

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

P U B L I S H I N G

2024 Media Kit

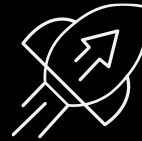


**Largest publisher
on the West Coast**



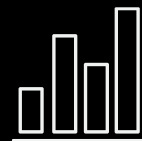
Nationally

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.

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



Business Leadership Awards & Forum Events



Business Magazines



Business Advisory Roundtables

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

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, & B2B Publishing site.

Reach and Demos

388K

paid print and digital subscribers

1.2MM

Print readers

39MM+

Monthly online visitors

65%

of our digital users are outside L.A.

35+

Sponsors participated in 2023

739K

average online page views per panel

4 min.

Average time spent with our panel content

84%

Decision-Makers, Business Owners, Investors and Millionaires

77%

College / Post-Grad degree



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
- 600-1,000 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
- QR code in the print section to direct readers to the sponsor's landing page
- Content placement on the B2B Publishing website, 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 B2B social channels and our weekly e-newsletter, reaching 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
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. Publishes 8x/year, distributed with the Sunday L.A. Times and publishing in the eNewspaper & B2B Publishing site.

Influential Audience

Influential audience of print/digital/e-newsletter subscribers in LA & Orange counties



[Click to View](#)

Reach and Demos

101K

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

1.2x

Higher print circulation than the LA & OC Business Journals combined

339K

SoCal print readers

39MM+

Monthly online visitors

72%

are millionaires

96%

Decision-Makers, Business Owners, Investors and Millionaires

89%

Have financial investments

85%

Donate money to non-profit organizations



Business Magazines Content

- Business Leadership Forum & Leadership Awards Recaps
- Industry Trends & updates across various business sectors
- Profiles of Visionaries
- Top Industry Ranking Lists (e.g., Top Banks, Top General Contractors, Top Accounting and Business Advisory Firms)
- Special Features, such as the MBA Insider in the Banking & Finance Magazine

Benefits

- 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

B2B Magazines

- March 24 Banking & Finance: Trends, Updates & Visionaries
- May 19 Commercial Real Estate: Trends, Updates & Visionaries
- July 28 The C-Suite: Trends, Updates and CFO Forum & Leadership Awards
- Aug 25 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

B2B Sections

- May 30 Film and Media School Guide in THE ENVELOPE
- June 18 Business of Entertainment Visionaries in THE ENVELOPE
- Sep 14 Business of Beauty & Fashion Visionaries in IMAGE
- Nov 14 Film and Fashion School Guide in THE ENVELOPE

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

Themes and dates are subject to change



2024

Calendar

Weekly B2B Insights Newsletter

Reach an engaged business audience directly in their inbox with a 100% share-of-voice (SOV) sponsorship of our opt-in B2B newsletter. This newsletter features the latest business announcements, news, and insights, including top executive moves, trends, developments, and a roundup of notable commercial real estate transactions and M&A deals. It reaches business leaders, C-level executives, visionaries, and entrepreneurs in the Southern California business community.

- 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 JSPAC 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

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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 22 practice areas, the 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 start-ups to Fortune 500 companies. Learn more about the firm at <http://www.munckwilson.com>.

[Learn More](#)

100-WORD BLURB

100-WORD BLURB


\$2.2 million in grants to support a range of 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 >](#)

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More dough, less nuts.



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 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
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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

BUSINESS LEADERSHIP AWARDS & FORUM EVENTS

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

2024 Calendar

- CFO Forum & Leadership Awards — June 13
- In-House Counsel Forum & Leadership Awards — October 18
- Inspirational Women Forum & Leadership Awards — November 14

Event dates are subject to change.





2024 CFO FORUM & LEADERSHIP AWARDS

The 4th annual CFO Forum & Leadership Awards was held at the Beverly Hilton Hotel in Beverly Hills on June 13, 2024. The event opened with a lively cocktail reception in the courtyard, followed by an informative and fascinating panel discussion, and ended with the awards presentation and multi-course dinner. The awards presentation recognized California's top talents in the Chief Financial Officer position, serving companies from small nonprofits to multinational corporations.

On July 28, 2024, we will publish a companion print and digital magazine which will recap the event and profile noteworthy honorees and nominees, including California-based CEOs exhibiting exceptional leadership in the region. It's a glossy magazine delivered to 101,000 print and digital subscribers.



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

2023 Event Snapshot

- Attendees represented 80+ companies across professional services, financial, entertainment, non-profit & more
- 85% of attendees are C-Level or 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 4th annual In-House Counsel Forum & Leadership Awards will be held at The Maybourne Beverly Hills on October 18, 2024, with over 300 attendees expected. The afternoon will kick off with a networking 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 101,000 print and digital subscribers.

2023 Event Snapshot

- Attendees represented nearly 90 companies across law, tech, entertainment, education, professional services and more
- 83% of attendees are C-Level or executive management
- 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. Demos represent 101 people who provided titles.

Note: The selection of profiles and winners and the proction 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 4th annual Inspirational Women Forum & Leadership Awards will be held at Intercontinental Downtown Los Angeles on November 14, 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 101,000 print and digital 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.
- 83% of attendees are C-Level or executive management
- 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

Marketing Muscle

500 Million+

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

\$900K+

Media value for all events



Work with us.

2024 B2B Calendar

Business Advisory Roundtables | Business Magazines | Business Sections | 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
Commercial Real Estate: Trends, Updates & Visionaries
Film and Media School Guide in THE ENVELOPE

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
Business of Beauty & Fashion Visionaries in IMAGE

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
Film and Fashion Guide in THE ENVELOPE

DECEMBER

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

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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Los Angeles Times

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