

A wide-angle photograph of the Los Angeles skyline, featuring numerous skyscrapers and buildings under a clear blue sky with some light clouds. In the foreground, there are green trees and palm fronds, suggesting a park or elevated view of the city.

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.

- 3x higher print circulation (127K 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

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



2024
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: ~200,000 readers
- 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](#)
- Promoted through L.A. Times B2B social channels and our weekly e-newsletter

Business 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 Leadership Awards
Aug 18	Consumer Attorneys of Southern California
Sep 29	Diversity, Equity, Inclusion & Accessibility: Trends, Updates & Forum Recap
Nov 7	Business of Entertainment Visionaries in THE ENVELOPE
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

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

Themes and dates are subject to change



**20
24**

Calendar

BUSINESS LEADERSHIP AWARDS & FORUM EVENTS

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

2024 Calendar

- June — CFO Awards
- August — The Diversity, Equity, Inclusion & Accessibility (DEIA) Forum
- October — In-House Counsel Awards
- November — Inspirational Women Forum and Leadership Awards

Event dates are subject to change.





2024 CFO LEADERSHIP AWARDS

The 4th annual CFO Leadership Awards will be held at the Beverly Hilton Hotel in Beverly Hills in June 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.

View the [2023 CFO Event Recap](#) in the magazine that published on July 30, 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 DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY FORUM

The 4th annual Diversity, Equity, Inclusion & Accessibility Forum will be held at the SLS Hotel in Beverly Hills in August 2024, with over 250 attendees expected. The event will feature a series of dynamic panel discussions with diverse business leaders that provide an in-depth look at DEIA topics such as Accessibility and the Bottom Line, Belonging and the Secret to Retention in an Evolving Remote Workplace, and Harnessing the Value of DEIA.

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

2023 Event Snapshot

- Attendees represented 90+ companies within the non-profit, professional services, entertainment, education, healthcare sectors and more.
- 114MM+ media impressions (\$221K+ value) across social, digital, email and print. Sponsors were included in all pre- and post- event promotions.



View the [2023 DEIA event recap](#) in the magazine that published on November 26, 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 IN-HOUSE COUNSEL LEADERSHIP AWARDS

The 4th annual In-House Counsel 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 & AWARDS

The 4th annual Inspirational Women Forum & 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

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

Los Angeles Times

BUSINESS TO BUSINESS
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