

Turn our loyal readers into your loyal customers

Advertise with Times Community News and engage a targeted, local audience

Deliver your message to one of the most desired, affluent audiences in the Valley in print and online.

We serve the upscale communities of Glendale, Burbank, Cresenta Valley, La Cañada and Pasadena.

And, with the added power of the818now.com and the626now.com with their coverage of county-wide issues online, you can increase the reach of your message to all of the Valley.

Total Weekly Circulation 163,809
Total Weekly Readership 386,590

TCN/LAT Subscriber Audience

	Index to L.A. County Residents
Individual Income \$150K+	180
4-Year College+	211
Post Graduate Degree	224
Market Value of Owned Home \$1M+	347



For more information or to reserve your space, call your account representative at **818.637.3200**.

Source: Demographics - Scarborough - Los Angeles, CA 2011 Release 2. Circulation - Times Community News Circulation Dept; Los Angeles Times Circulation Dept; 2.36 readers per TCN circ. (Source: National Newspaper Association (NAA) 2009 Annual Readership Study).

KNOW NOW

the **Burbank Leader**

Glendale **News-Press**

La **VALLEYSUN**

Sunday **NEWS-PRESS & LEADER**

PASADENA SUN

Times Community News

North - Glendale News-Press, Burbank Leader, La Cañada Valley Sun, Pasadena Sun, Sunday News-Press & Leader

Glendale News-Press

Daily Circulation:
T - Thu: 14,822 (avg.)
Fri & Sat: 14,679 (avg.)

Total Weekly Circulation:
73,824

Daily Readership:
T - Thu: 34,979 (avg.)
Fri & Sat: 34,642 (avg.)

Total Weekly Readership:
174,225

Publishes: Tuesday - Saturday

Coverage Area: Glendale, La Crescenta, Montrose, Verdugo City

Distribution: LAT subscribers, racks

Reader Demographics

- 52% Men / 48% Women
- Mean Age 56
- Own Home 85%
- College Graduate 39%
- Graduate school or above 41%
- Household Income \$100K+ 61%
- Mean Household Income \$119,318



glendalenewspress.com

the Burbank Leader

Daily Circulation:
Wed: 9,694
Saturday: 13,116

Weekly Circulation:
22,810

Daily Readership:
Wednesday: 22,877
Saturday: 30,953

Weekly Readership:
53,832

Publishes: Wednesday and Saturday

Coverage Area: Burbank, Glenoaks, Magnolia Park

Distribution: LAT subscribers, racks

Reader Demographics

- 55% Men / 45% Women
- Mean Age 55
- Own Home 79%
- College Graduate 44%
- Graduate school or above 29%
- Household Income \$100K+ 57%
- Mean Household Income \$116,453



burbankleader.com

VALLEY SUN

Daily Circulation:
Thursday: 8,533
Sunday: 4,699

Weekly Circulation:
13,232

Daily Readership:
Wednesday: 20,138
Saturday: 11,090

Weekly Readership:
31,288

Publishes: Thursday, Sunday

Coverage Area: La Cañada

Distribution: LAT subscribers, racks, free home delivery, mail subscriptions, bulk drops

Reader Demographics

- 50% Men / 50% Women
- Mean Age 55
- Own Home 85%
- College Graduate 37%
- Graduate school or above 52%
- Household Income \$100K+ 67%
- Mean Household Income \$138,134



lacanadaonline.com

Sources: LA Times TCN Study, Qualtrics, February, 2012 ; Circulation - Times Community News Circulation Dept; Los Angeles Times Circulation Dept; 2.36 readers per TCN circ. (Source: National Newspaper Association (NAA) 2009 Annual Readership Study).

KNOW NOW

the **Burbank Leader**

Glendale **News-Press**

La Cañada **VALLEY SUN**

Sunday **NEWS-PRESS & LEADER**

PASADENA SUN

Times Community News

North - Glendale News-Press, Burbank Leader, La Cañada Valley Sun, Pasadena Sun, Sunday News-Press & Leader

PASADENA SUN

Publishes: Sunday

Coverage Area: Pasadena, South Pasadena, San Marino

Distribution: LAT subscribers, racks

Reader Demographics

- 51% Men / 49% Women
- Mean Age 53
- Own Home 77%
- College Graduate 39%
- Graduate school or above 51%
- Household Income \$100K+ 62%
- Mean Household Income \$132,878



pasadenasun.com

Weekly Circulation:
21,773

Weekly Readership:
51,384

Sunday NEWS-PRESS & LEADER

Publishes: Sunday

Coverage Area: Glendale, La Crescenta, Montrose, Verdugo City, Burbank, Glendale, Magnolia Park

Distribution: LAT subscribers, racks, free home delivery

Reader Demographics

- 53% Men / 47% Women
- Mean Age 55
- Own Home 84%
- College Graduate 39%
- Graduate school or above 39%
- Household Income \$100K+ 58%
- Mean Household Income \$116,258



the818now.com

Weekly Circulation:
32,170

Weekly Readership:
75,921

THE 818 NOW

REAL-TIME NEWS, SPORTS & OPINION

Real-time news, sports and opinion about the Valley. Get in touch with your community, 24-7.

THE 626 NOW

REAL-TIME NEWS, SPORTS & OPINION

Real-time news, sports and opinion about the Pasadena. Get in touch with your community, 24-7.

Sources: LA Times TCN Study, Qualtrics, February, 2012 ; Circulation - Times Community News Circulation Dept; Los Angeles Times Circulation Dept; 2.36 readers per TCN circ. (Source: National Newspaper Association (NAA) 2009 Annual Readership Study).

KNOWNOW

the **Burbank Leader**

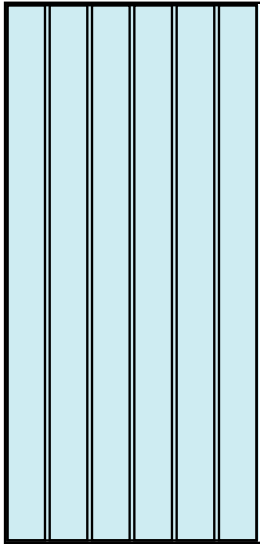
Glendale **News-Press**

La Cañada **VALLEY SUN**

Sunday **NEWS-PRESS & LEADER**

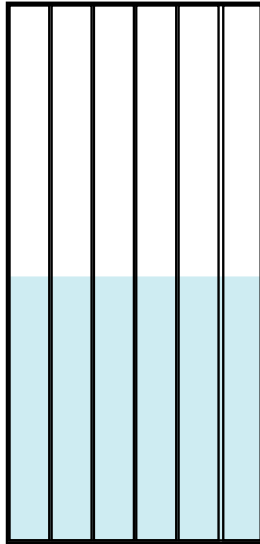
PASADENA SUN

2012 Retail Advertising Sizes



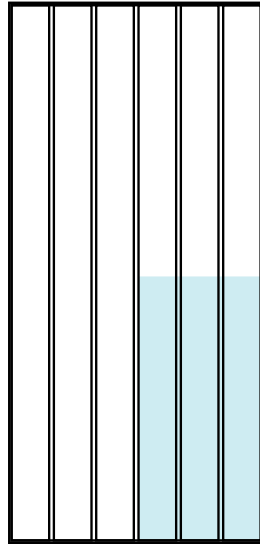
Full Page

6 col. (10") x 20.75"



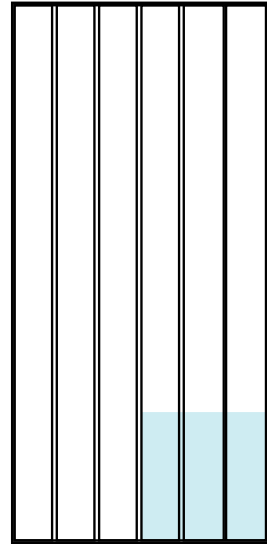
Half Page

6 col. (10") x 10.25"



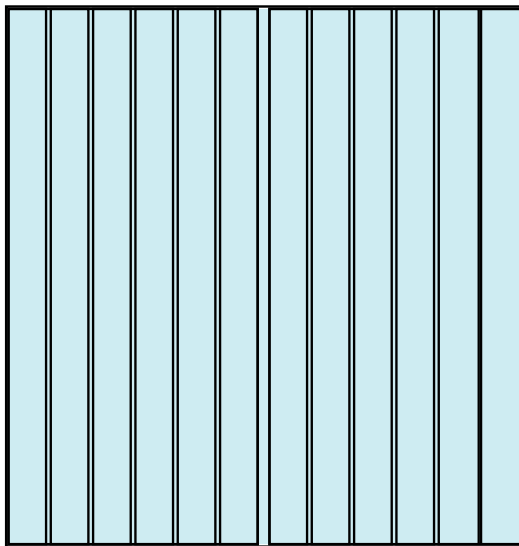
Quarter Page

3 col. (4.92") x 10.25"



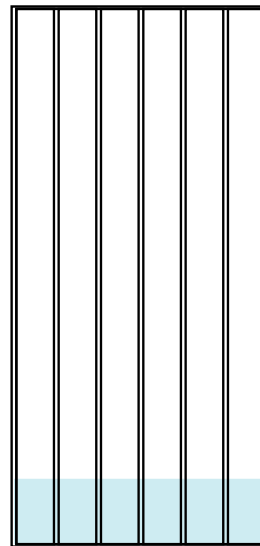
Eighth Page

3 col. (4.92") x 5"



Doubletruck (Gutter Bleed)

20.87" x 20.75"



Strip Ad

6 col. (10") x 2.5"

Column Widths

1 column	2 column	3 column	4 column	5 column	6 column
1.53"	3.22"	4.92"	6.61"	8.31"	10"

Other Ad sizes available, contact your sales representative for more information.

2012 Retail Advertising Deadlines North

Glendale News-Press

Publication Date	Space Close	Pubset Copy	Final Minor Revises	Ads Off-the-Floor
Tuesday	Friday 12:00 p.m.	Thursday 6:30 p.m.	Monday 1:00 p.m.	Monday 5:00 p.m.
Wednesday	Friday 3:00 p.m.	Thursday 6:30 p.m.	Tuesday 1:00 p.m.	Tuesday 5:00 p.m.
Thursday	Tuesday 3:00 p.m.	Tuesday 6:30 p.m.	Wednesday 1:00 p.m.	Wednesday 5:00 p.m.
Friday	Wednesday 12:00 p.m.	Tuesday 6:30 p.m.	Thursday 1:00 p.m.	Thursday 5:00 p.m.
Saturday	Wednesday 3:00 p.m.	Wednesday 6:30 p.m.	Friday 1:00 p.m.	Friday 5:00 p.m.

the Burbank Leader

Publication Date	Space Close	Pubset Copy	Final Minor Revises	Ads Off-the-Floor
Wednesday	Friday 3:00 p.m.	Friday 6:30 p.m.	Tuesday 1:00 p.m.	Tuesday 5:00 p.m.
Saturday	Wednesday 3:00 p.m.	Wednesday 6:30 p.m.	Friday 1:00 p.m.	Friday 5:00 p.m.

La Cañada VALLEY SUN

Publication Date	Space Close	Pubset Copy	Final Minor Revises	Ads Off-the-Floor
Thursday	Monday 2:00 p.m.	Monday 6:30 p.m.	Wednesday 12:30 p.m.	Wednesday 4:30 p.m.
Sunday*	Thursday 11:00 a.m.	Thursday 6:30 p.m.	Thursday 1:00 p.m.	Friday 10:00 a.m.

PASADENA SUN

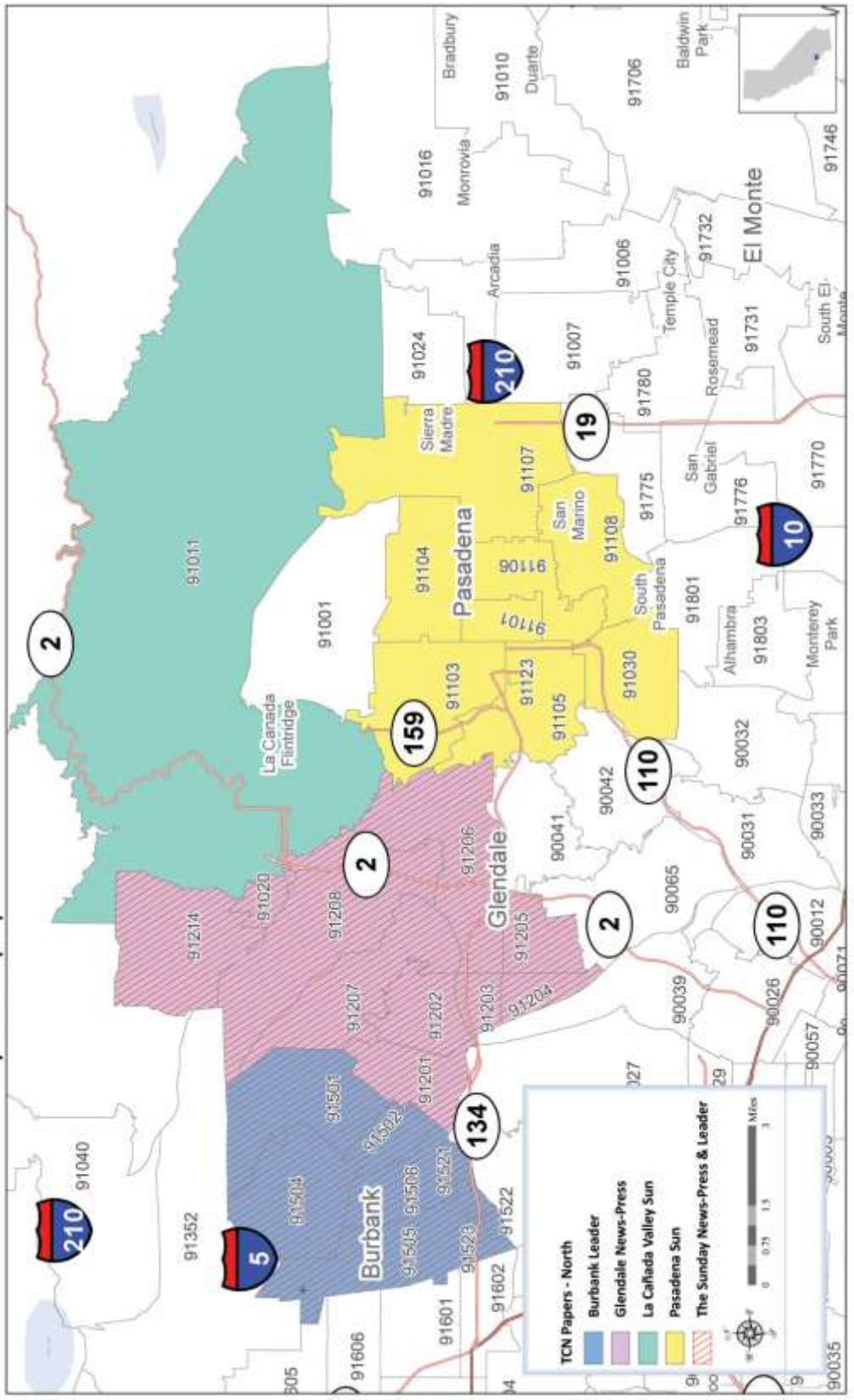
Publication Date	Space Close	Pubset Copy	Final Minor Revises	Ads Off-the-Floor
Sunday*	Thursday 11:00 a.m.	Thursday 6:30 p.m.	Thursday 1:00 p.m.	Friday 10:00 a.m.

Sunday NEWS-PRESS & LEADER

Publication Date	Space Close	Pubset Copy	Final Minor Revises	Ads Off-the-Floor
Sunday	Thursday 1:00 p.m.	Thursday 6:30 p.m.	Friday 9:00 a.m.	Friday 1:00 p.m.

*Media buy includes one ad in two Sunday publications – La Cañada Valley Sun and Pasadena Sun.

2012 Times Community Newspaper - North



the **Burbank Leader** **News-Press** **VALLEY SUN**
 Sunday **NEWS-PRESS & LEADER** **PASADENA SUN**

KNOW NOW