

A wide-angle photograph of the Los Angeles skyline at sunset. The city's skyscrapers are silhouetted against a sky filled with warm, orange, and yellow clouds. In the background, a range of dark, rugged mountains is visible under the twilight sky.

Los Angeles Times

B2B PUBLISHING

2023 MEDIA KIT

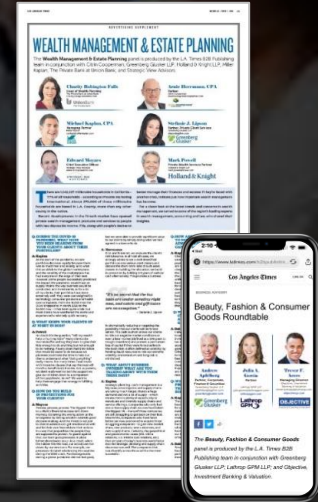
WE CONNECT BUSINESS LEADERS WITH INDUSTRY EXPERTS



BUSINESS LEADERSHIP AWARDS &
FORUM EVENTS



BUSINESS MAGAZINES



BUSINESS ADVISORY
ROUNDTABLES

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 **3.1 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.

- 3.6x higher circulation (142K vs 39K)
- 5x higher readership (1.1M 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
- **They're highly engaged, spending up to 4 minutes with our panel content.**

Source: Scarborough LA 2021 R2 (Base: Decision-Makers; LAT INA); AAM March 2022 (Daily Circ); Google Analytics

SUCCESSFUL

- **533,000 average online page views per panel**
- Over 40 sponsors have participated in 2022

REACH

- SoCal: **388,000 paid print and digital subscribers**, 1.1M readers
- National: 40M+ monthly online visitors

DETAILS

- Publishes Mondays, 17x/year in the L.A. Times Business print section, eNewspaper, & B2B Publishing site



BUSINESS ADVISORY ROUNDTABLES



[CLICK TO VIEW](#)

BUSINESS ADVISORY

ROUNDTABLES

January 23	2023 Economic Forecast & Business Predictions
February 13	Cybersecurity
March 6	Entertainment and Sports
March 27	CleanTech and Renewable Energy Solutions
April 17	Workforce Solutions, Labor & Employment
May 8	Food & Beverage Industry
May 29	SoCal Commercial Real Estate Trends
June 12	Wealth Management and Estate Planning
June 26	Healthcare, Biotech and Lifesciences
July 24	NFTs, Blockchain Technology and Cryptocurrencies
Aug 14	Business of Cannabis
Aug 28	Bankruptcy & Restructuring
Sep 18	Beauty, Fashion and Consumer Goods
Oct 2	Real Estate Outlook
Oct 16	The Latest on Private Equity and M&A Strategies
Oct 29*	Environmental, Social & Governance (ESG)
Nov 6	Emerging Technologies, Digital Media and Gaming
Dec 11	How to Manage Litigation

2023

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

Source: Scarborough Los Angeles, 2021 R2; Base: 80K distribution; Sunday L.A. Times decision-makers

REACH

- SoCal: **280,000 readers**
- National: 40M+ monthly online visitors
- Reaches more people than the LA & OC Business Journals **combined**
 - 2x higher print circulation (80K vs 39K)
 - 1.2x higher readership (280K vs 216K)

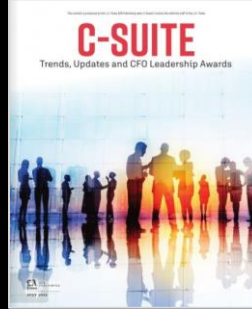
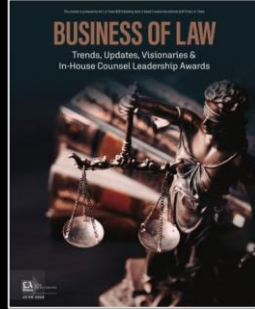
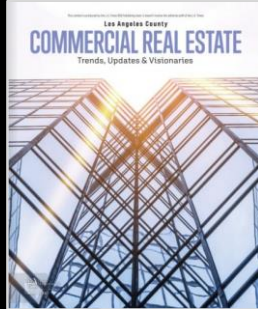
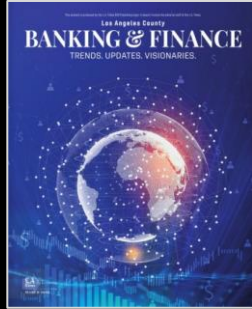
DETAILS

- Publishes 8x/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

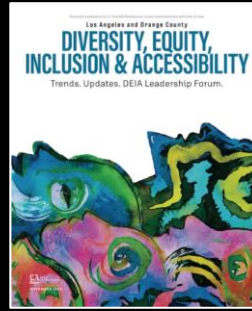
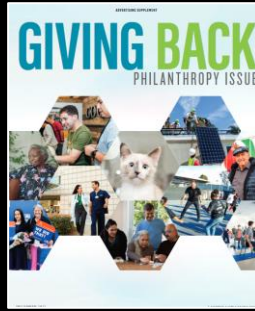
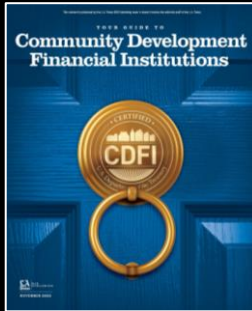


* Pending availability

BUSINESS MAGAZINES



Click to View



Leadership Awards Recaps



Industry Trends & Updates



BUSINESS MAGAZINES

2023 CALENDAR

MARCH 19	Banking & Finance: Trends, Updates & Visionaries
JUNE 4	Business of Law: Trends, Updates, Visionaries & In-House Counsel Leadership Awards
JULY 9	Commercial Real Estate: Trends, Updates & Visionaries
JULY 30	The C-Suite: Trends, Updates and CFO Leadership Awards
SEPTEMBER 10	Diversity, Equity, Inclusion & Accessibility: Trends, Updates, DEIA Leadership Forum
OCTOBER 29	Community Development Financial Institutions Magazine
DECEMBER 13	Giving Back: Philanthropy
DECEMBER 17	Inspirational Women: Trends, Updates, Forum & Leadership Awards

BUSINESS LEADERSHIP AWARDS & FORUM EVENTS

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

2023 CALENDAR

- May 4 – In-House Counsel Awards
- June 21 – CFO Awards
- August 3 – The Diversity, Equity, Inclusion & Accessibility (DEIA) Forum
- November 7 - Inspirational Women Forum & Awards



2022 IN-HOUSE COUNSEL LEADERSHIP AWARDS

Over 300 business leaders attended the Awards event on May 4.

The In-House Counsel Leadership Awards was held at The Beverly Hilton Hotel in Beverly Hills on May 12, 2022. The evening kicked off with a cocktail reception followed by an illuminating panel discussion and concluded with the awards presentation and dinner. The in-person event honored many of the area's top legal professionals who are currently practicing in California.

The event was promoted to businesses and consumers through a full-scale promotional launch across social, digital, email & print, which generated over 25 million impressions (\$120K+ value). Sponsors were included in all pre- and post- event promotions.

Following the event, we published a companion print and digital magazine, which recapped the event and profiled noteworthy honorees and nominees, including California-licensed firm lawyers exhibiting achievements within their practice areas. It's a glossy magazine delivered to 80,000 high net worth paid subscribers.

2022 SPONSORS

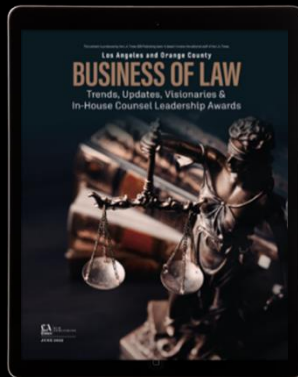
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**Cooley LLP
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The Nuvo Group
Waymaker LLP**

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 [Business of Law magazine](#) that published on June 26.

2022 CFO LEADERSHIP AWARDS

Over 400 business leaders attended the Awards event on June 21. 1 in 3 attendees were C-Suite/executive management.

The CFO Leadership Awards ceremony was held at The Beverly Hilton Hotel in Beverly Hills on June 21, 2022. The evening kicked off with a lively cocktail reception in the courtyard, followed by an informative and fascinating panel discussion and concluded with the awards presentation and multi-course dinner. The in-person event recognized California's top talents in the Chief Financial Officer position, serving companies from small nonprofits to multinational corporations.

The event was promoted to businesses and consumers through a full-scale promotional launch across social, digital, email & print, generating over 25 million impressions (\$120K+ value). Sponsors were included in all pre- and post-event promotions.

Following the event, we published a companion print and digital magazine, which recapped the event and profiled noteworthy honorees and nominees, including California-based CEOs exhibiting exceptional leadership in the region. It's a glossy magazine delivered to 80,000 high net worth paid subscribers.

2022 SPONSORS

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 GHJ&  Phonexa

Paid Gold Sponsor
BPM LLP
Union Bank



The attendees gather to enjoy dinner and the informative C-suite panel.



Honoree Philip J. Ahn accepts his award.



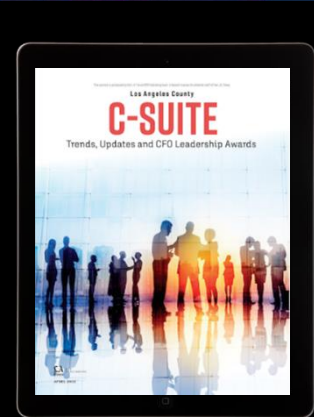
Cielo Cerezo accepts the award for Carparts.com's Honoree David Meniane.



Grant Le and honoree Linh Le, CFO of Predicine.



Kallie Yap, Brian Hegarty and Anant Patel after participating in an engaging panel.



View the C-Suite
[magazine](#) that published
 on July 24, 2022.



Avedis Kechichian, honoree for Education/Nonprofit CFO.



Guests from the Wells Fargo group arrive at the cocktail reception.



The team from Tilly's, including finalist, EVP Mike Henry.



Guests, including Phonexa CEO Lili Davtyan, converse at the cocktail reception.



Brian Hegarty presents the award for large private company CFO.

2022 INSPIRATIONAL WOMEN FORUM & AWARDS

Presented by
CITY NATIONAL BANK
AN RBC COMPANY

Over 600 business leaders attended the Awards event on October 18.

The 2nd annual Inspirational Women Forum & Awards was held at The Beverly Hilton Hotel in Beverly Hills on October 18, 2022. The event opened with a series of dynamic panel discussions that provided an in-depth look at mentorship, overcoming entrepreneurship pitfalls, and breaking barriers in male-dominated industries among other things. The awards luncheon then honored the accomplishments of outstanding women from corporations and nonprofit organizations who demonstrated noteworthy success in the past 24 months.

The event was promoted to businesses and consumers through a full-scale promotional launch across social, digital, email & print, generating over 25 million impressions (\$120K+ value). Sponsors were included in all pre- and post- event promotions.

Following the event, we will publish a companion print and digital magazine, which will recap the event and profile noteworthy honorees and nominees who are redefining the roles that women play in their respective industries. It's a glossy magazine delivered to 80,000 high net worth paid subscribers.

2022 SPONSORS

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Sponsor



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Sponsors



Paid Gold
Sponsors



Too Faced Cosmetics



View the Inspirational Women
[magazine](#) that published on
November 20, 2022



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.

2022 DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY LEADERSHIP FORUM

Presented by



Over 300 business leaders attended the Leadership Forum event on November 10.

The Diversity, Equity, Inclusion & Accessibility Leadership Forum was held at The Beverly Hilton Hotel in Beverly Hills on November 10, 2022. The event featured a series of dynamic panel discussions with diverse business leaders that provided an in-depth look at how Environmental, Social and Governance (ESG) is changing the way businesses view DEIA initiatives, the importance of leadership and accountability, and best practices for building a diverse, equitable and inclusive workplace.

The event was promoted to businesses and consumers through a full-scale promotional launch across social, digital, email & print, generating over 25 million impressions (\$120K+ value). Sponsors were included in all pre- and post- event promotions.

Following the event, we published a companion print and digital magazine on December 18, which recapped the event. It's a glossy magazine delivered to 80,000 high net worth paid subscribers.

2022 SPONSORS

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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.



Norrell Thomas of Thela Thatch Consulting, Angela Rosales of Riot Games and Murry Adams of City of Hope



Victoria Erochukian and Dr. Erika D Beck of platinum sponsor California State University Northridge with Nayeli Bagdasarian of SDV Economic Partnership



Ron Ramon, Shirley Tensio, Mashi Rahmani, L Beatty Gascon-Galindo and Ayleen Kalachyan of MMC award the event



Mark Whitley of sponsor Easterseals Southern California, Jeanette Neumann and Mark Bertrand of Boeing Capital Corporation



Jason Arvia, Sonia Nayak and Guillermo Anders of platinum sponsor Nixon Peabody LLP



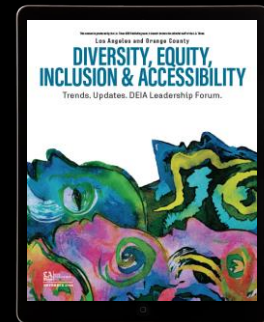
Alyssa Kover is Vice President, Clinical Training @ Quality at sponsor Easterseals Southern California



Mark Shurtliff, Cindy Nagel, Emy Gonzalez and Mia Dodson of Beika International enjoy the event



Mark Demos of Crowe LLP and Carlos Salas of The Change Company, which was one of the forum participants



View the DEIA [magazine](#) that published on December 18, 2022



Rebecca Maiz of The Change Company watched the forum event



CSUN's Jonathan Adrias, Carmen Ramos Chandler, Surin Serapijan and Erik Martinez



Stephen Lee of Bank of America and Robert W. Brown, president of platinum sponsor UWLA



MARKETING MUSCLE

100 MILLION+
Media Impressions
across digital, social, email and print

\$480K+
Media Value



Note: Impressions and media value reflect the 4 Leadership Awards & Forum events

CLIENT TESTIMONIALS

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)
Director of Marketing,
Greenberg Glusker LLP

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

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

2023 B2B CALENDAR

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

Q1 2023

JANUARY

2023 Economic Forecast &
Business Predictions

FEBRUARY

Cybersecurity

MARCH

Entertainment and Sports
CleanTech and Renewable
Energy Solutions
Banking & Finance: Trends,
Updates & Visionaries Magazine

Q2 2023

APRIL

Workforce Solutions, Labor
& Employment

MAY

Food & Beverage Industry
SoCal Commercial Real Estate Trends
In-House Counsel Awards

JUNE

Wealth Management and
Estate Planning
Healthcare, Biotech and Lifesciences
CFO Awards
Business of Law: Trends, Updates,
Visionaries & In-House Counsel
Leadership Awards Magazine

Q3 2023

JULY

NFTs, Blockchain Technology and
Cryptocurrencies
Commercial Real Estate: Trends,
Updates & Visionaries Magazine
The C-Suite: Trends, Updates and CFO
Leadership Awards Magazine

AUGUST

Business of Cannabis
Bankruptcy & Restructuring
The Diversity, Equity, Inclusion
& Accessibility (DEIA) Leadership Forum

SEPTEMBER

Beauty, Fashion and Consumer Goods
Diversity, Equity, Inclusion &
Accessibility (DEIA): Trends, Updates,
DEIA Leadership Forum Magazine

Q4 2023

OCTOBER


Real Estate Outlook
The Latest on Private Equity and
M&A Strategies
Environmental, Social & Governance (ESG)
Community Development
Financial Institutions Magazine

NOVEMBER

Emerging Technologies,
Digital Media and Gaming
Inspirational Women Forum & Awards

DECEMBER

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

An aerial photograph of Los Angeles at sunset. The city skyline is visible in the background, with the sun setting behind the mountains, casting a warm orange and pink glow over the city. In the foreground, a large lake with a fountain is visible, surrounded by greenery and residential areas.

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

Los Angeles Times
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THANK YOU