

A panoramic view of the Los Angeles skyline under a blue sky with light clouds. The city's skyscrapers are visible, with a prominent palm tree in the foreground on the right side.

Los Angeles Times

BUSINESS TO BUSINESS

P U B L I S H I N G

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**



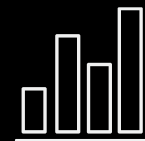
Nationally

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



Los Angeles Times

EXPERTS SHARE INSIGHTS ON THE WEALTH MANAGEMENT AND ESTATE PLANNING LANDSCAPE IN 2023

The Wealth Management & Estate Planning panel is produced by the L.A. Times B2B Publishing team in conjunction with Cathay Bank, Crinn Cooperman, Greenberg Glusker LLP, and Whiterist.

David Dahl
President and Chief Executive Officer
Whiterist

Mary DeLeon
Partner
Greenberg Glusker

Philip Hearn
CEO, Director of Wealth Management
Cathay Bank

Megan P. Nogle
Partner
Greenberg Glusker

Further developments in the financial market have helped to open up new private wealth management products and services to a broader array of people and families. This, along with the post-pandemic realization by many that they want to better manage their finances and make plans for their estate should they be faced with a new crisis, is an indicator of just how important the wealth management process has become.

Q: HOW WOULD YOU DESCRIBE THE CURRENT INVESTMENT ENVIRONMENT IN BOES AND WHAT DO YOU CONSIDER TO BE THE BEST INVESTMENT APPROACH IN GENERAL TODAY?

A: Hearn
Today's investment environment is still a bit of a fog of war between inflation expectations and the Fed's rate hikes. The Fed's 2% target has not been reached, but it is expected to be reached by the end of the year. Inflation is still high, but it is expected to be brought under control by the end of the year. The Fed's rate hikes are expected to be completed by the end of the year. The Fed's rate hikes are expected to be completed by the end of the year.

Q: ARE THERE LEGISLATIVE CHANGES PERTAINING TO TAXES THAT OUR READERS SHOULD BE AWARE OF THAT COULD IMPACT THEIR FAMILIES?

A: DeLeon
There are several legislative changes that could impact families. The most significant is the proposed increase in the estate tax exemption. The current exemption is \$12.06 million, but it is expected to be increased to \$13.61 million by the end of the year. This increase is expected to be implemented by the end of the year.

Los Angeles Times

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 Bryan Law Firm, Niska & Mitchell LLP, and Spector's Associates.

Tashi Derynne
Partner
Spector's Associates

Todd R. Hargrave
Partner
Spector's Associates

Carly H. Shogren
Partner
Spector's Associates

With many unprecedented operational changes and demands, that businesses in every sector have had to make over the last few years, labor and employment law has become a top priority for many businesses. As a result, there has been a significant increase in the number of lawsuits filed in this area, and it is expected to continue to rise in the coming years.

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Los Angeles Times

INDUSTRY EXPERTS PROVIDE INSIGHTS ON ENTERTAINMENT & SPORTS TRENDS

The Entertainment & Sports panel is produced by the L.A. Times B2B Publishing team in conjunction with Peacock Partners LLC, Crinn Cooperman, Greenberg Glusker LLP, and Whiterist LLP.

Charleston Chang
Partner
Greenberg Glusker

Carolee Adams
Partner
Greenberg Glusker

Patrice O'Donnell
Partner
Greenberg Glusker

As the entertainment and sports industries continue to evolve, there are several key trends that are expected to shape the future of these sectors. One of the most significant trends is the increasing focus on digital content and streaming services. This has led to a significant increase in the number of streaming services, and it is expected to continue to rise in the coming years.

Connectivity and content are a huge backbone of the entertainment world, and we are going to see a lot of investment in these areas. We are going to see a lot of investment in these areas. We are going to see a lot of investment in these areas.

Los Angeles Times

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

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

Michelle Mabugat
Partner
Greenberg Glusker

Alexa Steinberg
Partner
Greenberg Glusker

As the cannabis industry continues to grow, there are several key trends that are expected to shape the future of this sector. One of the most significant trends is the increasing focus on product quality and safety. This has led to a significant increase in the number of lawsuits filed in this area, and it is expected to continue to rise in the coming years.

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Los Angeles Times

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 conjunction with Westlaw and eSolutions.

Beilan
Partner
Westlaw

As the business landscape continues to evolve, there are several key trends that are expected to shape the future of employee benefits. One of the most significant trends is the increasing focus on flexible and personalized benefits. This has led to a significant increase in the number of lawsuits filed in this area, and it is expected to continue to rise in the coming years.

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Los Angeles Times

CONVERSATION WITH THE EXPERTS: HOW CAN A CANNABIS BUSINESS DETERMINE WHICH STATES ARE LEGAL?

The Cannabis Business Q&A is produced by the L.A. Times B2B Publishing team in conjunction with Greenberg Glusker LLP.

Michelle Mabugat
Partner
Greenberg Glusker

Alexa Steinberg
Partner
Greenberg Glusker

As the cannabis industry continues to grow, there are several key trends that are expected to shape the future of this sector. One of the most significant trends is the increasing focus on product quality and safety. This has led to a significant increase in the number of lawsuits filed in this area, and it is expected to continue to rise in the coming years.

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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, 16x/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 4	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



**20
24**

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 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

Business Magazines

- March 24 Banking & Finance: Trends, Updates & Visionaries
- May 19 Commercial Real Estate: Trends, Updates & Visionaries
- June 23 Business of Law: Trends, Updates, Visionaries & In-House Counsel Leadership Awards
- 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
- Oct 20 Community Development Financial Institutions Magazine
- Nov 17 Inspirational Women: Trends, Updates, Forum & Leadership Awards
- Dec 18 Giving Back: Philanthropy

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



2024

Calendar

BUSINESS LEADERSHIP AWARDS & FORUM EVENTS

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

2024 Calendar

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

Event dates are subject to change.



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 May 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 June 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 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.

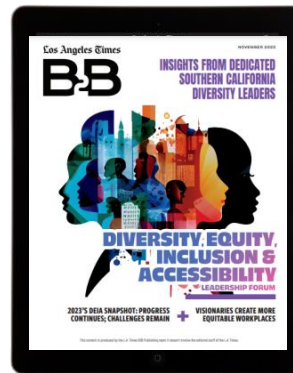
2024 DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY FORUM

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.



The 2023 DEIA recap will publish in the magazine 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 INSPIRATIONAL WOMEN FORUM & AWARDS

The 4th annual Inspirational Women Forum & Awards will be held at The Beverly Hilton Hotel in Beverly Hills in October 2024, with over 800 attendees expected. It will be a full day of informative panels and networking opportunities, followed by an exciting awards show and dinner.

The event's morning and 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 November 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, 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.



The Inspirational Women recap will publish in the magazine on December 17, 2023

2024 B2B Calendar

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

Q1 2024

JANUARY

2024 Economic Forecast & Business Predictions

FEBRUARY

Cybersecurity

MARCH

Entertainment and Sports Workforce Solutions, Labor & Employment
Banking & Finance: Trends, Updates & Visionaries

Q2 2024

APRIL

Employee Benefits

MAY

Food & Beverage Industry
SoCal Commercial Real Estate Trends
In-House Counsel Awards
Commercial Real Estate: Trends, Updates & Visionaries

JUNE

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

Q3 2024

JULY

Healthcare, Biotech and Lifesciences
The C-Suite: Trends, Updates and CFO Leadership Awards

AUGUST

Business of Cannabis
The Diversity, Equity, Inclusion & Accessibility (DEIA) Forum
Consumer Attorneys of Southern California

SEPTEMBER

Beauty, Fashion and Consumer Goods
Diversity, Equity, Inclusion & Accessibility: Trends, Updates & Forum Recap

Q4 2024

OCTOBER

Real Estate Outlook
The Latest Trends on Private Equity and M&A Landscape
Community Development
Financial Institutions Magazine
Inspirational Women Forum and Leadership Awards

NOVEMBER

Emerging Technologies: A.I., M.L., VR and AR
Inspirational Women: Trends, Updates, Forum & Leadership Awards Magazine

DECEMBER

How to Manage Litigation
Giving Back: Philanthropy Magazine

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.



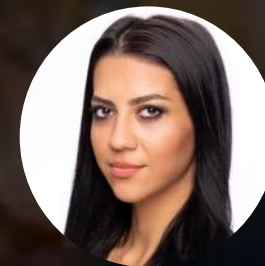
Sheenika Gandhi (she/her)
Chief Marketing Officer,
Greenberg Glusker LLP

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

PUBLISHING