



# BUSINESS

LA Times STUDIOS

2025 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 visitors across  
digital platforms

**13MM**

Social media  
followers

**165MM**

Total podcast  
downloads

**57MM**

eNewspaper monthly  
page views



# Influential Business Audience

**13MM**

Business  
Decision Makers

**5.6MM**

Business C-Suite  
& Owners

**8.1MM**

Involved in business  
purchase decisions

**1.7MM**

HHI \$250K+ or  
Net Worth \$1M+

## 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.

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 TO BUSINESS

**We connect entrepreneurs, C-level executives, and industry specialists to provide valuable insights and recognition to Southern California's business community**



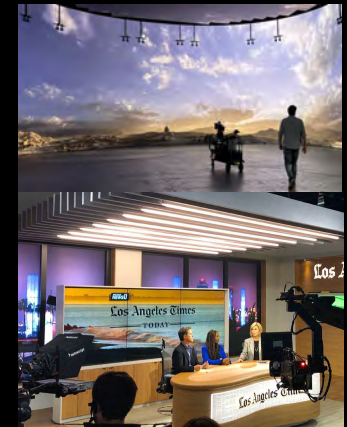
**Business Advisory  
Roundtables**



**Business Magazines**



**Business Leadership Forum &  
Awards Events**

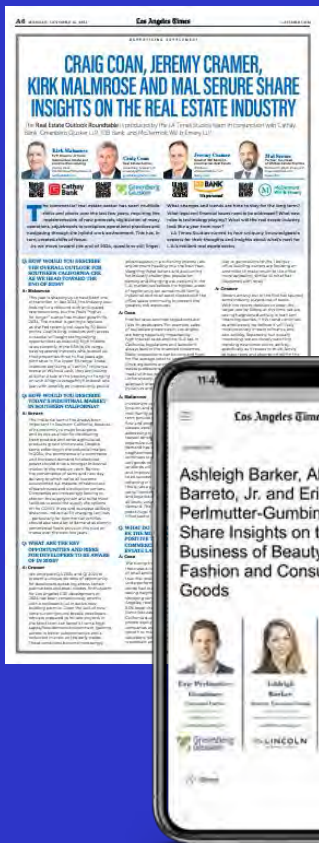


**LA Times Studios  
Production Services**



# 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, & latimes.com/b2b.



## Reach and Demos

**376K**

Paid print & digital subscribers

**1.2MM**

Print readers

**39MM+**

Monthly online visitors

**65%**

Of our digital users are outside L.A.

**35+**

Sponsors participate annually

**739K**

Avg online page views per panel

**4 min**

Avg time spent with our panel content

**84%**

Decision-Makers, Business Owners, Investors & Millionaires

**77%**

College/Post-Grad Degree

# Business Advisory Roundtable 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 with up to 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
- Content placement in the monthly magazine
- QR code in the print section to direct readers to the sponsor's landing page
- Content placement on latimes.com/b2b, 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 Studios Business social channels and our weekly e-newsletter, reaching 15K subscribers, with a 27% open rate



[Click to View](#)

# Business Advisory Roundtables

<b>January 27</b>	2025 Economic Forecast & Business Predictions
<b>February 17</b>	Cybersecurity
<b>February 24</b>	Rebuilding LA
<b>March 3</b>	Entertainment and Sports
<b>March 24</b>	Workforce Solutions, Labor & Employment
<b>March 31</b>	Rebuilding LA
<b>April 21</b>	Employee Benefits
<b>May 5</b>	Food & Beverage Industry
<b>May 19</b>	SoCal Commercial Real Estate Trends
<b>June 9</b>	Wealth Management and Estate Planning
<b>July 21</b>	Healthcare and Life Sciences
<b>Aug 18</b>	Business Opportunities in 2025 - Guidance for Navigating the New Economy
<b>Sep 22</b>	Renewable Energy and Cleantech Solutions
<b>Oct 13</b>	Beauty, Fashion and Consumer Goods
<b>Oct 27</b>	The Latest Trends on Private Equity and M&A Landscape
<b>Nov 10</b>	The Evolving Artificial Intelligence Landscape
<b>Dec 8</b>	How to Manage Litigation

\*Dates & details are subject to change



# Business by LA Times Studios Magazine

PUBLISHES MONTHLY

Our business magazine delivers essential insights and updates for leaders, featuring the latest industry news, event highlights, visionary profiles, sector-specific business rankings and special reports.

Each issue includes regular columns covering Banking & Finance, M&A and Private Equity, Commercial Real Estate, Legal, Technology & Life Sciences, and Consumer Goods.



## Our Audience

An influential audience of print, digital and e-newsletter subscribers across Los Angeles and Orange counties

**339K**

Southern California  
print readers

**1.2x**

Higher print circulation  
than the LA & OC Business  
Journals combined

**101K**

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

**72%**

are millionaires

**96%**

Decision-Makers,  
Business Owners,  
Investors and Millionaires

**89%**

Have financial  
investments

**Benefits:** Our magazine is promoted through our LA Times Studios Business social channels and our weekly e-newsletter, which reaches ~15K subscribers, with a 27% open rate

Sources: Print/Digital subscribers (Internal circulation); LA/OC Business Journal websites; Print readers & demos (Scarborough LA 2021 R2, Sunday print readers within 50K distribution footprint); Online visitors (Google Analytics, Jan 2021 – Feb 2022 avg)



# 2025 Business Magazine Calendar

[View printable calendar](#)

DATE	SPECIAL SECTION	LIST	EVENT RECAP
March 23	Banking & Finance Visionaries MBA Guide	Top Banks Top Credit Unions Top MBA Programs	
April 20	Law Firm Visionaries Law School Guide	Top Law Firms - LA Top Law Firms - OC Top Law Schools	
May 18	Pharmacy School Guide	Top Life Sciences Companies / Biotech Firms Top Pharmacy Schools	
June 22		Top Accounting & Business Management Firms - LA Top Accounting & Business Management Firms - OC	LA Executive Leadership Awards Recap (Profiles of Honorees & Nominees recognized at the event)
June 17: **Entertainment Business Visionaries special section to run in theEnvelope magazine - <i>nominations closed</i>			
July 20		Top Hospitals	
Aug. 17	Consumer Law Visionaries		
Sept. 21		Fastest Growing Private OC Companies Fastest Growing Private LA Companies	OC Executive Leadership Awards Recap (Profiles of Honorees & Nominees recognized at the event)
Oct. 19	Commercial Real Estate Visionaries	Top General Contractors Top Architects Top Brokerage Firms	
Oct 18: **Business of Fashion & Beauty Visionaries special section to run in IMAGE magazine			
Nov. 16	Giving Guide	Top Donations Top Advertising Agencies	
Dec. 14			Inspirational Women Forum & Leadership Awards Recap (Profiles of Honorees & Nominees recognized at the event)

\*\* B2B Visionaries special sections publishing in Trade Publications. Refer to the appendix slide for more details. Themes and dates are subject to change.

# Business Insights Newsletter

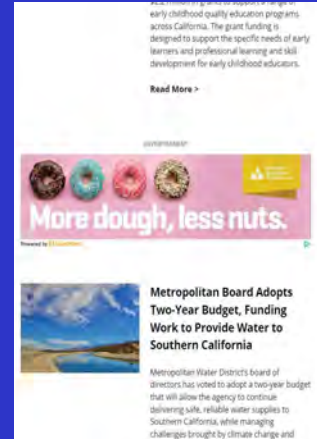
Reach an engaged business audience directly in their inbox with a 100% share-of-voice sponsorship of our opt-in Business newsletter. Featuring the latest business news, executive moves, trends, and notable transactions, it connects with Southern California's business leaders, C-level executives, and entrepreneurs.

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



# Dedicated Admail

Send a custom, dedicated email message to our curated 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 & 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 Nicolsonburg, Director of LJA's Advisory's Economic Forecasts



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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SPONSORED CONTENT

## 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
- 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.

## 2025 Calendar

- LA Executive Forum & Leadership Awards – May 12
- OC Executive Forum & Leadership Awards – August 22
- Inspirational Women Forum & Leadership Awards – November 13





# LA EXECUTIVE FORUM & LEADERSHIP AWARDS

MAY 12, 2025

The LA Executive Forum & Leadership Awards is the premier gathering for top business leaders, offering a dynamic platform for networking, learning, and recognition.

The event kicks off with an exclusive networking reception, where executives connect, exchange ideas, and build meaningful industry relationships. A thought-provoking panel discussion follows, featuring industry experts who explore key trends, challenges, and innovations in leadership and business strategy.

The day culminates in a prestigious awards ceremony, celebrating the outstanding contributions of C-level executives—including CFOs, CEOs, CHROs, CMOs, CIO/CTOs, and In-House Counsel. By honoring visionary leadership and excellence, the event not only recognizes individual success but also inspires the next generation of industry leaders.

The June 2025 issue of *Business by LA Times Studios* will feature a recap of the event and spotlight honorees, finalists, and nominees, reaching 101,000 print and digital subscribers.

## Influential Business Audience

- 600+ attendees representing companies across all industries – Law, Professional Services, Banking & Finance, Entertainment, Healthcare, Non-Profit, Tech and more
- Over 85% of attendees are C-Level or executive management
- 125MM+ media impressions (\$270K+ value) across social, digital, email and print. Sponsors are included in all pre- and post-event promotions.

Note: Event details are subject to change. Produced by LA Times Studios and does not involve the editorial staff of the L.A. Times.





# OC EXECUTIVE FORUM & LEADERSHIP AWARDS

AUGUST 22, 2025

The OC Executive Forum & Leadership Awards presents a unique opportunity for attendees in Orange County to engage in a premier networking and recognition event tailored to the local business landscape. This vibrant market, known for its diverse industries and innovative spirit, fosters a dynamic environment for professional growth and collaboration.

The event will begin with an exclusive networking reception, allowing participants to connect with influential leaders and peers from various sectors, including technology, healthcare, finance, and more. This is a prime opportunity to exchange ideas and forge valuable relationships that can drive future success.

Attendees will also gain insights from an engaging panel discussion featuring distinguished industry experts who will delve into the latest trends and challenges facing the Orange County market. Their perspectives will provide actionable strategies that participants can implement to navigate the unique business environment of the region.

The awards ceremony will honor the outstanding contributions of C-Level executives across sectors/categories (CFOs, CEOs, CHROs, CMOs, CIO/CTOs and In-House Counsel).

The September 2025 issue of our *Business by LA Times Studios* magazine will recap the event and profile honorees, finalists and nominees, reaching 101,000 print and digital subscribers.



## Influential Business Audience

- 300+ attendees representing leading companies across Orange County.
- 130+ C-level and executive leaders
- 74% hold executive management positions
- 100+ companies represented across all sectors – health, tech, financial, media, professional services and more





# LA Times STUDIOS INSPIRATIONAL WOMEN

The 5th annual Inspirational Women Forum & Leadership Awards returns November 13, 2025, at the Fairmont Miramar in Santa Monica—celebrating the women who are redefining leadership across industries—from tech and entertainment to healthcare, fashion, and more.

This exclusive gathering brings together top executives, entrepreneurs, and changemakers for a powerful afternoon of connection and recognition. The forum features thought-provoking panels with influential leaders, impactful networking, and a prestigious awards ceremony honoring excellence in both corporate and nonprofit leadership. More than a celebration, it's a dynamic platform for storytelling, innovation and community impact.

Event highlights and profiles of honorees, finalists, and nominees will appear in the December 2025 issue of Business by LA Times Studios, reaching 101,000 print and digital subscribers.

[View event recap](#)

## 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

Demos represent 532 people who provided titles.

Note: Event details are subject to change. Produced by LA Times Studios and does not involve the editorial staff of the L.A. Times.



# Marketing Muscle

**500 Million+**

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

**\$900K+**

Media value for all events



## Work with us.

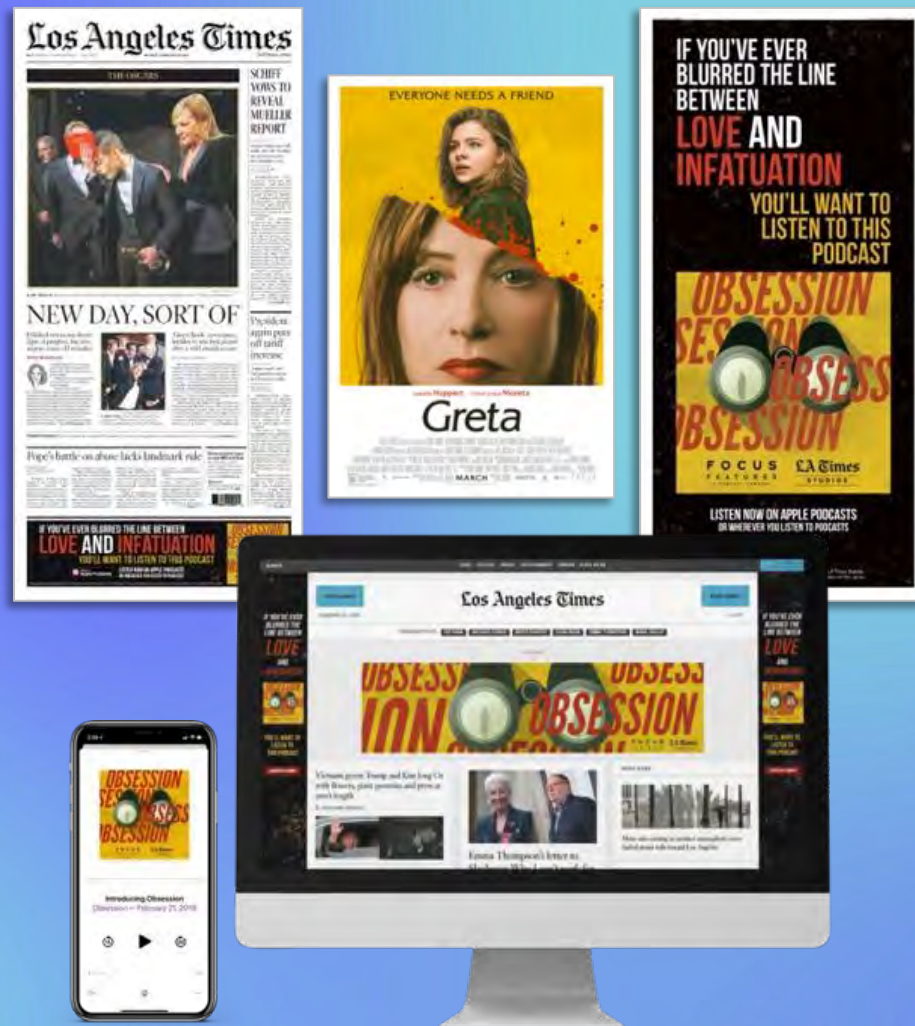
# Custom Storytelling & Targeting

We extend our Pulitzer-Prize winning production and storytelling capabilities beyond our newsroom to produce content needs of all sizes and budgets: from video and podcast segments, to dynamic articles and websites.

Together, we'll collaborate to craft narratives in highly-engaging formats that position your firm as a premier expert in its field.

Upon completion, we'll distribute your content through tailored ad placements on our streaming channel on latimes.com, reaching 39MM unique visitors each month.

*We partnered with Focus Features to create a marquee original podcast and custom, multi-platform campaign to support their film, Greta. [Learn more.](#)*





# Custom Podcasts & Video Production Capabilities

We captivate our audience through compelling storytelling and immersive audio production. We burst onto the podcast scene with Dirty John, one of the most downloaded podcasts of all-time, and since then have produced over 25 podcasts — five of them #1 in the charts.

We help you produce custom, multi-episode podcasts and videos, curated by you and created with our award-winning studios team. Whether amplifying an existing message or developing new concepts, we help foster strategies for growth.

LA Times Studios Production Capabilities Offer Organizations the Opportunity to:

- Participate in curated discussions on key business topics, reinforcing your organization as a thought leader.
- Leverage our production team to capture and edit footage from an event or company project, maximizing your investment beyond a single occasion.
- Collaborate with our creative storytellers to produce content that aligns with your mission and message.

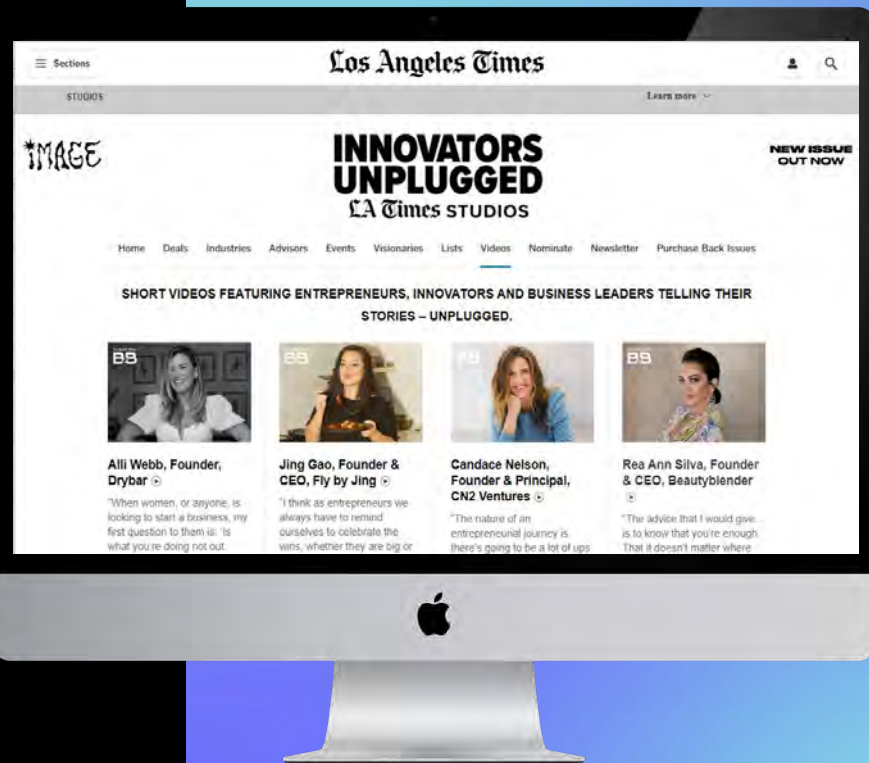


# Custom Content Sponsorships

Our dedicated content hubs and business series, like **INNOVATORS UNPLUGGED**, deliver captivating, high-quality content designed to inform and inspire. Through these series, we offer sponsorship opportunities that allow your organization to align with industry-specific segments, positioning your brand alongside relevant topics and leaders in your target market.

We can also create custom content to highlight your brand's expertise, with complete production and editing managed by our team to ensure alignment with your messaging. Once finalized, we will distribute your content via tailored ad placements on our streaming channel at latimes.com, reaching 39 million unique visitors each month.

Our partners have engaged existing clients to share stories alongside their leadership and built new relationships by inviting prospects, all with support from the LA Times Studios team.



# Dynamic Articles

When it comes to modern storytelling, the *what* matters just as much as the *how* it's consumed.

Our Dynamic Articles feature the renowned storytelling our audience loves in an eye-catching format that serves both desktop and mobile audiences through behavioral design. The salient parts of the message are elevated and highlighted as the user scrolls.





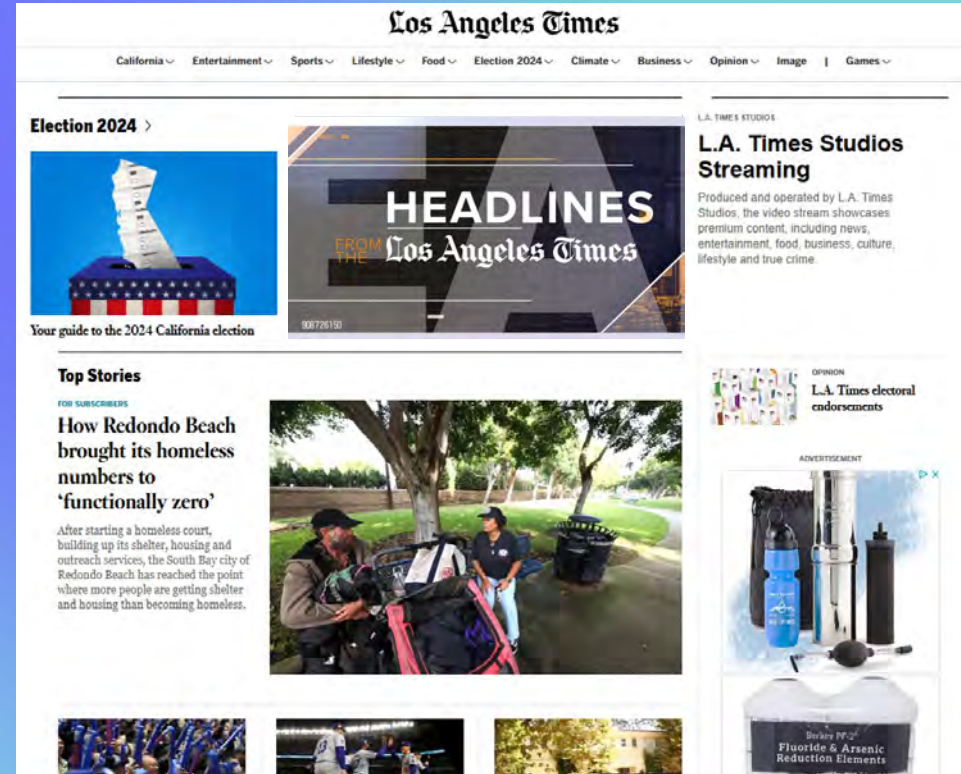
# LA Times STUDIOS

## Introducing the *Stream*

Bringing editorial excellence in video and innovative brand experiences to the L.A. Times homepage

The new LA Times Studios *Stream* brings high-quality video content directly to the Latimes.com homepage, featuring news updates, in-depth interviews, and engaging feature stories from the L.A. Times newsroom. This new module offers viewers a compelling and dynamic experience in an easily accessible format, garnering nearly 1M views in its first month of launch.

The *Stream* also provides advertisers with unique opportunities for engagement, including sponsorship of programs across celebrity interviews and other features, as well as custom programming curated by your firm and produced by LA Times Studios. With flexible brand integration options, the *Stream* enables advertisers to connect meaningfully with a diverse and engaged audience within a trusted news environment.





**Reach Your Target Audience.  
Wherever They are.**

L.A. Times Digital Agency is a full-service digital agency focused on building custom, metrics-driven campaigns tailored to our client's goals and needs. We help you target your clients through LA Times audience segments as well as across OTHER content and social platforms. Wherever your clients are we will REACH them so that you are not wasting dollars reaching anyone outside of your target audience.

#### DIGITAL MEDIA SERVICES

We create omnichannel, customer-centric campaigns that reach your audience on the channels they're using, when they're using them.

- Audience Targeting
- Programmatic (500M+ database from C-Suite to buying professionals)
- Over-the-Top (OTT) / Connected TV (CTV): Streaming ads
- Video
- Native Ads
- Rich Media
- Email
- Social Ads: Executive Targeting (LinkedIn: 400K+ C-Suite executives in California)
- Streaming Audio: Digital Radio
- Hyper Local Mobile
- Search Marketing; Google Ads
- Custom Content
- Premium News Content
- Reverse Append: Data Enrichment
- Analytics & Optimization

# What Makes Us Different?

**We create omnichannel, customer-centric campaigns that reach your audience on the channels they're using, when they're using them.**

## PERSONALIZED APPROACH

We don't use off-the-shelf solutions. Our approach is built on individualized, relevant, and measurable data, and an analytics infrastructure to track your campaign from start to successful finish.

## PREMIUM INVENTORY

We have access to every type of digital marketing platform and channel, all the major exchanges and inventory sources, and 100,000+ targetable data sets from top tier providers.

## MARKET-LEADING EXPERTISE

We leverage our expertise in advertising technology to show who your audience is, where they go in the virtual- and real- world, and how to know if you're reaching them most effectively.





# Case Study

## Client Objective

Client A seeks to target below audience:

- CEO, CFO and Founder Titles
- Life Sciences, Bio Tech, Biomed business
- Geo targeted to California

## Strategy

Target LinkedIn, email, and content sites to reach and retarget the specified audience segments. By focusing exclusively on these groups, the client achieved a **20% increase in reach, engaging their audience 3x more frequently** during the 3-month campaign. This strategy also **reduced the cost per thousand impressions (CPM) by 10%.**



# Thank you!

For advertising and sponsorship opportunities,  
please contact **Helya Askari**, [helya.askari@latimes.com](mailto:helya.askari@latimes.com)

**BUSINESS**  
LA Times STUDIOS