WE CONNECT BUSINESS LEADERS WITH INDUSTRY EXPERTS

BUSINESS LEADERSHIP AWARDS & FORUM EVENTS

BUSINESS MAGAZINES

BUSINESS ADVISORY ROUNDTABLES
Los Angeles Times

ORANGE COUNTY INFLUENTIAL AUDIENCE

92%
have a HHI $250K+
or Net Worth $2M+

81%
Hold executive management positions

100%
Donate money to non-profit organizations

92%
Have financial investments

82%
Are millionaires

130+
C-level and executive leaders attend our events

Source: Scarborough LA 2021 R2 (Base: OC Decision-Makers; Sunday print/digital readers)
2023 OC IW Attendee Stats
OUR BUSINESS MAGAZINES
REACH MORE PEOPLE THAN THE
ORANGE COUNTY BUSINESS JOURNAL

2X
HIGHER CIRCULATION
DAILY PILOT & TIMESOC: 43K
OCBJ: 20K

4X
HIGHER READERSHIP
DAILY PILOT & TIMESOC: 243K
OCBJ: 56K

4X
MORE EXECUTIVE MANAGEMENT
DAILY PILOT & TIMESOC: 25K (81%)
OCBJ: 6K (100%)
**BUSINESS LEADERSHIP AWARDS & FORUM EVENTS**

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

**2024 Calendar**

- March – Inspirational Women Forum & Leadership Awards
- October - OC Visionaries Cocktail Party

Dates and details subject to change
The second annual Orange County Inspirational Women Forum & Leadership Awards will be held in March 2024.

It will be a half-day event with two components. In the morning, before the awards ceremony, a series of dynamic panel discussions featuring top business leaders with versatile backgrounds will take place aiming to inspire, empower and enlighten the audience. The Awards Luncheon will recognize accomplished female leaders from corporations or non-profit organizations throughout Orange County who have demonstrated noteworthy success and accomplishments during the last 24 months in approximately 10 award categories.

Following the event, we will publish a glossy magazine to recap the event with coverage of honorees and nominees. The glossy magazine will be delivered to 43,000 high net-worth paid subscribers.

Dates and details subject to change
MARKETING MUSCLE

74MM+
Media impressions across digital, social, email and print

$161K+
Media value
INFLUENTIAL AUDIENCE

The event is attended by over 300 women business leaders in the C-Suite, boardroom and executive management, representing leading companies across Orange County.

• 130+ C-level and executive leaders attended in 2023
• 74% hold executive management positions
• 100+ companies represented across all sectors – health, tech, financial, media, professional services and more

Note: Attendee stats based on 163 people who provided their tile
In October 2024, we will celebrate the publication of our third annual Orange County Visionaries – Trends, Updates & Visionaries magazine at an exclusive cocktail reception.

It’s a unique opportunity for business leaders to meet and network with 2024 OC visionaries who displayed exemplary leadership and achieved noteworthy accomplishments in the areas of banking and finance, commercial real estate, education and nonprofits, healthcare and professional services.

Dates and details subject to change. Photos shown are from the OC Inspirational Women Forum & Leadership Awards event.
BUSINESS MAGAZINES

An insightful series aimed at business leaders, spotlighting business visionaries driving change across Orange County, recapping our leadership events and covering trends and business updates.

Influential Audience

43,000 high net-worth paid print subscribers in Orange County

- 82% Are millionaires
- 92% have a HHI $250K+ or Net Worth $2M+
- 92% Have financial investments
- 81% Hold executive management positions
- 100% Donate money to non-profit organizations
- 70% Use financial planners, online stock traders or stockbrokers

Source: Scarborough LA 2021 R2 (Base: OC Decision-Makers; Sunday print/digital readers)
Orange County: 243,000 readers
National: 39M+ monthly online visitors
Reaches more people than the OC Business Journal
2x higher print circulation (43K vs 20K)
4x higher readership (243K vs 56K)
Tops the Sunday Daily Pilot & TimesOC paper and publishes on the B2B Publishing website

2024 Calendar
- April          OC Inspirational Women
- October        OC Visionaries

Reach
- Orange County: 243,000 readers
- National: 39M+ monthly online visitors
- Reaches more people than the OC Business Journal
  - 2x higher print circulation (43K vs 20K)
  - 4x higher readership (243K vs 56K)

Details
- Tops the Sunday Daily Pilot & TimesOC paper and publishes on the B2B Publishing website
- The Daily Pilot & TimesOC newspaper is devoted to what’s happening in Orange County’s diverse communities, reaching a highly engaged and affluent audience
- Promoted through L.A. Times B2B social channels and our weekly e-newsletter

Dates and details subject to change.
Source: Scarborough Los Angeles 2021R2, Base: OC Decision-makers; Sunday print/digital readers
Provide thought leadership and expertise in Q&A format to our influential business audience.

ORANGE COUNTY AUDIENCE

92% have a HHI $250K+ or Net Worth $2M+
75% Hold executive management positions
100% Donate money to non-profit organizations

92% Have financial investments
72% Use financial planners, online stock traders or stockbrokers
4 min. Average time spent with our panel content

Source: Scarborough LA 2021 R2 [Base: OC Decision-Makers; LAT INA]
Note: Time Spent based on all Roundtable readers, not specific to Orange County
739,000 average online page views per panel

Over 30 sponsors participated in 2023

SoCal: 369,000 paid print and digital subscribers, 1.2M readers

National: 39M+ monthly online visitors

Publishes Mondays, 16x/year in the L.A. Times Business print section, eNewspaper, & B2B Publishing site
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 and title of company representative on the front cover of the section
- Company logo on the front cover of the section
- 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
- Home Page, Business and California run-of-channel impressions, geo-targeted to Orange County
- 100,000 native impressions across latimes.com, geo-targeted to Orange County, 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

Dates and details subject to change
B USINESS ADVISORY
ROUNDTABLES

January 22 2023 Economic Forecast & Business Predictions
February 19 Cybersecurity
March 4 Entertainment and Sports
March 25 Workforce Solutions, Labor & Employment
April 22 Employee Benefits and Effective HR Practices
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 16 Beauty, Fashion and Consumer Goods
Oct 7 Real Estate Outlook
Oct 14 The Latest on Private Equity and M&A Strategies
Oct 21* Environmental, Social & Governance (ESG) Investing
Nov 4 Emerging Technologies, Digital Media and Gaming
Dec 9 How to Manage Litigation

2024 CALENDAR

Dates and details subject to change *Publishes Sunday in the Community Development Financial Institutions magazine
THANK YOU
The first Orange County Inspirational Women Awards was held on August 18, 2023. The event opened with a dynamic keynote speech by Annette M. Walker, President of City of Hope, followed by an enlightening panel discussion moderated by Scharrell Jackson, International Keynote Speaker and High-Performance Leadership Coach, with panelists Dr. Shawn Andrews, the visionary Founder and CEO of Andrews Research International, and Dawn Maroney, a powerhouse figure as Markets President at Alignment Health and CEO of Alignment Health Plan. The awards luncheon honored the accomplishments of outstanding women from corporations and nonprofit organizations across communities in Orange County, who demonstrated noteworthy success in the past 24 months.

Following the event, we published a companion print and digital magazine on September 17, which recapped the event and profiled noteworthy honorees and nominees who are redefining the roles that women play in their respective industries. It’s a glossy magazine delivered to 43,000 high net-worth paid subscribers.
## Orange County Inspirational Women Forum & Awards
### 2024 Sponsorship Packages

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
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| **Diamond Partner** $30,000 |          | • Panel opportunity for 2 representatives that will be taking place during the day event  
• Opportunity to interview 10-15 nominees and take part in the selection process with the B2B Publishing executive team  
• 2 page spread in the publication covering the event and recapping the honorees as well as covering major news and trends affecting OC women in business  
• 600 by-lined word article within the publication  
• 15 tickets to the event  
• Opportunity to present 2 awards on stage and give welcome remarks at the start of the awards program  
• Company logo on all marketing materials promoting the event  
• Access to Nominee and Attendee lists |
| **Platinum Partner** $20,000 |          | • Panel opportunity that will be taking place during the day event  
• Opportunity to interview 6 nominees and take part in the selection process with the B2B Publishing executive team  
• Full page ad in the publication covering the event and recapping the honorees as well as covering major news and trends affecting OC women in business  
• 600 by-lined word article within the publication  
• 10 tickets to the event (1 table)  
• Opportunity to present 1 award on stage and give welcome remarks at the start of the awards program  
• Company logo on all marketing materials promoting the event  
• Access to Nominee and Attendee lists |
| **Gold Partner** $10,000 |          | • Full page ad in the publication covering the event and recapping the honorees as well as covering major news and trends affecting OC women in business  
• 600 by-lined word article within the publication  
• 10 tickets to the event (1 table)  
• Company name on all marketing materials promoting the event  
• Access to Nominee and Attendee lists |

Sponsorships reflect net pricing.
Note: The selection of profiles and honorees and the production of the event will be organized by the LA Times B2B Publishing team and does not involve the editorial staff of the LA Times.

**Event Date**
- Summer 2024
# Orange County Inspirational Women Forum & Awards 2024 Sponsorship Packages

**DIAMOND PARTNER**  **$19,000**
- Panel opportunity for 2 representatives that will be taking place during the day event
- Opportunity to interview 10-15 nominees and take part in the selection process with the B2B Publishing executive team
- 2 page spread in the publication covering the event and recapping the honorees as well as covering major news and trends affecting OC women in business
- 600 by-lined word article within the publication
- 15 tickets to the event
- Opportunity to present 2 awards on stage and give welcome remarks at the start of the awards program
- Company logo on all marketing materials promoting the event
- Access to Nominee and Attendee lists

**PLATINUM PARTNER**  **$14,000**
- Panel opportunity that will be taking place during the day event
- Opportunity to interview 6 nominees and take part in the selection process with the B2B Publishing executive team
- Full page ad in the publication covering the event and recapping the honorees as well as covering major news and trends affecting OC women in business
- 600 by-lined word article within the publication
- 10 tickets to the event (1 table)
- Opportunity to present 1 award on stage and give welcome remarks at the start of the awards program
- Company logo on all marketing materials promoting the event
- Access to Nominee and Attendee lists

**GOLD PARTNER**  **$7,000**
- Full page ad in the publication covering the event and recapping the honorees as well as covering major news and trends affecting OC women in business
- 600 by-lined word article within the publication
- 10 tickets to the event (1 table)
- Company name on all marketing materials promoting the event

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Sponsorships reflect net pricing.
Note: The selection of profiles and honorees and the production of the event will be organized by the LA Times B2B Publishing team and does not involve the editorial staff of the LA Times.