

A panoramic view of the Los Angeles skyline under a blue sky with light clouds. The city's skyscrapers are visible, with a prominent palm tree in the foreground on the right side.

Los Angeles Times

BUSINESS TO BUSINESS

PUBLISHING

2024 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 site &
Apple News visitors

75%

of site traffic comes from
outside L.A. DMA

13MM

Social media
followers



**Our Reach is
Unmatched**



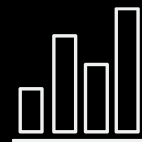
Nationally

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.



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)

Influential Business Audience

13MM

Business
Decision Makers

5.6MM

Business C-Suite & Owners

8.1MM

Involved in business purchase
decisions

1 in 3

Readers are business owners,
executives or decision makers

2MM

Are in executive Leadership
& Management

4.2MM

Have an annual business purchasing
budget over \$50,000



Business Leadership Forum & Awards
Events



Business Magazines



Business Advisory
Roundtables

B2B Publishing connects entrepreneurs, C-level executives, and industry specialists to deliver valuable insights and recognition to Southern California's business community

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

Sources: Print/Digital subscribers (AAM Sep 2022 report); Print readers & demos (Scarborough LA 2022 R1, Daily print readers); Visitors, traffic & time spent (Google Analytics, Jan 2021-Feb 2022 avg); Page Views (Ensignten, 2023 eNewspaper avg)



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

Cost: \$7,000

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
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



2024

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

INSPIRATIONAL WOMEN
FORUM & LEADERSHIP AWARDS

CITY NATIONAL BANK
AN ERC COMPANY

At the third annual Inspirational Women Forum and Leadership Awards, held on November 7, 2023 at the Beverly Hills, the event was filled with excitement for the female business leaders who received honored recognition for both their professional and personal achievements. The women and men who gathered to celebrate these inspirational women gave the event the air of a Hollywood awards ceremony – with all the glitz and glamour one would expect.

MACALLAN

dnanudge | ENTREPRENEUR | PNC | UWLA



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

Only 47% of Banks Surveyed Are Satisfied with Their Core Provider, Yet Few Expect to Switch

Survey Also Reveals "Protoness Gap" Between Core Provider Satisfaction and Bank Expectations

A survey of 100 banking executives revealed that only 47% of banks surveyed are satisfied with their core provider, yet few expect to switch. The survey also revealed a "protoness gap" between core provider satisfaction and bank expectations.

ADVERTISEMENT

MBA INSIDER

AN IN-DEPTH LOOK AT MBA SCHOOLS AND THEIR PROGRAMS

The new MBA Insider spotlights a variety of outstanding schools that have provided information about their MBA program accreditation, tuition, application deadlines and rankings so you can compare each school's value to your own. This insider series is an invaluable guide for helping you find the right program for your needs.

Today, an MBA program can help in developing strong business and leadership skills, which may be called upon in various of future positions while offering outstanding networking opportunities with fellow students, tomorrow's business leaders. Ultimately, a degree can help you attain future career goals, such as salary increases and promotions.

Whether you're looking to advance your career or open new doors, an MBA program can help in achieving your dreams. Although it costs time and money in the short term, it will pay huge dividends throughout your career. Plus, many programs even offer assistance with an employer's tuition.

We have compiled a list of promising additional options in future special sections. And we thank all of the participating schools for taking part in this year's MBA Insider.

Visit www.mba.com/insider at www.mba.com/insider

TOP GENERAL CONTRACTORS

L.A. Times B2B Publishing presents the 25 largest general contractors in Southern California for 2023. These top general contractors, who also are ranked in the top 100 of the industry, are ranked by revenue.

1. **Bechtel**
2. **Skidmore, Owings & Merrill**
3. **Turner Construction Co.**
4. **Parsons Brinckerhoff**
5. **Ottman**
6. **AECOM**
7. **CH2M Hill**
8. **McCarthy**
9. **URS Construction Services Inc.**
10. **DPR**

VISIONARIES

Commercial real estate, not unlike numerous other industries, has grown to embrace change and innovation. One of the most significant changes in the industry is the shift from a focus on physical assets to a focus on digital assets and data. This shift has led to the rise of digital real estate, which is a new way of thinking about real estate that focuses on the data and insights that can be derived from digital assets.

Michael Arnold
CEO, Arnold

Erica Babin
CEO, Babin

Ryan J. Barnhardt
CEO, Barnhardt

Bill Sauerbrey
CEO, Sauerbrey

Rebecca Bird
CEO, Bird

Lisa Shattuck
CEO, Shattuck

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
Oct 13	People & Culture
Nov 17	Business of Law: Trends, Updates, Visionaries & In-House Counsel 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



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 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

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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 50 companies. Learn more about the firm at <http://www.munckwilson.com>.

[Learn More](#)


THE CIVIC FOUNDATION HAS AWARDED MORE THAN \$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.

Powered by 



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
BUSINESS TO BUSINESS
PUBLISHING
SPONSORED CONTENT

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 glean valuable insights from Jerry Nickelsburg, Director of UCLA Anderson's 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.

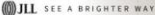
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It's time for a hybrid strategy pulse check.


 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.
-  **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 →](#)

 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 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 were held at the Beverly Hilton Hotel in Beverly Hills on June 13, 2024. The evening began with a networking reception in the courtyard, followed by an enlightening panel discussion where industry experts shared insights on “Prioritizing Tech Innovation & Talent Retention.” Following a multi-course dinner, the awards ceremony honored CFOs in six categories for their achievements over the past 24 months, exemplary leadership, and community contributions.

On July 28, 2024, we published a companion print and digital magazine recapping the event and profiling notable honorees and nominees, including leading CEOs from California. Reaching 101,000 print and digital subscribers, this glossy magazine celebrated exemplary leadership across the region.

2024 Event Snapshot

- Attendees represented 90+ companies across all industries- Professional Services, Banking & Finance, Entertainment/Sports/Media, Healthcare, Educ/Govt/Non-Profit, Tech/Software and 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.



View the [2024 CFO Event Recap](#) in the magazine that published on July 28, 2024

2024 IN-HOUSE COUNSEL 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.



INSPIRATIONAL WOMEN

2024 FORUM & LEADERSHIP AWARDS

PRESENTED BY
CITY NATIONAL BANK
AN RBC COMPANY

AN INSPIRING CELEBRATION OF **WOMEN'S EXCELLENCE**

November 14, 2024 | InterContinental Downtown Los Angeles | 800 expected attendees

Our 4th annual Inspirational Women Forum and Leadership Awards will bring together exceptional women leaders to inspire, connect and celebrate achievements across industries. It's an uplifting, immersive afternoon filled with insightful panel discussions, networking opportunities and a prestigious awards show and dinner.

The event's afternoon sessions will feature dynamic panel discussions led by female leaders from fashion, technology, professional services, entertainment, and nonprofit industries, highlighting important issues. The day will conclude with an inspiring keynote speech and a formal awards dinner, honoring notable achievements from corporations and nonprofit organizations over the past year.

After the event, we will publish a companion print and digital magazine on December 15, 2024, recapping the event and spotlighting the honorees, finalists and nominees. This keepsake glossy magazine will be delivered with the Sunday issue of the L.A. Times.

INFLUENTIAL BUSINESS AUDIENCE

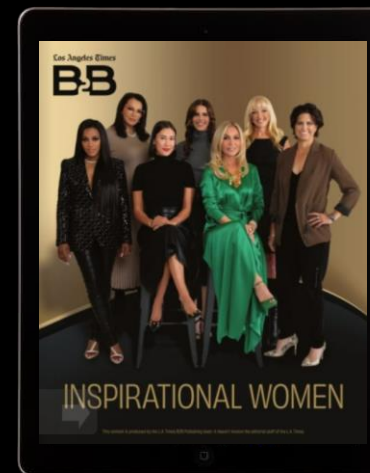
- **700+** Women leaders representing top companies in Southern California
- **370+** C-Level and Executive leaders (83% of attendees)
- **300+** companies represented across all industries - Professional Services, Banking & Finance, Education/Gov't/Non-Profit, Technology/Software, Entertainment/Sports/Media, 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

*Event details are subject to change. Demos represent 532 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

Consumer Attorneys of Southern California

SEPTEMBER

Beauty, Fashion and Consumer Goods
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
People & Culture
In-House Counsel 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.



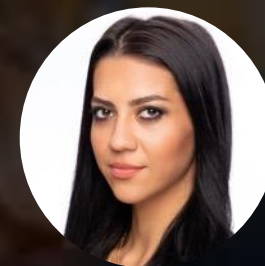
Sheenika Gandhi (she/her)
Chief Marketing Officer,
Greenberg Glusker LLP

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,
please contact Helya Askari, helya.askari@latimes.com

Los Angeles Times

BUSINESS TO BUSINESS

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