

An aerial photograph of Orange County, California, showing the coastline, a beach, and rolling hills with residential and commercial buildings. The image is used as a background for the text.

Los Angeles Times

BUSINESS TO BUSINESS

PUBLISHING

2024 ORANGE COUNTY
MEDIA KIT

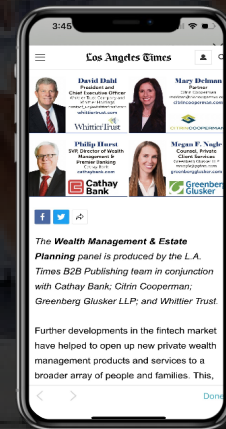
WE CONNECT BUSINESS LEADERS WITH INDUSTRY EXPERTS



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



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



ORANGE COUNTY INSPIRATIONAL WOMEN FORUM & LEADERSHIP AWARDS

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

Los Angeles Times
B2B
PUBLISHING

OC INSPIRATIONAL WOMEN FORUM & LEADERSHIP AWARDS

ANNETTE M. WALKER
President,
City of Hope Orange County
KEYNOTE SPEAKER

SCHARRELL JACKSON
Moderator
International Keynote Speaker and High-Performance Leadership Coach

DR. SHAWN ANDREWS
Panelist
Founder and CEO
Andrews Research International

DAWN MARONEY
Panelist
President, Markets and CEO of Alignment Health Plan
Alignment Health

Paid Platinum Sponsor Alignment Health™ Paid Gold Sponsor TRA Tax Relief Advocates

RSVP your spot at www.latimes.com/b2b

Note: This advertising supplement is produced by the L.A. Times B2B Publishing division and does not involve the editorial staff of the L.A. Times

Los Angeles Times
B2B
PUBLISHING

OC INSPIRATIONAL WOMEN Forum & Leadership Awards

August 18 | 11AM - 1:30PM
Marriott Irvine Spectrum

PAID PLATINUM SPONSOR Alignment Health™ PAID GOLD SPONSOR TRA Tax Relief Advocates

L.A. Times B2B Publishing is excited to announce the first Inspiration Women Forum & Leadership Awards in Orange County.

When: August 18, 2023, at 11 a.m.
Where: Marriott Irvine Spectrum

The Orange County Inspirational Women Forum & Leadership Awards is a half-day event with two components. In the morning, before the awards ceremony, a dynamic panel discussion featuring top female business leaders with various backgrounds will take place aiming to inspire, empower and enlighten the audience. The awards luncheon will recognize accomplished female business leaders from corporations or non-profits organizations throughout Orange County who have demonstrated noteworthy success and accomplishments during the last 24 months in approximately 10 award categories.

Following this much-anticipated event, a magazine will be published to recap the festivities with coverage of all the honorees, finalists and nominees.

Reserve your spot now!

[Purchase Tickets](#)

[View 2023 Nominee List](#)

For sponsorship and advertising inquiries, please contact Haya Aslari:
Haya.Aslari@latimes.com

OC INSPIRATIONAL WOMEN FORUM & LEADERSHIP AWARDS

ANNETTE M. WALKER
President,
City of Hope Orange County

SCHARRELL JACKSON
Moderator
International Keynote Speaker and High-Performance Leadership Coach

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RSVP your spot at www.latimes.com/b2b

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Alignment Health™

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TRA Tax - Tax Relief Advocates

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



ORANGE COUNTY VISIONARIES COCKTAIL PARTY

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.

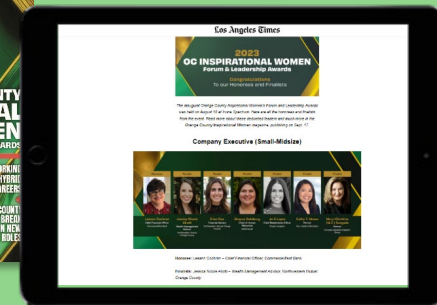


BUSINESS MAGAZINES

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+

81%

Hold executive
management positions

100%

Donate money to
non-profit organizations

92%

Have financial
investments

70%

Use financial planners, online
stock traders or stockbrokers



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](http://B2BPublishing.com)
- 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

BUSINESS ADVISORY ROUNDTABLES

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%

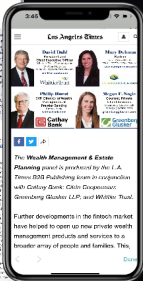
Have financial
investments

72%

Use financial planners, online
stock traders or stockbrokers

4 min.

Average time spent with
our panel content



CONVERSATION WITH THE EXPERTS:
MICHELLE MABUGAT AND ALEXA STEINBERG
SHARE INSIGHTS ON THE BUSINESS OF CANNABIS

The Business of Cannabis Conversation with the Experts is produced by the L.A. Times B2B Publishing team in partnership with Greenberg Glusker LLP.

Michelle Mabugat
 Partner
 Greenberg Glusker LLP

Alexa Steinberg
 Partner
 Greenberg Glusker LLP

Q CAN A BUSINESS HAVE A CANNABIS SALES LICENSE IN CALIFORNIA?
A Yes, a business can have a cannabis sales license in California. The process involves several steps, including obtaining a state license, a local license, and a local ordinance. The state license is issued by the State Cannabis Control Commission, and the local license is issued by the local government. The local ordinance is a law passed by the local government that allows cannabis sales in the area.

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CONVERSATION WITH THE EXPERT:
EXPERTS SHARE INSIGHTS ON LABOR & EMPLOYMENT LAW

The Labor & Employment Law panel is produced by the L.A. Times B2B Publishing team in partnership with the law firm of David L. Rabinowitz, LLP and Ogletree, Deakins, Nash, Smoak & Stapp, LLP.

Paul D. Rabinowitz
 Partner
 David L. Rabinowitz, LLP

Kevin M. Stapp
 Partner
 Ogletree, Deakins, Nash, Smoak & Stapp, LLP

Working in an unregulated economy is a challenge for employers and employees alike. As the labor market continues to evolve, employers and employees must stay informed about the latest developments in labor and employment law. This panel will provide insights from two leading labor and employment law firms on the latest trends and developments in the field.

CONVERSATION WITH THE EXPERTS:
INDUSTRY EXPERTS PROVIDE INSIGHTS ON ENTERTAINMENT & SPORTS TRENDS

The Entertainment & Sports Conversation with the Experts is produced by the L.A. Times B2B Publishing team in partnership with the law firm of Kaye, Parkes, Fierman & Handler, LLP and the law firm of Greenberg Glusker LLP.

Christina Chang
 Partner
 Kaye, Parkes, Fierman & Handler, LLP

Michael J. Greenberg
 Partner
 Greenberg Glusker LLP

Conversations with industry experts provide valuable insights into the latest trends and developments in the entertainment and sports industries. This panel will feature insights from two leading industry experts on the latest trends and developments in the field.

CONVERSATION WITH THE EXPERT:
2023 COMMERCIAL REAL ESTATE INSIGHTS FROM JOHN MURILLO OF ENTERPRISE BANK & TRUST

The Commercial Real Estate Strategies Q&A is produced by the L.A. Times B2B Publishing team in partnership with Enterprise Bank & Trust.

John Murillo
 Director
 Enterprise Bank & Trust

Q WHAT ARE THE KEY TRENDS AND ISSUES FOR DEVELOPERS IN 2023?
A The key trends and issues for developers in 2023 include the impact of inflation, the need for sustainable development, and the importance of digital transformation.

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CONVERSATION WITH THE EXPERT:
WHAT BUSINESSES NEED TO KNOW ABOUT EMPLOYEE BENEFITS IN 2023

The Business Advisory Q&A is produced by the L.A. Times B2B Publishing team in partnership with the law firm of Kaye, Parkes, Fierman & Handler, LLP.

Rogan Heagerty
 Partner
 Kaye, Parkes, Fierman & Handler, LLP

Assessing the right benefits package for your business is a critical decision. This panel will provide insights from a leading labor and employment law firm on the latest trends and developments in the field of employee benefits.

Q HOW HAS THE EMPLOYEE BENEFITS MARKET CHANGED AS A RESULT OF THE PANDEMIC?
A The pandemic has led to a significant shift in the employee benefits market, with a focus on mental health, flexible work arrangements, and remote work options.

Q WHAT ARE SOME BEST PRACTICES FOR EMPLOYERS REGARDING BENEFITS TO DISCUSS WITH EMPLOYEES?
A Some best practices for employers regarding benefits to discuss with employees include providing clear communication, offering flexible options, and ensuring that benefits are tailored to the needs of the workforce.

CONVERSATION WITH THE EXPERT:
HOW TO STAY ON TOP OF THE LATEST TECHNOLOGICAL INNOVATIONS AND ADVANCEMENTS

The Technology Conversation with the Experts is produced by the L.A. Times B2B Publishing team in partnership with the law firm of Kaye, Parkes, Fierman & Handler, LLP.

Michael J. Greenberg
 Partner
 Greenberg Glusker LLP

How to stay on top of the latest technological innovations and advancements is a challenge for many businesses. This panel will provide insights from a leading technology law firm on the latest trends and developments in the field.

Q HOW CAN BUSINESSES STAY ON TOP OF THE LATEST TECHNOLOGICAL INNOVATIONS AND ADVANCEMENTS?
A Businesses can stay on top of the latest technological innovations and advancements by investing in research and development, staying informed about industry trends, and partnering with leading technology firms.

Successful

- 739,000 average online page views per panel
- Over 30 sponsors participated in 2023

Reach

- SoCal: 369,000 paid print and digital subscribers, 1.2M readers
- National: 39M+ monthly online visitors

Details

- Publishes Mondays, 16x/year in the L.A. Times Business print section, eNewspaper, & B2B Publishing site

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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

Los Angeles Times

ADVERTISEMENT

EXPERTS SHARE INSIGHTS ON LABOR & EMPLOYMENT LAW

The Labor & Employment Law panel is produced by the L.A. Times B2B Publishing team in conjunction with Davylyn Law Firm; Fisher & Phillips LLP; and Shegerian & Associates.



Eail Davylyn
Founding and Managing Attorney
Davylyn Law Firm



Todd B. Scherwin
Regional Managing Partner
Fisher & Phillips LLP



Carrey B. Shegerian
Managing Partner
Shegerian & Associates

The Labor & Employment Law panel is produced by the L.A. Times B2B Publishing team in conjunction with Davylyn Law Firm; Fisher & Phillips LLP; and Shegerian & Associates.

With the many unprecedented operational changes and adjustments that businesses in every sector have had to make over the last three years, a whole new landscape has emerged in terms of labor and employment issues. This has left even the most seasoned human resources and HR leaders struggling to find answers to crucial questions. Are the changes that have emerged trend-driven or here to stay? What should management be focusing on in terms of new standards and laws pertaining to employee relations?

To address these issues and concerns, as well as many other topics pertaining to labor and employment hot buttons, the Los Angeles Times B2B Publishing team turned to three uniquely knowledgeable experts for their thoughts and insights about the most important, "need to know" trends and updates and to get their assessments regarding the current state of labor legislation, the new rules of hiring and firing and the various trends that they have been observing in general.

Q: WHAT WERE THE MOST MEANINGFUL CHANGES TO LABOR AND EMPLOYMENT LAW AND POLICY LAST YEAR?

A: Shegerian
In California, the minimum wage increased to \$22 for employees with 20 or more employees and \$18 per hour for companies with 25 or fewer employees, addressing the long and unmet need for wage and economic issue where the cost of living increases have financially outpaced wage growth. Employee and consumer confidence have had a significant contribution to making California one of the fastest growing economies in the country. If we want our state to continue to rise and attract top performers, we must ensure that we give employees a chance to earn a fair wage.

A: Scherwin
By far the most meaningful legislative change was SB 702 which created obligations for employers to post pay stickers for positions in any job posting as well as the requirement that employers pay 100 or more employees within 30 days of the end of the pay cycle on May 2023. Failure to comply carries with a significant fine to employers need to be ready.

Q: WHAT TRENDS ARE YOU SEEING WITH RESPECT TO PAID TIME OFF?

A: Davylyn
The State of California is regularly reviewing legislation regarding paid time off. Just in 2022, the California Court of Appeals (COA) expanded the parameters for sick leave to include certain non-family members. However, employers can additionally offer benefits like additional paid time off (PTO), additional, and an unpaid PTO. Paid absences have become more prevalent over the past few years. It could look like increasing the amount of consecutive paid time off or some companies soon offer their own quarter or employee time get.

Q: WHAT TYPES OF INCENTIVES ARE EMPLOYERS OFFERING TO POTENTIAL NEW HIRES?

A: Davylyn
The work force is becoming increasingly competitive and employers understand that they need to offer attractive incentives to attract top performing top talent. There is a wide range that varies depending on the company size and the job position. Options like flexible work schedules, on-site childcare, stipends for gym memberships and public transit.

Q: HOW WOULD YOU DESCRIBE THE CURRENT CLIMATE FOR EMPLOYEE WHISTLEBLOWERS IN 2023?

A: Shegerian
2023 is a critically important year for a litany of employee whistleblowers in California. In 2022, the California Supreme Court and the Appellate Court broadly considered whistleblower provisions and retaliation protections in a number of cases. Coupled with a more just and practical legal environment, it was also how weigh in on whistleblower retaliation as a violation against the EEOC and or damages claim in a lawsuit. In addition, a Los Angeles judge awarded a whistleblower \$250 million after showing that his role as a potential witness in a class action lawsuit in retaliation against him and university was firing. The best protection for employees in these types of cases is to avoid legal retaliation and encourage a system where such instances are not covered up or not brought to light as reasons of prevention. In the long run, both companies and society will benefit.

Q: AS WE MOVE DEEPER INTO 2023, WHAT IS THE TOP THING THAT CALIFORNIA EMPLOYERS SHOULD BE FOCUSING ON NOW FROM A COMPLIANCE PERSPECTIVE?

A: Scherwin
In terms of compliance, it continues to be following the labor code when it comes to overtime, meal periods, rest periods, and pay rates. These

View online

BUSINESS 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



**20
24
CALENDAR**

An aerial photograph of a coastal town, likely Santa Barbara, California. The image shows a sandy beach curving along the coast, with turquoise water transitioning to deep blue. The town is built on a hillside, with a prominent red-roofed building complex in the foreground. In the background, there are rolling hills and mountains under a clear sky. The text "THANK YOU" is overlaid in the center in a bold, white, sans-serif font.

THANK YOU



APPENDIX

Los Angeles Times
BUSINESS TO BUSINESS
PUBLISHING

2023 ORANGE COUNTY INSPIRATIONAL WOMEN FORUM & LEADERSHIP AWARDS

August 18, 2023

11AM – 1:30PM

Marriott Irvine Spectrum

300+ Women business leaders

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.

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ORANGE COUNTY INSPIRATIONAL WOMEN FORUM & AWARDS

2024 SPONSORSHIP PACKAGES

EVENT DATE
SUMMER 2024

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

ORANGE COUNTY INSPIRATIONAL WOMEN FORUM & AWARDS

2024 SPONSORSHIP PACKAGES

EVENT DATE
SUMMER 2024

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