

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, Crescenta 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 88,235
Total Weekly Readership 208,235

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

Align your message with award-winning coverage

Times Community News North won 16 awards in the California Newspapers Publishers Assn.'s (CNPA) 2011 Better Newspapers Contest. Among these honors are:

- First-place: Coverage of bonuses paid by the city to employees
- First-place: Coverage of allegations against ADI (Advanced Development & Investment Inc.)
- First-place: Best website categories

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).



KNOWNOW

the
Burbank Leader
VALLEY SUN

Glendale
News-Press
PASADENA SUN

Times Community News

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

Glendale News-Press

Daily Circulation:
Wed.-Fri.: 10,393 (avg.)
Saturday: 10,548
Sunday: 15,375

Total Weekly Circulation:
57,102

Daily Readership:
Wed.-Fri.: 24,527 (avg.)
Saturday: 24,893
Sunday: 36,285

Total Weekly Readership:
134,761

Publishes: Wednesday - Sunday

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

Distribution: LAT subscribers, free TCN 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:
Wednesday: 6,677
Saturday: 6,534

Weekly Circulation:
13,211

Daily Readership:
Wednesday: 15,758
Saturday: 15,420

Weekly Readership:
31,178

Publishes: Wednesdays and Saturdays

Coverage Area: Burbank, Glenoaks, Magnolia Park

Distribution: LAT subscribers, free TCN 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

La Cañada VALLEY SUN

Weekly Circulation:
Thursday: 6,763

Weekly Readership:
15,961

Publishes: Thursdays

Coverage Area: La Cañada

Distribution: LAT subscribers, free TCN racks, free non-sub samples

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
La Cañada
VALLEY SUN

Glendale
News-Press
PASADENA SUN

Times Community News

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

PASADENA SUN

Publishes: Sundays

Coverage Area: Pasadena, South Pasadena, San Marino

Distribution: LAT subscribers, free TCN 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

**Weekly
Circulation:**
17,922

**Weekly
Readership:**
42,296



pasadenasun.com

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.

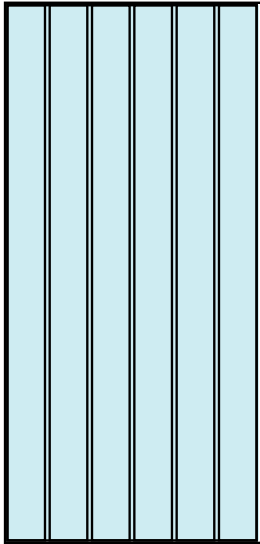
Sources: LA Times TCN Study, Qualtrics, February, 2012 ; Circulation - Times Community News Circulation Dept;
Los Angeles Times Circulation Dept; 2.36 readers per TCN circ. (Source: National Newspaper Association (NAA) 2009 Annual Readership Study).

KNOW NOW

the
Burbank Leader
VALLEY SUN

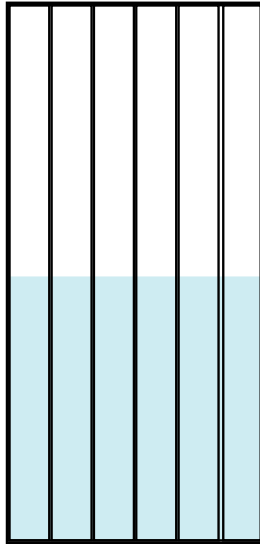
Glendale
News-Press
PASADENA SUN

2012 Retail Advertising Sizes



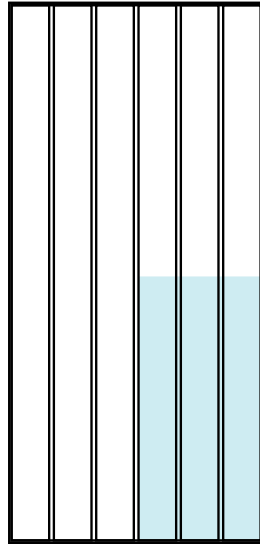
Full Page

6 col. (10") x 20.75"



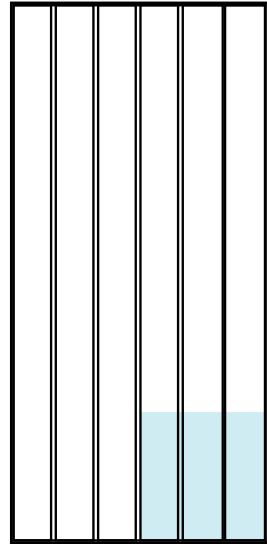
Half Page

6 col. (10") x 10.25"



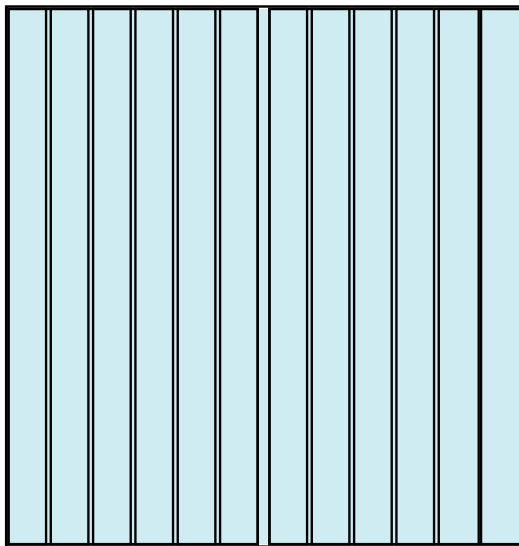
Quarter Page

3 col. (4.92") x 10.25"



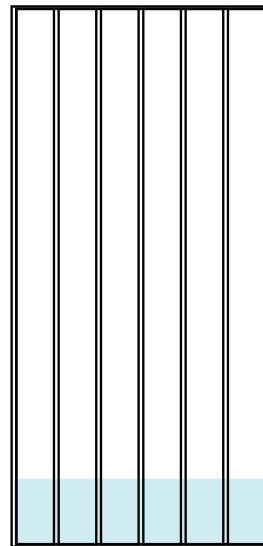
Eighth Page

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

Wednesday
Thursday
Friday
Saturday
Sunday

Space Close

Friday 3:00 p.m.
Tuesday 3:00 p.m.
Wednesday 12:00 p.m.
Wednesday 3:00 p.m.
Thursday 1:00 p.m.

Pubset Copy

Thursday 6:30 p.m.
Tuesday 6:30 p.m.
Tuesday 6:30 p.m.
Wednesday 6:30 p.m.
Thursday 6:30 p.m.

Final Minor Revises

Tuesday 1:00 p.m.
Wednesday 1:00 p.m.
Thursday 1:00 p.m.
Friday 1:00 p.m.
Friday 9:00 a.m.

Ads Off-the-Floor

Tuesday 5:00 p.m.
Wednesday 5:00 p.m.
Thursday 5:00 p.m.
Friday 5:00 p.m.
Friday 1:00 p.m.

the Burbank Leader

Publication Date

Wednesday
Saturday

Space Close

Friday 3:00 p.m.
Wednesday 3:00 p.m.

Pubset Copy

Friday 6:30 p.m.
Wednesday 6:30 p.m.

Final Minor Revises

Tuesday 1:00 p.m.
Friday 1:00 p.m.

Ads Off-the-Floor

Tuesday 5:00 p.m.
Friday 5:00 p.m.

La Cañada VALLEY SUN

Publication Date

Thursday

Space Close

Monday 2:00 p.m.

Pubset Copy

Monday 6:30 p.m.

Final Minor Revises

Wednesday 12:30 p.m.

Ads Off-the-Floor

Wednesday 4:30 p.m.

PASADENA SUN

Publication Date

Sunday

Space Close

Thursday 11:00 a.m.

Pubset Copy

Thursday 6:30 p.m.

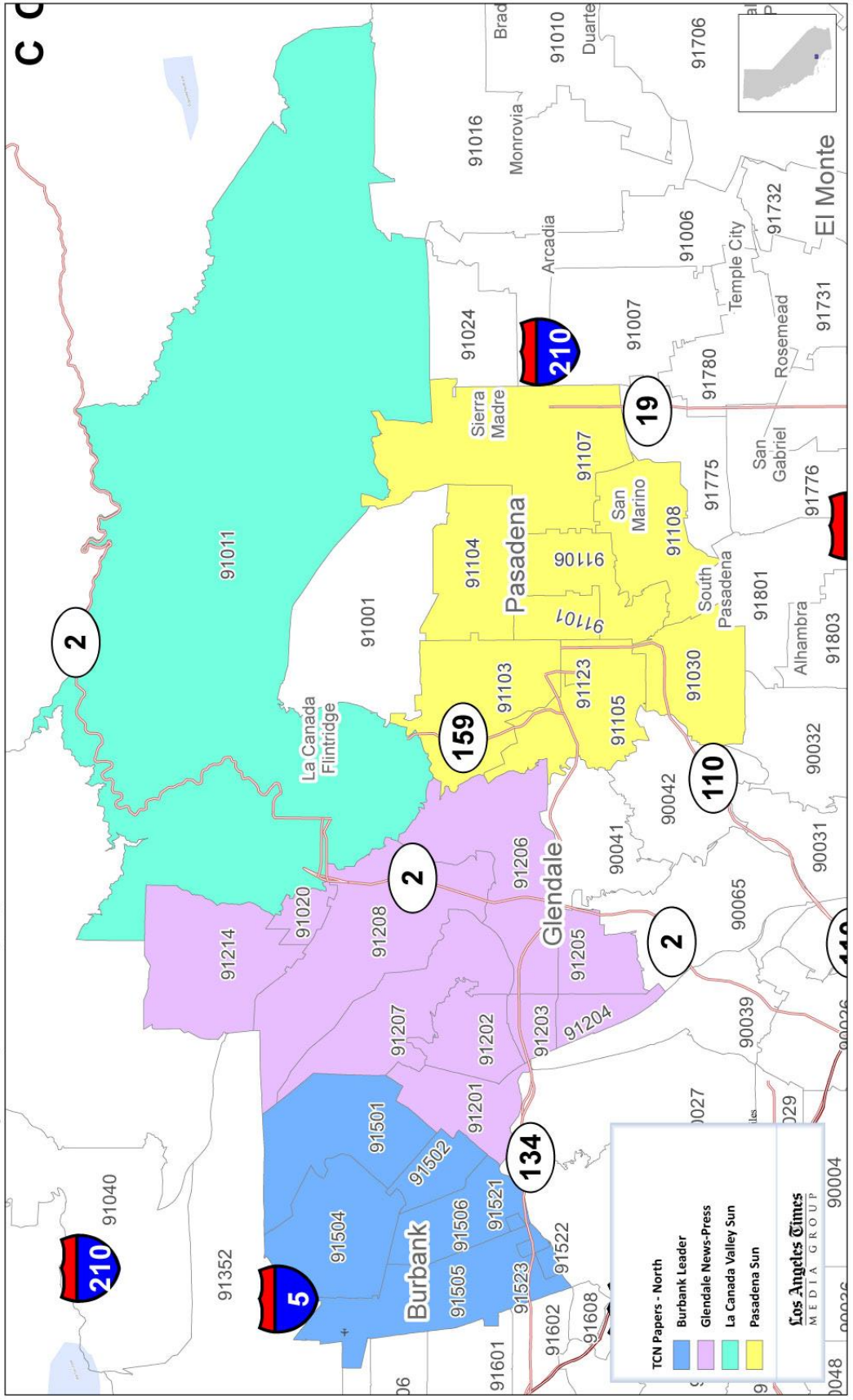
Final Minor Revises

Thursday 1:00 p.m.

Ads Off-the-Floor

Friday 10:00 a.m.

2012 Times Community Newspaper - North



KNOW/NOW

the **Burbank Leader**
Glendale News-Press
PASADENA SUN
La Canada VALLEY SUN