

A panoramic view of the Los Angeles skyline under a clear blue sky with light clouds. The city's dense collection of skyscrapers and buildings is visible, with some palm trees in the foreground on the right side.

Los Angeles Times

**BUSINESS TO BUSINESS**

PUBLISHING

***2024 Media Kit***





Business Leadership Awards & Forum Events



Business Magazines



Business Advisory Roundtables

***We connect business leaders  
With industry experts***



**Largest publisher  
on the West Coast**



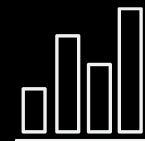
## **Nationally**

We reach 4.7 million in C-level and Executive Management, more than Bloomberg, Motley Fool, Inc., Fortune, Barrons and Entrepreneur.



## **In SoCal**

We reach 3.3 million Decision-Makers, Business Owners, Investors and Millionaires, more than the New York Times, Wall Street Journal and USA Today COMBINED.



## **In the L.A. DMA**

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

- 2x higher print circulation (80K vs 39K)
- 5x higher readership (1.2M vs 216K)
- 33x more online visitors (8.2M vs 248K)



# Business Advisory Roundtables

Provide thought leadership and expertise in Q&A format to our influential business audience.

**71%**

have a HHI \$250K+ or Net Worth \$2M+

**73%**

Hold executive management positions

**100%**

Donate money to non-profit organizations

**92%**

Have financial investments

**63%**

Use financial planners, online stock traders or stockbrokers

**4 min.**

Average time spent with our panel content





# Successful

- 739,000 average online page views per panel
- Over 35 sponsors participated in 2023

# Reach

- SoCal: 388,000 paid print and digital subscribers, 1.2M readers
- National: 39M+ monthly online visitors

# Details

- Publishes Mondays, 15x/year in the L.A. Times Business print section, eNewspaper, & B2B Publishing site
- All roundtables are promoted through L.A. Times B2B social channels and our weekly B2B e-newsletter, which reaches ~15K subscribers, with a 27% open rate.

Click to View



# ***Business Advisory Roundtables***

January 22	2024 Economic Forecast & Business Predictions
February 19	Cybersecurity
March 11	Entertainment and Sports
March 25	Workforce Solutions, Labor & Employment
April 22	Employee Benefits
May 6	Food & Beverage Industry
May 27	SoCal Commercial Real Estate Trends
June 10	Wealth Management and Estate Planning
July 22	Healthcare, Biotech and Lifesciences
Aug 12	Business of Cannabis
Sep 23	Beauty, Fashion and Consumer Goods
Oct 14	Real Estate Outlook
Oct 28	The Latest Trends on Private Equity and M&A Landscape
Nov 11	Emerging Technologies: A.I., M.L., VR and AR
Dec 9	How to Manage Litigation

**20  
24**  
***Calendar***

# Business Magazines

An insightful series aimed at business leaders, covering major trends and updates, and spotlighting business visionaries driving change across SoCal.

# Influential Audience

80,000 high net-worth paid print subscribers in Los Angeles and Orange counties



**96%**

are millionaires

**96%**

Have a HHI \$250K+  
or Net Worth \$2M+

**91%**

Hold executive  
management positions

**100%**

Donate money to  
non-profit organizations

**96%**

Have financial  
investments

**91%**

Use financial planners, online  
stock traders or stockbrokers



Click to View



Leadership Awards Recaps

Industry Trends & Updates

## Reach

- SoCal paid subscribers: 160,000 (80K print; 80K digital)
- SoCal print readers: 240,000
- National: 39M+ monthly online visitors
- Reaches more people than the LA & OC Business Journals combined
  - 2x higher print circulation (80K vs 39K)

## Details

- Publishes 9x/year, topping\* the Sunday L.A. Times and publishing in the [eNewspaper](#) & [B2B Publishing site](#)
- All magazines are promoted through L.A. Times B2B social channels and our weekly B2B e-newsletter, which reaches ~15K subscribers, with a 27% open rate



# ***Business Magazines***

- |          |  |
|----------|--|
| March 24 | Banking & Finance: Trends, Updates & Visionaries   |
| May 19   | Commercial Real Estate: Trends, Updates & Visionaries                                      |
| June 18  | Business of Entertainment Visionaries in THE ENVELOPE                                      |
| July 28  | The C-Suite: Trends, Updates and CFO Forum & Leadership Awards                             |
| Aug 18   | Consumer Attorneys of Southern California  |
| Sep 29   | Diversity, Equity, Inclusion & Accessibility: Trends, Updates & Forum Recap                |
| Nov 17   | Business of Law: Trends, Updates, Visionaries & In-House Counsel Forum & Leadership Awards |
| Dec 15   | Inspirational Women: Trends, Updates, Forum & Leadership Awards                            |
| Dec 18   | Giving: The Philanthropy Issue   |

Submit nominations for upcoming opportunities [here](#).



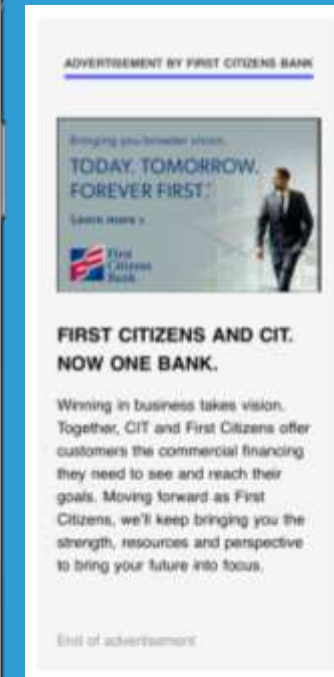
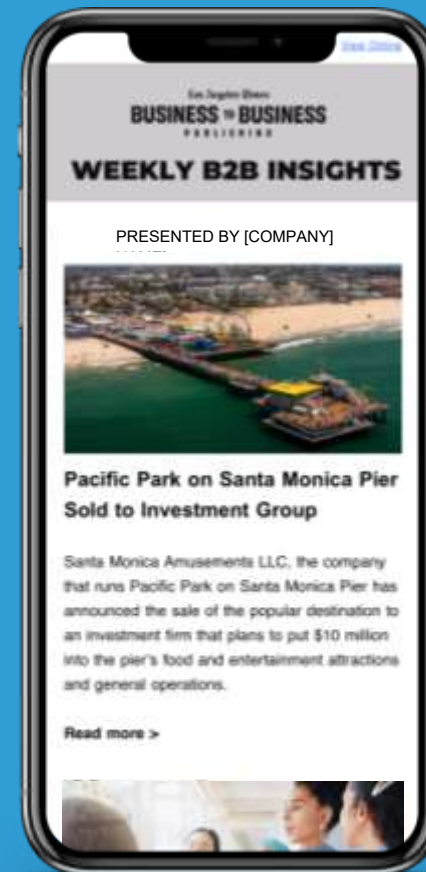
# 2024

## ***Calendar***

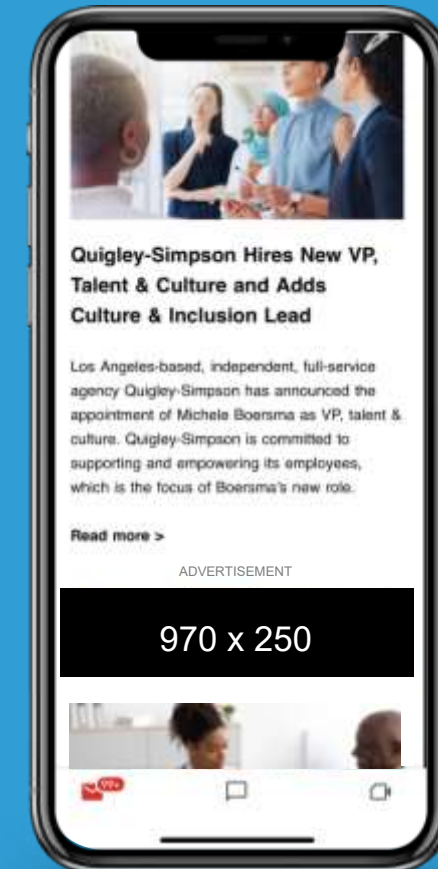
# Weekly B2B Insights Newsletter

Reach an engaged business audience in their inbox with a 100% SOV sponsorship of our opt-in B2B newsletter. Engage business leaders, C-level execs, visionaries and entrepreneurs across Southern California who want to stay updated on the latest business insights and trends.

- 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



100-word blurb





# Dedicated Admail

Send a custom, dedicated email message to our curated B2B 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

Note: Details subject to change


Los Angeles Times  
**BUSINESS TO BUSINESS**  
PUBLISHING  
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Marsh McLennan Agency

## 2024 Insurance & Economic Outlook

Access Marsh McLennan Agency's 2024 Insurance & Economic Outlook Report

Get up to speed on the current business insurance market landscape and noteworthy trends in employee health and benefits, and gain valuable insights from Jerry Waisenberg, Director of U.S. Actuaries, Economic Forecast.



Download the 2024 Insurance & Economic Outlook report today to learn more about the challenges and opportunities that lie ahead of businesses in the region this year.

Download Report

As you navigate the complex and ever-changing insurance landscape of 2024, Marsh McLennan Agency (MMA) is here to support you every step of the way. Whether you have questions, need assistance, or simply want to explore new opportunities, we encourage you to reach out to us. Our team of experts is ready to provide you with personalized solutions and strategic guidance to optimize your insurance programs and employee health and benefits.

Sign up to receive more helpful insights from MMA.

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## It's time for a hybrid strategy pulse check.

JLL SEE A BRIGHTER WAY

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?

Follow these three steps to figure out what to do next. [Pulse check here](#)

1. Revisit your work-from-anywhere approach.
2. Implement real estate changes at the office level.
3. Implement real estate changes at the office level.

Download JLL's 'How to measure the success of your hybrid workplace strategy' guide and discover how a hybrid workplace can work for you. [Get the checklist](#)

JLL SEE A BRIGHTER WAY

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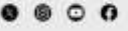
[Download Report](#)

As you navigate the complex and ever-changing insurance landscape of 2024, Marsh McLennan Agency (MMA) is here to support you every step of the way. Whether you have questions, need assistance, or simply want to explore new opportunities, we encourage you to reach out to us. Our team of experts is ready to provide you with personalized solutions and strategic guidance to optimize your insurance programs and employee health and benefits.

[Sign up](#) to receive more helpful insights from MMA.


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-  1. Revisit your work-from-anywhere approach.
-  2. Reassess your hybrid strategy.
-  3. Implement real estate changes at the office level.

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 **SEE A BRIGHTER WAY.**



# ***BUSINESS LEADERSHIP AWARDS & FORUM EVENTS***

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

## ***2024 Calendar***

- June 13 — CFO Forum & Leadership Awards
- October — In-House Counsel Forum & Leadership Awards
- November 7 — Inspirational Women Forum & Leadership Awards

Event dates are subject to change.







View the [2023 CFO Event Recap](#) in the magazine that published on July 30, 2023

# 2024 CFO FORUM & LEADERSHIP AWARDS

The 4<sup>th</sup> annual CFO Forum & Leadership Awards will be held at the Beverly Hilton Hotel in Beverly Hills on June 13, 2024, with over 350 attendees expected. The event will open with a lively cocktail reception in the courtyard, followed by an informative and fascinating panel discussion, and end with the awards presentation and multi-course dinner. The awards presentation will recognize California's top talents in the Chief Financial Officer position, serving companies from small nonprofits to multinational corporations.

Following the event, we will publish a companion print and digital magazine in July 2024, which will recap the event and profile noteworthy honorees and nominees, including California-based CEOs exhibiting exceptional leadership in the region.

## 2023 Event Snapshot

- Attendees represented 80+ companies across professional services, financial, entertainment, non-profit & more
- 85% of attendees were C-Level/executive management
- 120MM+ media impressions (\$205K+ value) across social, digital, email and print. Sponsors were included in all pre- and post-event promotions.

\*Event details are subject to change

Note: The selection of profiles and winners and the production of the event will be organized by the L.A. Times B2B Publishing team and does not involve the editorial staff of the L.A. Times.



# 2024 IN-HOUSE COUNSEL FORUM & LEADERSHIP AWARDS

The 4<sup>th</sup> annual In-House Counsel Forum & Leadership Awards will be held at The Beverly Hilton Hotel in Beverly Hills in October 2024, with over 300 attendees expected. The evening will kick off with a cocktail reception followed by an insightful discussion that explores the hot button issues and trends affecting the legal landscape from the last 24-months as it pertains to in-house counsel and the companies and people they serve. The in-person event will honor many of the area's top legal professionals who are currently practicing in California.

Following the event, we will publish a companion print and digital magazine in November 2024, which will recap the event and profile noteworthy honorees. It's a glossy magazine delivered to 80,000 high net-worth paid subscribers.

## 2023 Event Snapshot

- Attendees represented nearly 90 companies across law, tech, entertainment, education, professional services and more
- 126MM+ media impressions (\$279K+ value) across social, digital, email and print. Sponsors were included in all pre- and post- event promotions.



View the [2023 In-House Event Recap](#) in the magazine that published on June 25, 2023

\*Event details are subject to change

Note: The selection of profiles and winners and the production of the event will be organized by the L.A. Times B2B Publishing team and does not involve the editorial staff of the L.A. Times.





# 2024 INSPIRATIONAL WOMEN FORUM & LEADERSHIP AWARDS

The 4<sup>th</sup> annual Inspirational Women Forum & Leadership Awards will be held at The Beverly Hilton Hotel in Beverly Hills on November 7, 2024, with over 800 attendees expected. It will include an afternoon of informative panels and networking opportunities, followed by an exciting awards show and dinner.

The event's afternoon sessions will feature a series of dynamic panel discussions led by insightful female leaders from the fashion, technology, professional services, entertainment and nonprofit industries who will bring important and relevant issues to light. The day will conclude with a few inspiring words from our keynote speaker and a formal awards dinner, which will recognize honorees from corporations and nonprofit organizations for their accomplishments and noteworthy successes over the past 12 months.

Following the event, we will publish a companion print and digital magazine in December 2024, which will recap the event and profile noteworthy honorees and nominees. The glossy magazine will be delivered to 80,000 high net-worth paid subscribers with the Sunday issue of the L.A. Times.

## 2023 Event Snapshot

- Attendees represented 300+ companies within the professional services, financial, law, manufacturing, technology, entertainment, non-profit sectors and more.
- 140MM+ media impressions (\$260K+ value) across social, digital, email and print.

\*Event details are subject to change. Demos represent 527 people who provided titles.

Note: The selection of profiles and winners and the production of the event will be organized by the L.A. Times B2B Publishing team and does not involve the editorial staff of the L.A. Times.



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



# 2024 B2B Calendar

Business Advisory Roundtables | Business Magazines | Business Leadership Awards & Forum Events

## Q1 2024

### JANUARY

2024 Economic Forecast & Business Predictions

### FEBRUARY

Cybersecurity

### MARCH

Entertainment and Sports Workforce Solutions, Labor & Employment  
Banking & Finance: Trends, Updates & Visionaries

## Q2 2024

### APRIL

Employee Benefits

### MAY

Food & Beverage Industry  
SoCal Commercial Real Estate Trends  
Commercial Real Estate: Trends, Updates & Visionaries

### JUNE

Wealth Management and Estate Planning  
CFO Forum & Leadership Awards  
Business of Entertainment Visionaries in THE ENVELOPE

## Q3 2024

### JULY

Healthcare, Biotech and Lifesciences  
The C-Suite: Trends, Updates and CFO Leadership Awards

### AUGUST

Business of Cannabis  
Consumer Attorneys of Southern California

### SEPTEMBER

Beauty, Fashion and Consumer Goods  
Diversity, Equity, Inclusion & Accessibility: Trends, Updates & Forum Recap

## Q4 2024

### OCTOBER

Real Estate Outlook  
The Latest Trends on Private Equity and M&A Landscape  
Beauty, Fashion and Consumer Goods  
In-House Counsel Forum & Leadership Awards

### NOVEMBER

Emerging Technologies: A.I., M.L., VR and AR  
Business of Law: Trends, Updates, Visionaries & In-House Counsel Leadership Awards Magazine  
Inspirational Women Forum & Leadership Awards

### DECEMBER

How to Manage Litigation  
Inspirational Women: Trends, Updates, Forum & Leadership Awards Magazine  
Giving: The Philanthropy Issue

# ***Marketing Muscle***

***500 Million+***

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

***\$900K+***

Media value for all events



***Work with us.***



The roundtables are an important part of our brand awareness strategy as it provides us visibility for our attorneys' thought leadership in both print and digital.



Sheenika Gandhi (she/her)  
Chief Marketing Officer,  
Greenberg Glusker LLP

As a client of L.A. Times B2B Publishing, I value their commitment to providing exceptional client service. From virtual and in person events, digital marketing, to awards and executive roundtables, they collaborate with us to provide an incredible platform to elevate our brand, our people and our clients.



Jennifer Sullivan  
Director of Marketing and  
Business Development, GHJ

Phonexa has been sponsoring L.A. Times events for several years, particularly Awards Ceremonies that recognize exceptional leaders in various industries. The experience has been exciting, inspiring, and insightful. The combination of working with the amazing team members at L.A. Times and the opportunity to hear the stories of these unique individuals has been unparalleled. Through our sponsorships, we've been able to develop completely new business relationships that we never would've discovered otherwise.



Lilit Davtyan  
CEO, Phonexa

# Client Testimonials

***Thank you!***

For advertising and sponsorship opportunities,  
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