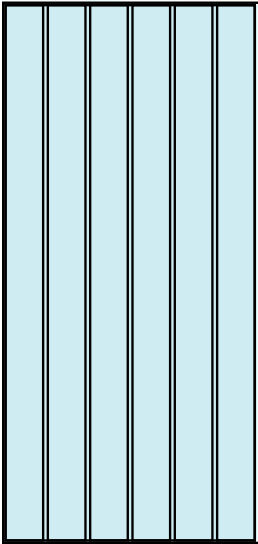
[coastlinepilot.com](http://coastlinepilot.com)

## the OC NOW

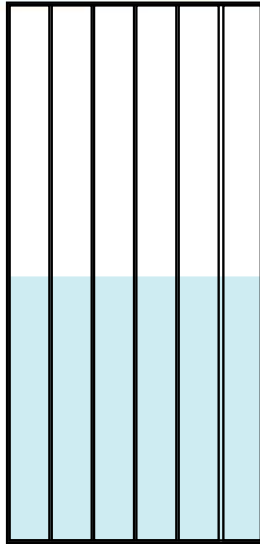
Real-time news, sports and opinion about Orange County. Get in touch with your community, 24-7.

Sources: LA Times TCN Study, Qualtrics, February, 2012 ; Circulation - Times Community News Circulation Dept; Los Angeles Times Circulation Dept; 2.36 readers per TCN circ. (Source: National Newspaper Association (NAA) 2009 Annual Readership Study).

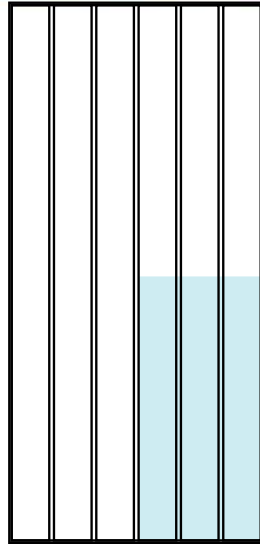
# 2012 Retail Advertising Sizes



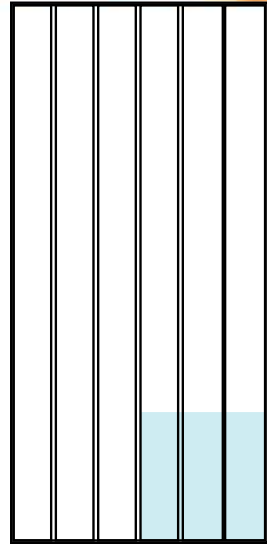
**Full Page**  
6 col. (10") x 20.75"



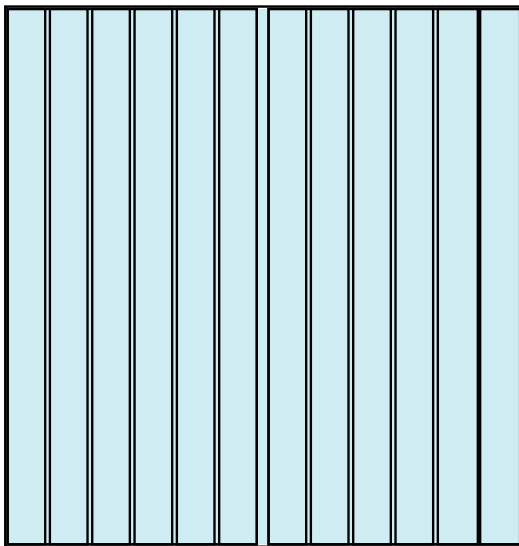
**Half Page**  
6 col. (10") x 10.25"



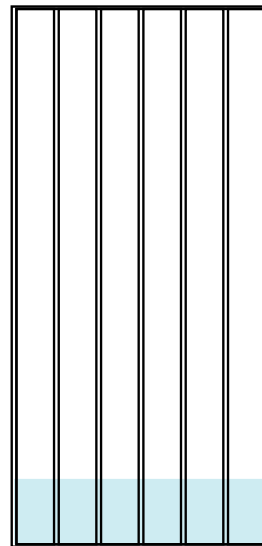
**Quarter Page**  
3 col. (4.92") x 10.25"



**Eighth Page**  
3 col. (4.92") x 5"



**Doubletruck (Gutter Bleed)**  
20.87" x 20.75"



**Strip Ad**  
6 col. (10") x 2.5"

## Column Widths

1 column	2 column	3 column	4 column	5 column	6 column
1.53"	3.22"	4.92"	6.61"	8.31"	10"

Other Ad sizes available, contact your sales representative for more information.

# 2012 Retail Advertising Deadlines South



**Publication Date**

Tuesday  
Wednesday  
Thursday  
Friday  
Saturday  
Sunday.

**Space Close**

Friday 3 p.m.  
Monday 3 p.m.  
Tuesday 3 p.m.  
Wednesday 3 p.m.  
Thursday 3 p.m.  
Thursday 3 p.m.

**Pubset Copy**

Friday 6:30 p.m.  
Monday 6:30 p.m.  
Tuesday 6:30 p.m.  
Wednesday 6:30 p.m.  
Thursday 6:30 p.m.  
Thursday 6:30 p.m.

**Final Minor Revises**

Monday 12:00 p.m.  
Tuesday 12:00 p.m.  
Wednesday 6:30 p.m.  
Thursday 12:00 p.m.  
Friday 12:00 p.m.  
Friday 12:00 p.m.

**Ads Off-the-Floor**

Monday 4:00 p.m.  
Tuesday 4:00 p.m.  
Wednesday 4:00 p.m.  
Thursday 4:00 p.m.  
Friday 4:00 p.m.  
Friday 4:00 p.m.



**Publication Date**

Thursday

**Space Close**

Monday 2:30 p.m.

**Pubset Copy**

Monday 6:30 p.m.

**Final Minor Revises**

Wednesday 10:00 a.m.

**Ads Off-the-Floor**

Wednesday 12 noon



**Publication Date**

Friday

**Space Close**

Tuesday 2:30 p.m.

**Pubset Copy**

Tuesday 6:30 p.m.

**Final Minor Revises**

Thursday 11:00 a.m.

**Ads Off-the-Floor**

Thursday 3:00 p.m.



KNOW NOW

# 2012 Times Community Newspaper - South

