

Quarterly Data Report

Q4 2015

Subject to Audit

Los Angeles (Los Angeles County), California

www.latimes.com

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	2,396,342	1,401,399		3,283,012	1,625,852	2,380,911	DMA Audience	4,123,439	4,646,790
Reach	17.0%	9.9%		23.3%	11.5%	16.9%	Reach	29.3%	33.0%
NDM Readers	2,396,342	1,401,399		3,283,012	1,625,852	2,378,311	NDM Audience	4,123,439	4,644,190
Reach	17.0%	10.0%		23.4%	11.6%	16.9%	Reach	29.3%	33.0%

Source: 2015 Release 2, Nielsen Scarborough Report. Copyright 2015, The Nielsen Company. All rights reserved.

CIRCULATION SUMMARY

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	809,652	523,539	518,605	516,493	433,043	438,918	578,397	650,847	493,920
LOS ANGELES TIMES									
Print (See Par. 1A)	680,241	341,323	345,321	294,438	294,084	294,127	436,310	387,657	365,303
Digital Replica (See Par. 1B)	48,153	47,738	47,809	47,738	47,741	47,737	47,738	47,737	48,163
Digital Nonreplica (See Par. 1C)	81,258	93,174	91,055	91,381	91,218	97,054	94,349	91,870	80,454
Total Circulation Excluding Other Affiliated Publications	809,652	482,235	484,185	433,557	433,043	438,918	578,397	527,264	493,920
AFFILIATED PUBLICATIONS									
Hoy (See Par. 1D)		41,304	34,420	82,936				123,583	
Total Combined Average Circulation	809,652	523,539	518,605	516,493	433,043	438,918	578,397	650,847	493,920

CIRCULATION DATA BY PUBLICATION

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
1A. LOS ANGELES TIMES - PRINT									
Paid Circulation									
Individually Paid Circulation									
Home Delivery and Mail	577,081	310,199	314,723	266,572	266,704	266,356	392,150	359,212	337,344
Joint Distribution	15,817								
Single Copy Sales	49,330	22,209	22,126	21,645	21,143	21,444	24,628	22,183	21,710
Total Average Individually Paid Circulation	642,228	332,408	336,849	288,217	287,847	287,800	416,778	381,395	359,054
Business/Traveler Paid Circulation									
Hotel Distribution - Room/Lobby Copies	2,081	1,379	1,473	1,307	1,295	1,326	1,506	1,463	1,940
Total Average Business/Traveler Paid Circulation	2,081	1,379	1,473	1,307	1,295	1,326	1,506	1,463	1,940
Total Average Paid Circulation - Print	644,309	333,787	338,322	289,524	289,142	289,126	418,284	382,858	360,994
Qualified Circulation									
Home Delivery									
Targeted	31,438	1,571	1,309				7,854		
Total Average Home Delivery	31,438	1,571	1,309				7,854		
Single Copy									
Educational Copies		1,036	864				5,182		
University Copies		174	145	191	192	180	205	104	
Employee/Independent Contractor	2,581	2,980	2,909	2,980	2,977	2,981	2,980	2,981	2,555
Retail/Business	1,913	1,775	1,772	1,743	1,773	1,840	1,805	1,714	1,754
Total Average Single Copy	4,494	5,965	5,690	4,914	4,942	5,001	10,172	4,799	4,309
Total Average Qualified Circulation - Print	35,932	7,536	6,999	4,914	4,942	5,001	18,026	4,799	4,309
Total Average Circulation - Print	680,241	341,323	345,321	294,438	294,084	294,127	436,310	387,657	365,303

1B. LOS ANGELES TIMES - DIGITAL REPLICA									
Paid Circulation									
Subscription	23,233	23,233	23,233	23,233	23,233	23,233	23,233	23,233	23,233
Total Average Paid Circulation - Digital Replica	23,233	23,233	23,233	23,233	23,233	23,233	23,233	23,233	23,233
Qualified Circulation: Opt-in									
Educational Copies	23,837	23,837	23,837	23,837	23,837	23,837	23,837	23,837	23,837
Employee/Independent Contractor	1,083	668	739	668	671	667	668	667	1,093
Total Average Qualified Circulation - Digital Replica	24,920	24,505	24,576	24,505	24,508	24,504	24,505	24,504	24,930
Total Average Circulation - Digital Replica	48,153	47,738	47,809	47,738	47,741	47,737	47,738	47,737	48,163
Total Average Circulation - Print & Digital Replica	728,394	389,061	393,130	342,176	341,825	341,864	484,048	435,394	413,466

1C. LOS ANGELES TIMES - DIGITAL NONREPLICA									
Paid Circulation									
Restricted Access Website	22,010	27,925	26,892	28,460	28,262	28,712	27,770	26,420	21,726
eReaders without Advertising	4,100	4,073	4,074	4,072	4,072	4,074	4,073	4,074	4,078
Total Average Paid Circulation - Digital Nonreplica	26,110	31,998	30,966	32,532	32,334	32,786	31,843	30,494	25,804
Qualified Circulation									
Restricted Access Website	9,394	12,622	12,092	12,624	12,555	13,043	12,856	12,034	9,440
Tablet	11,573	10,641	10,701	10,519	10,294	11,004	10,703	10,685	10,999
Mobile/Smartphones	34,181	37,913	37,296	35,706	36,035	40,221	38,947	38,657	34,211
Total Average Qualified Circulation - Digital Nonreplica	55,148	61,176	60,089	58,849	58,884	64,268	62,506	61,376	54,650
Total Average Circulation - Digital Nonreplica	81,258	93,174	91,055	91,381	91,218	97,054	94,349	91,870	80,454
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	809,652	482,235	484,185	433,557	433,043	438,918	578,397	527,264	493,920

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
1D. HOY - PRINT									
Verified Circulation									
Public Access									
Racks and Other Distribution		41,304	34,420	82,936				123,583	
Total Average Public Access		41,304	34,420	82,936				123,583	
Total Average Verified Circulation		41,304	34,420	82,936				123,583	
Total Average Circulation - Print		41,304	34,420	82,936				123,583	

2. TOTAL AVERAGE CIRCULATION By Market (Optional)

NOTES

REPORT ENDING DATE

December 27, 2015

CREDIT AND ARREARS ALLOWANCE

Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Daily	4,708
Saturday	5,779
Sunday	7,596

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short-term arrears copies served to subscribers whose term has expired.

JOINT DISTRIBUTION AGREEMENT

Joint Distribution represents copies served to subscribers of KOREA TIMES, INDIA JOURNAL, FALLBROOK VILLAGE NEWS, ASBAREZ NEWS, PANORAMA NEWS, KOREA DAILY NEWS, LOS ANGELES SENTINEL and CHINO CHAMPION, who have been notified that established prices for their subscriptions include service of the LOS ANGELES TIMES on Sunday and that no other options are offered to them.

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.

Publishing Plans

Los Angeles Times	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Primary Circulation Classification: Paid Digital Nonreplica subscriptions are sold for display of select newspaper content on eReaders and Mobile/Smartphone. Website(s): www.latimes.com
Hoy	Frequency: Mon Fri Delivery Vehicle(s): Print Circulation Classification: Verified Unique Print Subscriber Percent: 100.0% Spanish language newspaper distributed on Monday and Friday through single copy outlets in the Los Angeles Metro area.

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

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