

News Media Statement

6 months ended September 30, 2020
Subject to Audit

Los Angeles (Los Angeles County), California
www.latimes.com

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AUDIENCE SUMMARY										
Readership	Print Readership: in Market				Online Readership: in Market			Net Combined Audience: in Market (Unduplicated)		
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA Readers	1,821,267	1,247,639		2,857,010	2,718,679	3,780,457	DMA Audience	4,411,566	5,250,530	
Reach	12.4%	8.5%		19.5%	18.6%	25.8%	Reach	30.1%	35.9%	
NDM Readers	1,821,267	1,247,639		2,857,010	2,718,679	3,780,457	NDM Audience	4,411,566	5,250,530	
Reach	12.5%	8.5%		19.5%	18.6%	25.9%	Reach	30.2%	35.9%	

Source: 2020 Release 1, Nielsen Scarborough Report. Copyright 2020, The Nielsen Company. All rights reserved.

CROSS-MEDIA METRICS			
WEBSITE ACTIVITY			Period
www.latimes.com (Combined)	Unique Browsers	42,303,838	September 2020
	Page Impressions (2)	83,230,508	
Source: (2) Google Analytics			
www.latimes.com (Combined)	Unique Users	38,766,000	September 2020
	Page Impressions (4)	82,141,000	
Source: (4) comScore Media Metrix			

CIRCULATION SUMMARY									
	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	692,922	556,263	557,980	547,263	542,777	544,720	580,119	566,437	566,571
Los Angeles Times									
Print	327,254	173,629	177,551	161,207	161,363	161,184	198,389	186,001	197,166
Digital Replica	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567
Digital Nonreplica	139,101	156,067	153,862	159,489	154,847	156,969	155,163	153,869	142,838
Total Combined Average Circulation	692,922	556,263	557,980	547,263	542,777	544,720	580,119	566,437	566,571

CIRCULATION DATA BY PUBLICATION									
LOS ANGELES TIMES - PRINT									
Paid Circulation									
Individually Paid Circulation									
Home Delivery and Mail	316,087	166,894	170,750	154,587	154,570	154,486	191,691	179,133	190,031
Single Copy Sales	10,929	6,450	6,521	6,330	6,508	6,414	6,415	6,584	6,878
Total Average Individually Paid Circulation	327,016	173,344	177,271	160,917	161,078	160,900	198,106	185,717	196,909
Business/Traveler Paid Circulation									
Hotel Distribution - Room/Lobby Copies	158	141	145	143	140	140	139	141	168
Total Average Business/Traveler Paid Circulation	158	141	145	143	140	140	139	141	168
Total Average Paid Circulation - Print	327,174	173,485	177,416	161,060	161,218	161,040	198,245	185,858	197,077
Qualified Circulation									
Single Copy									
Retail/Business	80	144	135	147	145	144	144	143	89
Total Average Single Copy	80	144	135	147	145	144	144	143	89
Total Average Qualified Circulation - Print	80	144	135	147	145	144	144	143	89
Total Average Circulation - Print	327,254	173,629	177,551	161,207	161,363	161,184	198,389	186,001	197,166

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
LOS ANGELES TIMES - DIGITAL REPLICA									
Paid Circulation									
Subscription	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567
Total Average Paid Circulation - Digital Replica	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567
Total Average Circulation - Digital Replica	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567	226,567
Total Average Circulation - Print & Digital Replica	553,821	400,196	404,118	387,774	387,930	387,751	424,956	412,568	423,733

LOS ANGELES TIMES - DIGITAL NONREPLICA									
Total Average Paid Circulation - Digital Nonreplica	77,659	89,066	87,998	88,509	90,196	89,972	89,397	87,257	82,658
Total Average Qualified Circulation - Digital Nonreplica	61,442	67,001	65,864	70,980	64,651	66,997	65,766	66,612	60,180
Total Average Circulation - Digital Nonreplica	139,101	156,067	153,862	159,489	154,847	156,969	155,163	153,869	142,838
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	692,922	556,263	557,980	547,263	542,777	544,720	580,119	566,437	566,571

NOTES

REPORT ENDING DATE

September 27, 2020

Visit auditedmedia.com Media Intelligence Center for additional data.

QUALIFIED RETAIL/BUSINESS

Included in Qualified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

ADVERTISING POLICY

All editions of the Daily and Sunday issues carry all national advertising scheduled for the day. Copy received too late is not carried on the following day. The LOS ANGELES TIMES Digital Replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the Digital Replica edition. The LOS ANGELES TIMES Digital Nonreplica edition contains both select print edition advertising and unique ad content. eReader editions contain no advertising.

ADDITIONAL PRICING INFORMATION

Mon-Sat includes Sundays except 2/16, 4/12, 9/6, 10/25. Sat-Sun and Sun-only include Thanksgiving Day 11/26.

Publishing Plans

Los Angeles Times	Frequency: Daily
	Delivery Vehicle(s): Print, online, mobile
	Primary Circulation Classification: Paid
	Description: Digital nonreplica subscriptions are sold for display of select newspaper content on eReaders and Mobile/Smartphone.
	Website(s): www.latimes.com

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We certify that to the best of our knowledge all data set forth in this News media statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: NantMedia Holdings, LLC

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