

LOS ANGELES COUNTY

ALMANAC

Numbers
to Know

County
Administration

A major resource
for all cities in
Los Angeles County

State
Officials

City by City
Demographics

LOS ANGELES NEWSPAPER GROUP
langnews.com

ALMANAC 2007

Publication Date: **Friday, June 29, 2007**



We're gearing up for this year's edition of our successful "L.A. County Almanac." This is the fifth year we've published this outstanding magazine, which has become a must-have resource for many cities, businesses and organizations.

This year's magazine again will highlight all 88 cities in L.A. County with information that potential residents or new businesses would find interesting. This includes population demographics (ethnicity, marital status, age, household income, level of education, housing), a breakdown of businesses, a listing of the school districts and various public schools and parks, utilities and community service numbers, and governmental bodies. All almanac information is timely, based on the most recent census data.

The content of the section offers one-stop shopping for people who would like to see the differences between cities, whether their purpose is to choose an area to live or an area in which to locate their business. Either way, it's clear from the magazine that our cities offer a wealth of business, residential, educational, recreational and cultural opportunities.

It will be distributed in all six of the Los Angeles Newspaper Group's daily newspaper properties in Los Angeles County:

1. Los Angeles Daily News
2. Pasadena Star-News
3. San Gabriel Valley Tribune
4. Whittier Daily News
5. Long Beach Press-Telegram
6. Torrance Daily Breeze

That's a combined readership of more than 1 million people, offering an unbeatable audience with coveted demographics. It makes good sense to advertise in the 2007 Almanac.

Celebrate your city's or agency's accomplishments-

Advertise in the 2007 edition of the Almanac

**OVER
1 MILLION
READERS**

sample
city
page

YOUR AD HERE!

Space & Copy Deadline:
Friday, May 18, 2007

Camera-Ready Deadline:
Wednesday, May 30, 2007

Specifications & Rates
Magazine format with **full color**
on every page

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Strip Ad: 8.75" x 1" \$805

Almanac will be on LANG's Web sites for a period of one year both in English and Spanish.

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Or contact Chris Lancaster at 626-962-8811, ext. 2302

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Production questions can be directed to the Creative Services Department at (626) 962-8811, Production--ext. 2286