



BUSINESS

LA Times STUDIOS

2025 Media Kit

We Drive the National Conversation Through a West Coast Lens

#1 News and Lifestyle Source in the World's Most Influential City

50MM

monthly visitors across digital platforms

13MM

Social media followers

165MM

Total podcast downloads

57MM

eNewspaper monthly page views



Influential Business Audience

13MM

Business
Decision Makers

5.6MM

Business C-Suite
& Owners

8.1MM

Involved in business
purchase decisions

1.7MM

HHI \$250K+ or
Net Worth \$1M+

Nationally

We reach more C-level and Executive Management than Bloomberg, Motley Fool, Inc., Fortune, Barrons and Entrepreneur.

In SoCal

We reach more Decision-Makers, Business Owners, Investors and Millionaires than the New York Times, Wall Street Journal and USA Today COMBINED.

We reach more people than the LA & OC Business Journals combined.

- 1.2x higher print circulation (50K vs 39K)
- 5x higher readership (1.2M vs 216K)
- 33x more online visitors (8.2M vs 248K)

BUSINESS TO BUSINESS

We connect entrepreneurs, C-level executives, and industry specialists to provide valuable insights and recognition to Southern California's business community



Business Advisory Roundtables



Business Magazines



Business Leadership Forum & Awards Events



LA Times Studios Production Services

Business Advisory Roundtables

Provide thought leadership and expertise in Q&A format to our influential business audience. Publishes Mondays, 15x/year in the L.A. Times Business print section, eNewspaper, & latimes.com/b2b.



Reach and Demos

376K

Paid print & digital subscribers

1.2MM

Print readers

39MM+

Monthly online visitors

65%

Of our digital users are outside L.A.

35+

Sponsors participate annually

739K

Avg online page views per panel

4 min

Avg time spent with our panel content

84%

Decision-Makers, Business Owners, Investors & Millionaires

77%

College/Post-Grad Degree

Business Advisory Roundtable Benefits

Participating brands have the opportunity to advise in curating a list of questions that will be featured in the Q&A panel.

Benefits include:

- Headshot, name, title and company logo at the top of the page with up to 1,000 words of content in Q&A format
- 1 or 2 air quotes placed throughout the Q&A
- Content placement adjacent to the Main News section in the Monday L.A. Times print issue
- Content placement in the monthly magazine
- QR code in the print section to direct readers to the sponsor's landing page
- Content placement on latimes.com/b2b, beyond the paywall, accessible to over 39M online visitors
- 100,000 native impressions across latimes.com to promote your participant and the roundtable
- SEO tagging of all content and participants
- Promotion through L.A. Times Studios Business social channels and our weekly e-newsletter, reaching 15K subscribers, with a 27% open rate



[Click to View](#)

Business Advisory Roundtables

January 27	2025 Economic Forecast & Business Predictions
February 17	Cybersecurity
February 24	Rebuilding LA
March 3	Entertainment and Sports
March 24	Workforce Solutions, Labor & Employment
March 31	Rebuilding LA
April 21	Employee Benefits
May 5	Food & Beverage Industry
May 19	SoCal Commercial Real Estate Trends
June 9	Wealth Management and Estate Planning
July 21	Healthcare and Life Sciences
Aug 18	Manufacturing and Distribution
Sep 22	Renewable Energy and Cleantech Solutions
Oct 13	Beauty, Fashion and Consumer Goods
Oct 27	The Latest Trends on Private Equity and M&A Landscape
Nov 10	The Evolving Artificial Intelligence Landscape
Dec 8	How to Manage Litigation



**20
25
Calendar**

*Dates & details are subject to change

Business by LA Times Studios Magazine

PUBLISHES MONTHLY

Our business magazine delivers essential insights and updates for leaders, featuring the latest industry news, event highlights, visionary profiles, sector-specific business rankings and special reports.

Each issue includes regular columns covering Banking & Finance, M&A and Private Equity, Commercial Real Estate, Legal, Technology & Life Sciences, and Consumer Goods.



Our Audience

An influential audience of print, digital and e-newsletter subscribers across Los Angeles and Orange counties

339K

Southern California
print readers

1.2x

Higher print circulation
than the LA & OC Business
Journals combined

101K

SoCal print & digital
subscribers
(50K print; 51K digital)

72%

are millionaires

96%

Decision-Makers,
Business Owners,
Investors and Millionaires

89%

Have financial
investments

Benefits: Our magazine is promoted through our LA Times Studios Business social channels and our weekly e-newsletter, which reaches ~15K subscribers, with a 27% open rate

2025 Business Magazine Calendar

[View printable calendar](#)

DATE	SPECIAL SECTION	LIST	EVENT RECAP
March 23	Banking & Finance Visionaries MBA Guide	Top Banks Top Credit Unions Top MBA Programs	
April 20	Law Firm Visionaries Law School Guide	Top Law Firms - LA Top Law Firms - OC Top Law Schools	
May 18	Pharmacy School Guide	Top Biotech Firms Top Life Sciences Companies Top Pharmacy Schools	
June 22		Top Accounting & Business Management Firms - LA Top Accounting & Business Management Firms - OC	LA Executive Leadership Awards Recap (Profiles of Honorees & Nominees recognized at the event)
June TBD: **Entertainment Business Visionaries special section to run in the Envelope magazine			
July 20		Fastest Growing Private OC Companies	OC Executive Leadership Awards Recap (Profiles of Honorees & Nominees recognized at the event)
Aug. 17	Consumer Law Visionaries	Top Consumer Law Firms	
Sept. 21	Commercial Real Estate Visionaries	Top General Contractors Top Architects Top Brokerage Firms	
Sept. TBD: **Business of Fashion & Beauty Visionaries special section to run in IMAGE magazine			
Oct. 19	Corporate Social Responsibility Guide	Top Donations Top Influencers Top Advertising Agencies	
Nov. 16		Fastest Growing Private LA Companies	Innovation Forum Recap (Profiles of Honorees & Nominees recognized at the event)
Dec. 14			Inspirational Women Forum & Leadership Awards Recap (Profiles of Honorees & Nominees recognized at the event)

** B2B Visionaries special sections publishing in Trade Publications. Refer to the appendix slide for more details. Themes and dates are subject to change.

Business Insights Newsletter

Reach an engaged business audience directly in their inbox with a 100% share-of-voice sponsorship of our opt-in Business newsletter. Featuring the latest business news, executive moves, trends, and notable transactions, it connects with Southern California's business leaders, C-level executives, and entrepreneurs.

Two sponsorship opportunities:

1. Presented by, 100-word blurb and 970x250 ad
2. Presented by, two (2) 970x250 ad units

- Sent Fridays to ~15,000 subscribers
- Avg 27% open rate

Mockup is for illustrative purposes only; final ad placements will vary.
Source: Dec-Jan open rate avg

Los Angeles Times
BUSINESS TO BUSINESS
PUBLISHING

WEEKLY B2B INSIGHTS

PRESENTED BY MUNCK WILSON MANDALA, LLP



Hotel101 to Go Public and Enter Los Angeles Market

The Singapore-headquartered subsidiary of DoubleDragon Corporation, Hotel101 and JVSPAC Acquisition Corporation have entered into a definitive merger agreement. Hotel101 is a hotel prop-tech operator pioneering a globally standardized, asset-light "condotel" business model.

[Read More >](#)



Alliant Insurance Services Acquires Vinsa Insurance Associates, Expands California

ADVERTISEMENT BY MUNCK WILSON MANDALA, LLP




Munck Wilson Mandala is a technology-focused law firm with offices in Los Angeles, California, Dallas, Austin, Houston, and Waco, Texas, and South Florida (Boca Raton). Listed as a Best Lawyers Best Law Firm in 32 practice areas, this firm offers full-service counsel in the areas of intellectual property, complex commercial litigation, corporate transactions and securities, real estate, employment law, and various other practices. Munck Wilson Mandala represents clients from startups to Fortune 50 companies. Learn more about the firm at <http://www.munckwilson.com>.

[Learn More](#)


early childhood quality education programs across California. The grant funding is designed to support the specific needs of early learners and professional learning and skill development for early childhood educators.

[Read More >](#)



More dough, less nuts.

Powered by [GreenSource](#)



Metropolitan Board Adopts Two-Year Budget, Funding Work to Provide Water to Southern California

Metropolitan Water District's board of directors has voted to adopt a two-year budget that will allow the agency to continue delivering safe, reliable water supplies to Southern California, while managing challenges brought by climate change and

Dedicated Admail

Send a custom, dedicated email message to our curated list of SoCal business leaders and decision-makers who are deeply engaged with our business leadership content and events.

Placements: HTML email (600x1000)

- ~15,000 subscribers
- Avg 32% open rate

The screenshot shows the top portion of an email. At the top, it says "Los Angeles Times BUSINESS PARTNERS" and "SPONSORED CONTENT". Below that is the Marsh McLennan Agency logo. The main headline is "2024 Insurance & Economic Outlook". A sub-headline reads "Access Marsh McLennan Agency's 2024 Insurance & Economic Outlook Report". A short paragraph of text follows, mentioning "Get up to speed on the current Southern insurance market landscape and noteworthy trends in employee health and benefits, and glean valuable insights from Jerry Necessary, Director of LICA, Anderson's Economic Forecast." Below this is a video player with a play button icon. A "Download Report" button is visible. At the bottom, there is a "Sign up to receive more helpful insights from MMA" link and a small disclaimer: "We are delivering this message because you opted to receive marketing emails from Los Angeles Times B2B Publishing. This content does not include the editorial staff of the L.A. Times." Social media icons for LinkedIn, Facebook, and Twitter are at the very bottom.

The screenshot shows the main body of an email. At the top, it says "Los Angeles Times B2B PUBLISHING" and "SPONSORED CONTENT". The headline is "It's time for a hybrid strategy pulse check." Below this is a photo of two people sitting at a table with a laptop. A JLL logo with the tagline "SEE A BRIGHTER WAY" is present. A paragraph of text follows: "According to JLL research, more than half of organizations will make remote working permanently available to all employees by 2025 and over 75% agree that offering hybrid working is critical to attracting and retaining talent. You may have implemented a hybrid workplace strategy early on, but is it working?" Below this is a call-to-action box: "Follow these three steps to figure out what to do next." with a "Pulse check here -->" button. The next section features a photo of three people in an office setting and a numbered list item "1 Revisit your work-from-anywhere approach." Below that is another photo of a person working at a desk and a numbered list item "3 Implement real estate changes at the office level." At the bottom, there is a "Get the checklist -->" button and a JLL logo with the tagline "SEE A BRIGHTER WAY".

Business Leadership Awards & Forum Events

Events recognizing leading executives who have demonstrated noteworthy success and accomplishments.

2025 Calendar

- LA Executive Forum & Leadership Awards – May 12
- OC Executive Forum & Leadership Awards – June 5
- Innovation Forum – October
- Inspirational Women Forum & Leadership Awards – November





LA EXECUTIVE FORUM & LEADERSHIP AWARDS

MAY 12, 2025

The LA Executive Forum & Leadership Awards is the premier gathering for top business leaders, offering a dynamic platform for networking, learning, and recognition.

The event kicks off with an exclusive networking reception, where executives connect, exchange ideas, and build meaningful industry relationships. A thought-provoking panel discussion follows, featuring industry experts who explore key trends, challenges, and innovations in leadership and business strategy.

The day culminates in a prestigious awards ceremony, celebrating the outstanding contributions of C-level executives—including CFOs, CEOs, CHROs, CMOs, CIO/CTOs, and In-House Counsel. By honoring visionary leadership and excellence, the event not only recognizes individual success but also inspires the next generation of industry leaders.

The June 2025 issue of *Business by LA Times Studios* will feature a recap of the event and spotlight honorees, finalists, and nominees, reaching 101,000 print and digital subscribers.



Influential Business Audience

- 600+ attendees representing companies across all industries – Law, Professional Services, Banking & Finance, Entertainment, Healthcare, Non-Profit, Tech and more
- Over 85% of attendees are C-Level or executive management
- 125MM+ media impressions (\$270K+ value) across social, digital, email and print. Sponsors are included in all pre- and post- event promotions.





OC EXECUTIVE FORUM & LEADERSHIP AWARDS

JUNE 5, 2025

The OC Executive Forum & Leadership Awards presents a unique opportunity for attendees in Orange County to engage in a premier networking and recognition event tailored to the local business landscape. This vibrant market, known for its diverse industries and innovative spirit, fosters a dynamic environment for professional growth and collaboration.

The event will begin with an exclusive networking reception, allowing participants to connect with influential leaders and peers from various sectors, including technology, healthcare, finance, and more. This is a prime opportunity to exchange ideas and forge valuable relationships that can drive future success.

Attendees will also gain insights from an engaging panel discussion featuring distinguished industry experts who will delve into the latest trends and challenges facing the Orange County market. Their perspectives will provide actionable strategies that participants can implement to navigate the unique business environment of the region.

The awards ceremony will honor the outstanding contributions of C-Level executives across sectors/categories (CFOs, CEOs, CHROs, CMOs, CIO/CTOs and In-House Counsel).

The July 2025 issue of our *Business by LA Times Studios* magazine will recap the event and profile honorees, finalists and nominees, reaching 101,000 print and digital subscribers.



Influential Business Audience

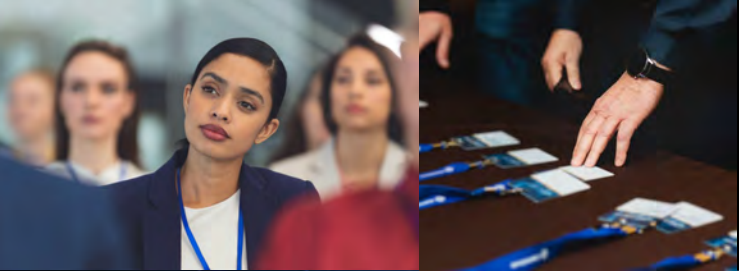
- 300+ attendees representing leading companies across Orange County.
- 130+ C-level and executive leaders
- 74% hold executive management positions
- 100+ companies represented across all sectors – health, tech, financial, media, professional services and more



INNOVATION FORUM

OCTOBER 2025

Our inaugural Innovation Forum, held during LA Tech Week, will celebrate innovation and technology, bringing together entrepreneurs, investors, and industry leaders to showcase LA's dynamic tech ecosystem. The event will feature a networking reception and an intimate speaker forum.



The November 2025 issue of our *Business by LA Times Studios* magazine will recap the event with panel highlights, celebrating leadership and reaching 101,000 print and digital subscribers.





INSPIRATIONAL WOMEN

2024 FORUM & LEADERSHIP AWARDS

PRESENTED BY

CITY NATIONAL BANK

AN RBC COMPANY



INSPIRATIONAL WOMEN FORUM & LEADERSHIP AWARDS

NOVEMBER 2025

The 5th annual Inspirational Women Forum & Leadership Awards is our flagship event, bringing together influential women leaders and entrepreneurs from across industries. This premier gathering offers a unique opportunity to inspire, connect, and celebrate excellence.

The event will feature insightful panels with business leaders from tech, entertainment, health, fashion, entertainment, and more, addressing key issues and fostering meaningful dialogue. It will conclude with a compelling keynote address and an elegant awards dinner, honoring exceptional corporate and nonprofit accomplishments.

The December 2025 issue of our *Business by LA Times Studios* magazine will recap the event, with profiles of honorees, finalists, and nominees, reaching 101,000 print and digital subscribers.



View the [Inspirational Women event recap](#) in the magazine that published on December 17, 2023

Influential Business Audience

- 700+ Women leaders representing top companies in Southern California
- 370+ C-Level and Executive leaders (83% of attendees)
- 300+ companies represented across all industries - Professional Services, Banking & Finance, Education/Gov't/Non-Profit, Technology/Software, Entertainment/Sports/Media, Consumer Goods/Retail and Healthcare
- 101,000+ SoCal print and digital subscribers who receive the Inspirational Women magazine

Marketing Coverage

- 125MM+ media impressions | \$270K+ value across social, digital, email and print

Demos represent 532 people who provided titles.

Note: Event details are subject to change. Produced by LA Times Studios and does not involve the editorial staff of the L.A. Times.

Marketing Muscle

500 Million+

Media Impressions for all events across digital, social, email and print

\$900K+

Media value for all events



Work with us.

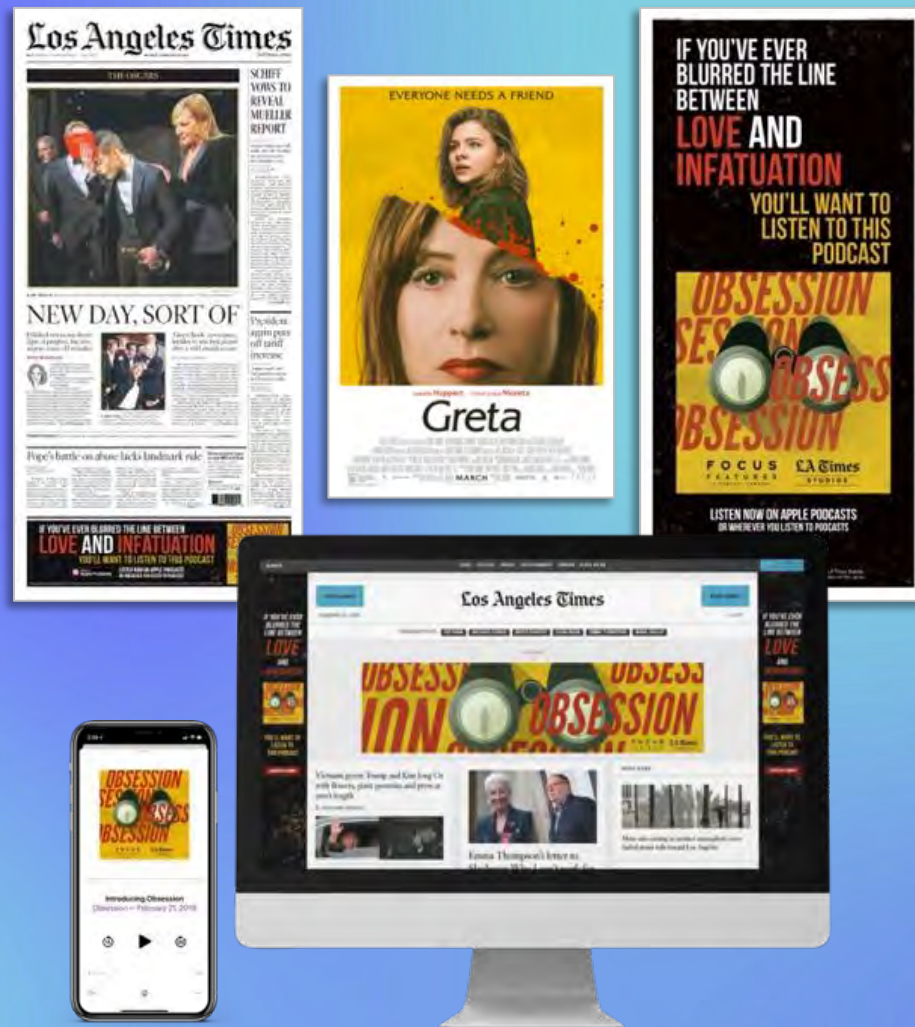
Custom Storytelling & Targeting

We extend our Pulitzer-Prize winning production and storytelling capabilities beyond our newsroom to produce content needs of all sizes and budgets: from video and podcast segments, to dynamic articles and websites.

Together, we'll collaborate to craft narratives in highly-engaging formats that position your firm as a premier expert in its field.

Upon completion, we'll distribute your content through tailored ad placements on our streaming channel on latimes.com, reaching 39MM unique visitors each month.

We partnered with Focus Features to create a marquee original podcast and custom, multi-platform campaign to support their film, *Greta*. [Learn more.](#)



Custom Podcasts & Video Production Capabilities

We captivate our audience through compelling storytelling and immersive audio production. We burst onto the podcast scene with Dirty John, one of the most downloaded podcasts of all-time, and since then have produced over 25 podcasts — five of them #1 in the charts.

We help you produce custom, multi-episode podcasts and videos, curated by you and created with our award-winning studios team. Whether amplifying an existing message or developing new concepts, we help foster strategies for growth.

LA Times Studios Production Capabilities Offer Organizations the Opportunity to:

- Participate in curated discussions on key business topics, reinforcing your organization as a thought leader.
- Leverage our production team to capture and edit footage from an event or company project, maximizing your investment beyond a single occasion.
- Collaborate with our creative storytellers to produce content that aligns with your mission and message.

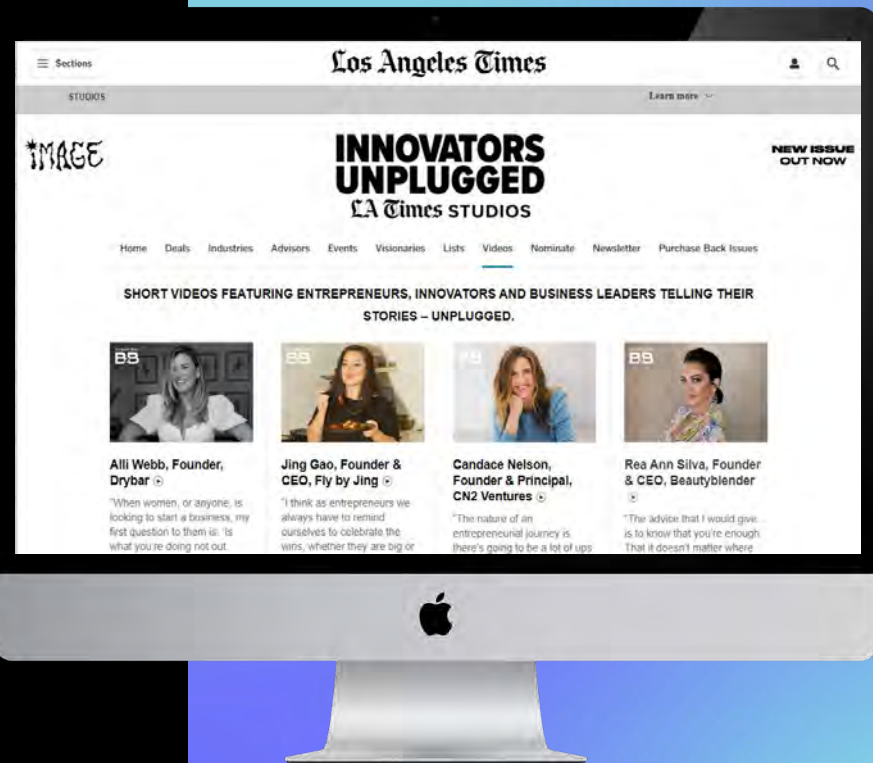


Custom Content Sponsorships

Our dedicated content hubs and business series, like **INNOVATORS UNPLUGGED**, deliver captivating, high-quality content designed to inform and inspire. Through these series, we offer sponsorship opportunities that allow your organization to align with industry-specific segments, positioning your brand alongside relevant topics and leaders in your target market.

We can also create custom content to highlight your brand's expertise, with complete production and editing managed by our team to ensure alignment with your messaging. Once finalized, we will distribute your content via tailored ad placements on our streaming channel at latimes.com, reaching 39 million unique visitors each month.

Our partners have engaged existing clients to share stories alongside their leadership and built new relationships by inviting prospects, all with support from the LA Times Studios team.



Dynamic Articles

When it comes to modern storytelling, the *what* matters just as much as the *how* it's consumed.

Our Dynamic Articles feature the renowned storytelling our audience loves in an eye-catching format that serves both desktop and mobile audiences through behavioral design. The salient parts of the message are elevated and highlighted as the user scrolls.



LA Times STUDIOS

Introducing the *Stream*

Bringing editorial excellence in video and innovative brand experiences to the L.A. Times homepage

The new LA Times Studios *Stream* brings high-quality video content directly to the Latimes.com homepage, featuring news updates, in-depth interviews, and engaging feature stories from the L.A. Times newsroom. This new module offers viewers a compelling and dynamic experience in an easily accessible format garnering nearly 1M views in its first month of launch.

The *Stream* also provides advertisers with unique opportunities for engagement, including sponsorship of programs across celebrity interviews and other features as well as custom programming curated by your firm and produced by LA Times Studios. With flexible brand integration options, the *Stream* enables advertisers to connect meaningfully with a diverse and engaged audience within a trusted news environment.

The screenshot displays the Los Angeles Times homepage with the L.A. Times Studios Stream module. The module features a navigation bar with categories like California, Entertainment, Sports, Lifestyle, Food, Election 2024, Climate, Business, Opinion, Image, and Games. The main content area includes a 'Election 2024' section with a video thumbnail titled 'Your guide to the 2024 California election' and a 'HEADLINES FROM THE Los Angeles Times' section. Below this is a 'Top Stories' section for subscribers, featuring an article titled 'How Redondo Beach brought its homeless numbers to 'functionally zero'' with a video thumbnail showing people in a park. To the right, there is an 'L.A. Times Studios Streaming' section with a description of the stream's content and an advertisement for 'Burley PF-2 Fluoride & Arsenic Reduction Elements'.



**Reach Your Target Audience.
Wherever They are.**

L.A. Times Digital Agency is a full-service digital agency focused on building custom, metrics-driven campaigns tailored to our client's goals and needs. We help you target your clients through LA Times audience segments as well as across OTHER content and social platforms. Wherever your clients are we will REACH them so that you are not wasting dollars reaching anyone outside of your target audience.

DIGITAL MEDIA SERVICES

We create omnichannel, customer-centric campaigns that reach your audience on the channels they're using, when they're using them.

- Audience Targeting
- Programmatic (500M+ database from C-Suite to buying professionals)
- Over-the-Top (OTT) / Connected TV (CTV): Streaming ads
- Video
- Native Ads
- Rich Media
- Email
- Social Ads: Executive Targeting (LinkedIn: 400K+ C-Suite executives in California)
- Streaming Audio: Digital Radio
- Hyper Local Mobile
- Search Marketing; Google Ads
- Custom Content
- Premium News Content
- Reverse Append: Data Enrichment
- Analytics & Optimization

What Makes Us Different?

We create omnichannel, customer-centric campaigns that reach your audience on the channels they're using, when they're using them.

PERSONALIZED APPROACH

We don't use off-the-shelf solutions. Our approach is built on individualized, relevant, and measurable data, and an analytics infrastructure to track your campaign from start to successful finish.

PREMIUM INVENTORY

We have access to every type of digital marketing platform and channel, all the major exchanges and inventory sources, and 100,000+ targetable data sets from top tier providers.

MARKET-LEADING EXPERTISE

We leverage our expertise in advertising technology to show who your audience is, where they go in the virtual- and real- world, and how to know if you're reaching them most effectively.



Case Study

Client Objective

Client A seeks to target below audience:

- CEO, CFO and Founder Titles
- Life Sciences, Bio Tech, Biomed business
- Geo targeted to California

Strategy

Target LinkedIn, email, and content sites to reach and retarget the specified audience segments. By focusing exclusively on these groups, the client achieved a **20% increase in reach, engaging their audience 3x more frequently** during the 3-month campaign. This strategy also **reduced the cost per thousand impressions (CPM) by 10%**.

A night view of the Los Angeles skyline, featuring the Los Angeles Music Center in the foreground and the city lights in the background. The sky is a mix of orange and purple, suggesting a sunset or sunrise.

Thank you!

For advertising and sponsorship opportunities,
please contact **Helya Askari**, helya.askari@latimes.com

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