

Niche Products

To complement a newspaper advertising schedule, San Gabriel Valley Newspaper Group offers a selection of niche products. For details and rates, contact your sales representative.

shopwise

The San Gabriel Valley Newspaper Group, its sister newspapers of the Los Angeles Newspaper Group and ADVO offer an opportunity to achieve the ultimate in target market coverage. Every Wednesday, ShopWise enables advertisers to receive the best of both worlds:

- Newspapers, the #1 source for insert response
- ADVO, the distributor of the most successful "shared mail" program in the U.S.

Together, these programs provide total market coverage of more than two million Southern California households.

online advertising

Online access to the San Gabriel Valley Newspaper Group provides additional value to the daily newspaper products. The three Web sites — pasadenastarnews.com, sgvtribune.com and whittierdailynews.com — are part of the growing and powerful network of Web sites representing the eight newspapers of the Los Angeles Newspaper Group.

Premium online positioning is available on Web site section fronts, through exclusive sponsorships and a variety of niche products such as Motorway.com, Career Site and SoCal Home Site.

impacto

Impacto is the largest home-delivered Hispanic newspaper in the Los Angeles market — delivering to over 250,000 Hispanic households every Saturday. Impacto USA offers high-quality, award-winning editorial content and presentation, reaching an emerging market with over \$47 billion in buying power.