



# **KTLA** Media Kit

# KTLA By The Numbers



**110,000**

Estimated number of people reached in 2007 by KTLA News personalities who volunteered by appearing at approximately 100 community events.

**147**

Number of local Emmy Awards received by KTLA since 1948 for news, sports, specials and entertainment programs.

**130**

Number of KTLA News awards received since 1968 which includes Golden Mikes, APTRA, Edward R. Murrow, and Peabody awards.



**48**

KTLA's Hal Fishman had the longest tenure as news anchor (48 years) in the world.

**\$16,000,000**

Approximate amount distributed to local organizations since 1998 by KTLA charities, a fund of the McCormick Tribune Foundation.

**28**

The number of Years that KTLA has earned the #1 Rank among L.A. TV stations for airing the Live Telecast of the Tournament of Roses Parade.



**4**

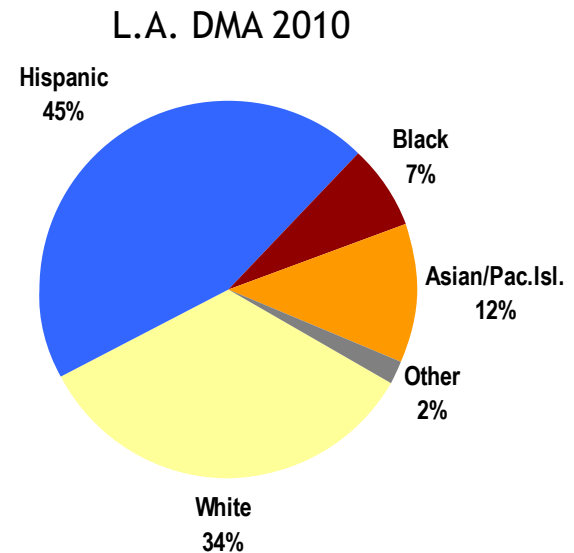
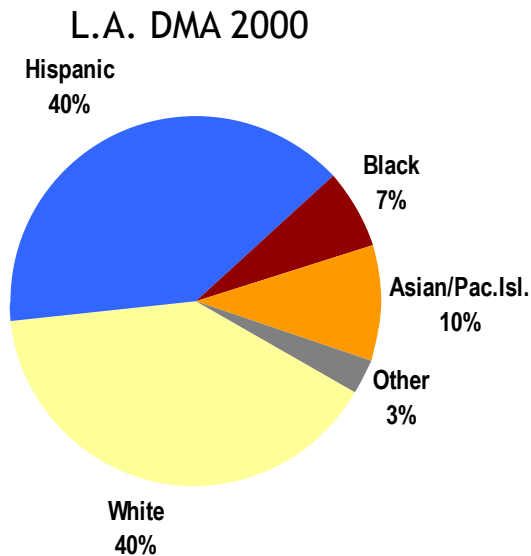
KTLA has 4 stars on the Hollywood Walk of Fame: KTLA, Stan Chambers, Hal Fishman, Larry McCormick.



# L.A. is a Diverse Market

- According to the U.S. Census, Los Angeles and its surrounding areas now consist of an equal number of Hispanics and Whites, and growing number of Asians. By 2010, Hispanics will be the largest segment of the LA DMA's population.

Los Angeles CMSA Population Estimates by Race/Ethnicity

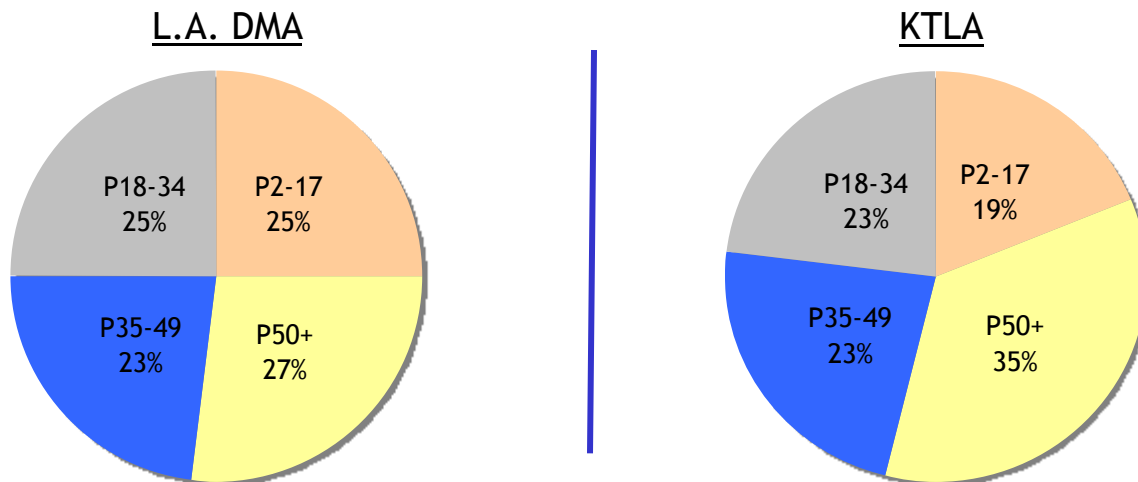




# Los Angeles Population Breakdown

The Los Angeles television market represents 5.1% of US television homes.

## Age Breakdown



<u>Gender Breakdown</u>	<u>Male</u>	<u>Female</u>
Los Angeles DMA	49%	51%
KTLA	48%	52%





# Television Remains A Dominant Medium

## Los Angeles Television Statistics

	<u>2003</u>	<u>2009</u>
LA TV Homes	5,318,040	5,654,260
LA HH Own 2+ TV Sets	82%	84%
TV Stations in L.A.	108	273
HD Receivable Set	N/A	25%



# Consumers Spend More Time Watching Television

		<u>2000</u>	<u>2008</u>
Average Number of Received Channels (U.S.)		61.4	118.6
Average Hours/Min. Viewed per week by HH		52:35	57:37



# People Spend More Time Watching TV vs. Other Media

Time Spent with Major Media Yesterday % Reached

	Adults	Women	Men
Television	90.2%	90.7%	89.6%
Radio	73.4%	71.7%	75.2%
Newspapers	63.8%	66.2%	61.2%
Internet	65.6%	63.9%	67.4%
Magazines	50.1%	53.2%	46.8%



# People Spend More Time Watching TV vs. Other Media

Time Spent with Major Media Yesterday

	Adults	Women	Men
Television	236.6	253.7	218.7
Radio	98.0	84.4	112.4
Internet	98.5	83.7	114.0
Newspapers	26.7	26.5	27.0
Magazines	16.7	17.4	15.8



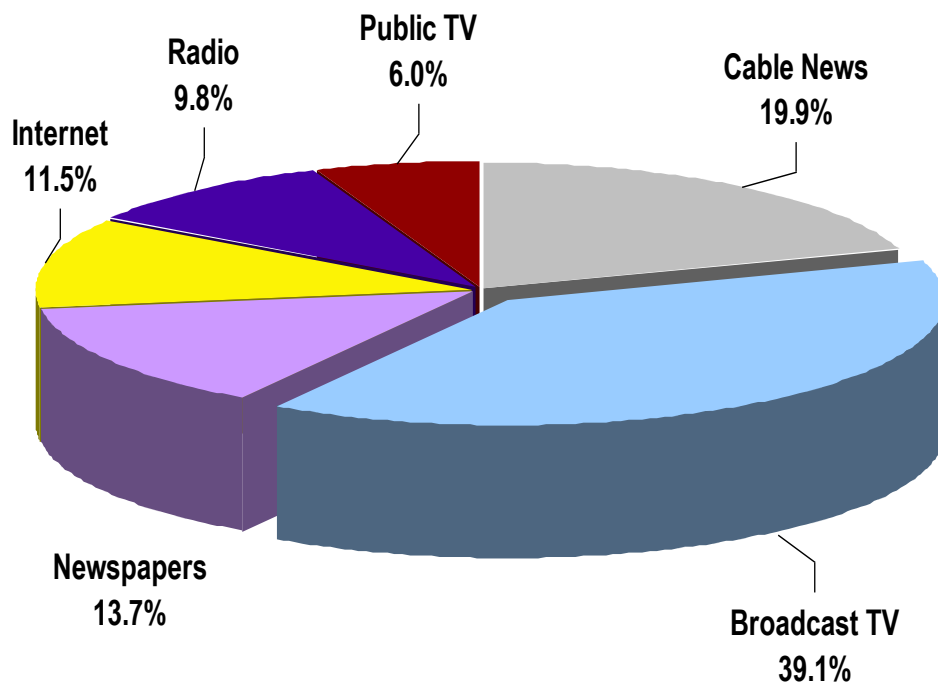
# People Are Likely To Learn About Brands From TV


Most Likely to Learn About Brands  
- % Demo Breakout

	Adults	Women	Men
Television	52.9%	58.4%	47.3%
Magazines	15.6%	18.4%	12.7%
Newspapers	9.9%	10.7%	9.1%
Internet	17.0%	9.5%	24.8%
Radio	4.6%	3.0%	6.1%



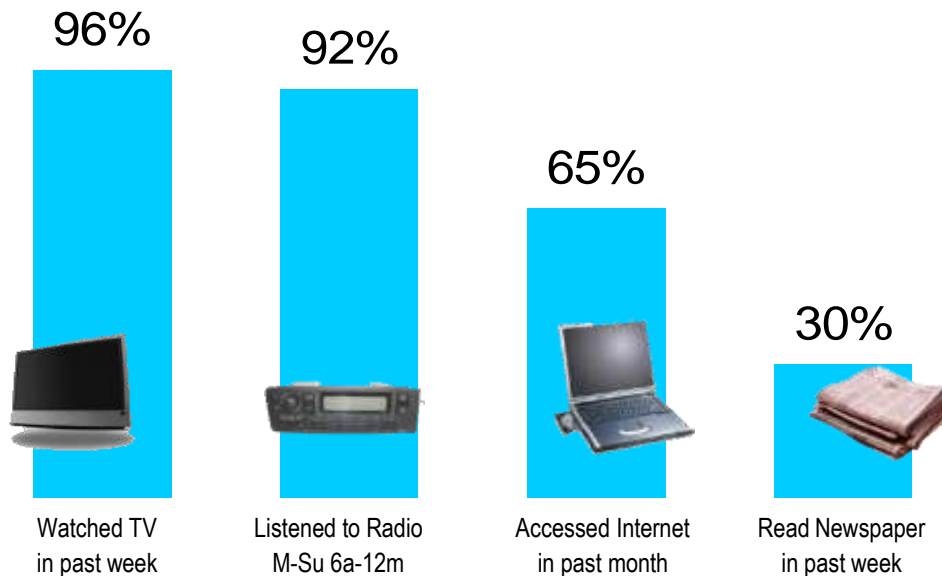
# More L.A. Adults Point To Broadcast TV As Their Primary Source For News





# Television is The #1 Media Choice Of L.A. Adults

## Media Usage of L.A. Adults





# Cross Media Interactive Landscape

KTLA & KTLA.com top two consumed mediums!

Time Spent Per Week:

<b>TV:</b>	<b>41 hours</b>
<b>Online:</b>	<b>19 hours</b>
Radio:	13 hours
Print:	9 hours





## **KTLA's Powerful Reach**

KTLA's broadcast signal reaches over 3 million homes in the Los Angeles DMA. Combined with ktl.com's reach, KTLA has the power to connect with over 5 million homes.

### KTLA Los Angeles DMA Household Reach

<b>KTLA Broadcast Reach</b>	<b>3,310,000</b>
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<b><u>KTLA.com Unique Visitors</u></b>	<b><u>2,134,000</u></b>
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<b>Combined Reach</b>	<b>5,444,000</b>
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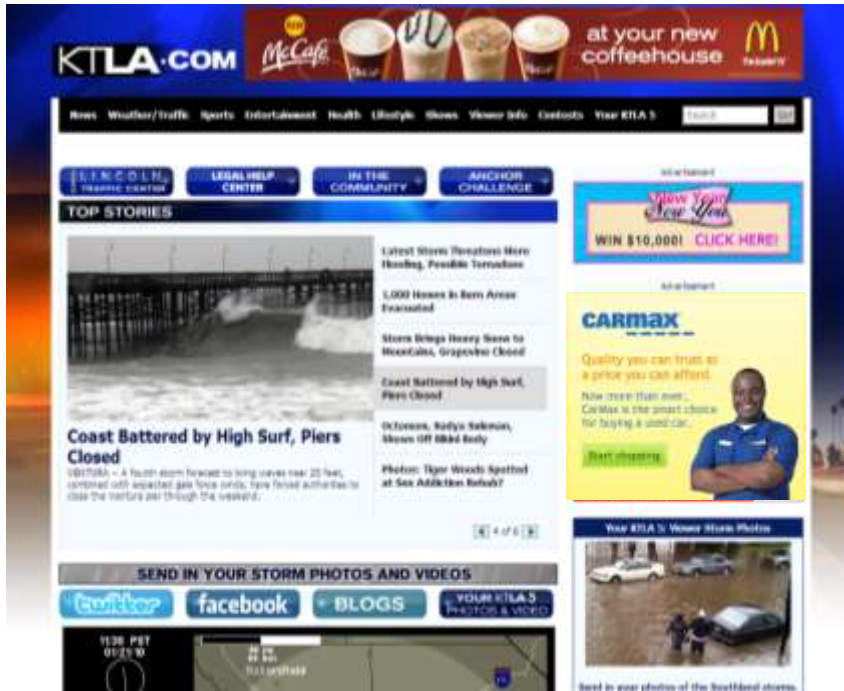


**KTLA** Interactive

**KTLA.com**



## KTLA Interactive Audience



KTLA.com reaches 2.1 million consumers every month.

### KTLA.com Monthly Traffic:

Unique Visitors **2.134 million**

Page Views **21.4 million**

### Demographics:

**49% Male, 51% Female**

**68% 18-49**

**61% 25-54**

**28% 18-34**

**18% HHI \$35-50K**

**17% HHI \$50-\$75K**

**15% HHI \$75-100K**

**37% HHI \$100K+**

**Avg. HHI: \$86,629**

**71% Attended College or more**

**35% College Grad/Post Grad**

**45% Professional/Managerial**

Source: Los Angeles  
Scarborough Jan '09 KTLA:  
M-Su 5a-2a cume, ktla.com: visited  
ktla.com yesterday (cume)  
Omniture Server Logs, 3/4thQ 2009

# KTLA and KTLA.com A18+ Reach



	L.A. MARKET ADULTS 18+	KTLA M-Su 5a-2a cume A18+	KTLA.com cume A18+	Watched KTLA or visited KTLA.com
	% Comp	%Comp	% Comp	% Comp
<b>Total Adults 18+</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>GENDER</b>				
Men	49%	45%	49%	45%
Women	51%	55%	51%	55%
<b>AGE</b>				
18-24	14%	16%	17%	16%
25-34	19%	14%	11%	14%
35-44	20%	20%	30%	21%
45-54	19%	20%	20%	20%
55-64	13%	13%	16%	14%
65+	14%	16%	6%	15%
<b>HOUSEHOLD INCOME</b>				
\$35,000-\$49,999	19%	20%	18%	19%
\$50,000-\$74,999	14%	15%	17%	15%
\$75,000-\$99,999	14%	16%	15%	16%
\$100,000+	26%	28%	37%	29%
<b>OCCUPATION</b>				
Professional/Managerial	26%	23%	45%	24%
<b>EDUCATION</b>				
Attended College or more	55%	61%	71%	62%
College Graduate or more	24%	24%	35%	25%
<b>ETHNICITY</b>				
White	45%	54%	59%	55%
Hispanic	40%	23%	17%	23%
African American	5%	10%	4%	9%
Asian	6%	6%	14%	7%
Other	4%	7%	6%	6%

# Solutions



- IAB Standard Display Ads
- Pre-roll and Post-roll Video
- Custom Sponsorships
- Search Engine Marketing (Web Visible)
- Adver-gaming and client-sponsored games
- Sweepstakes / contesting
- SMS/Texting
- Broadcast / online / mobile promotions



# Ad Banner Media Sizes



LAND-ROVER

THE LUXURY THAT'S MORE THAN A LUXURY

**THE 2009 RANGE ROVER SPORT**

TAKE ADVANTAGE OF FINANCING AND LEASING OFFERS NOW

LOCATE A RETAILER

\*DISCLAIMER

A vertical advertisement for the 2009 Range Rover Sport. It features the Land Rover logo at the top, followed by the text "THE LUXURY THAT'S MORE THAN A LUXURY". Below that is the headline "THE 2009 RANGE ROVER SPORT" in large, bold letters. Further down, it says "TAKE ADVANTAGE OF FINANCING AND LEASING OFFERS NOW" and includes a button that says "LOCATE A RETAILER". At the bottom, there is a small image of the Range Rover Sport car and a disclaimer.

Katherine HEIGL

Gerard BUTLER

In Theaters **July 24th**

**the ugly truth**

VISIT THE SITE

A horizontal movie advertisement for "The Ugly Truth". It features the names of the lead actors, Katherine Heigl and Gerard Butler, with small images of them. The text "In Theaters July 24th" is in red. The title "the ugly truth" is in a large, lowercase font. At the bottom, there is a red button that says "VISIT THE SITE".

Leader Board -728x90

**FAITH HILL**

with the Hollywood Bowl Orchestra

JULY 17/18  
HOLLYWOOD BOWL

A square advertisement for Faith Hill's concert. It features her name "FAITH HILL" in large yellow letters. Below that, it says "with the Hollywood Bowl Orchestra" and "JULY 17/18 HOLLYWOOD BOWL". On the right side, there is a portrait of Faith Hill smiling.

Cube- 300x250

Sky Scraper- 160x600

**i do, redo**

Presented by  
**WeddingWire**

A horizontal advertisement for "i do, redo". It features the text "i do, redo" in a large, lowercase font. Below that, it says "Presented by WeddingWire" with the WeddingWire logo.

Sponsor Stage -300x100



- Leader board (728x90)
- Cube Ad (300x250)
- Sponsorship Stage (300x100)
- Video Pre-Roll (15 sec.)
- Will rotate on KTLA.com
  - Run of Site (ROS)
  - Run of Channel (ROC)
  - Presenting Sponsorship by Section
  - HP/Section Roadblocks (per avails)
  - GEO -targeted to local DMA
  - Behavioral Targeting (per Available)
  - Traffic System:
    - allocated by impressions



The screenshot shows the KTLA.com website interface. Several areas are highlighted with red boxes:

- Top Navigation:** A banner for "the ugly truth" featuring Katherine Heigl and Gerard Butler, with the text "In Theaters July 24th" and a "VISIT THE SITE" button.
- Top Stories:** A section with various news headlines, including "Sea Lion Takes Fireboat for a Biological Father of Kids" and "Report: Jackson Cut Father Out of Last Will".
- Michael Jackson Section:** A prominent banner for "MICHAEL JACKSON 1958-2009" with a "More Top News Stories" link.
- Advertisement:** A CarMax advertisement with the text "Quality you can trust at a price you can afford." and a "Start shopping" button.
- Video Pre-Roll:** A video player showing a scene from the movie "The Ugly Truth".
- Weather:** A weather widget for Los Angeles, Right Now, showing a temperature of 72° and a high/low of 29.86° F.

# KTLA.com Channels



## News

- Top Stories
- Local News
- Nation/World
- Haiti Earthquake
- Most Interesting
- Tiger Woods
- 2009 Year in Review
- Black History
- Business & Technology News
- Kurt the CyberGuy
- Politics
- L.A. Crime
- Special Reports
- Have Your Say / Poll
- Blogs
- KTLA on Twitter
- KTLA on Facebook
- Mobile Text Alerts

## Entertainment

- Entertainment News
- Kurt the CyberGuy
- Golden Globes
- Academy Awards
- Grammy Awards
- Country Music Awards
- Movies
- Music
- Michael Jackson
- Marilyn Monroe Pictures and Video
- Rose Parade 2010

## Sports

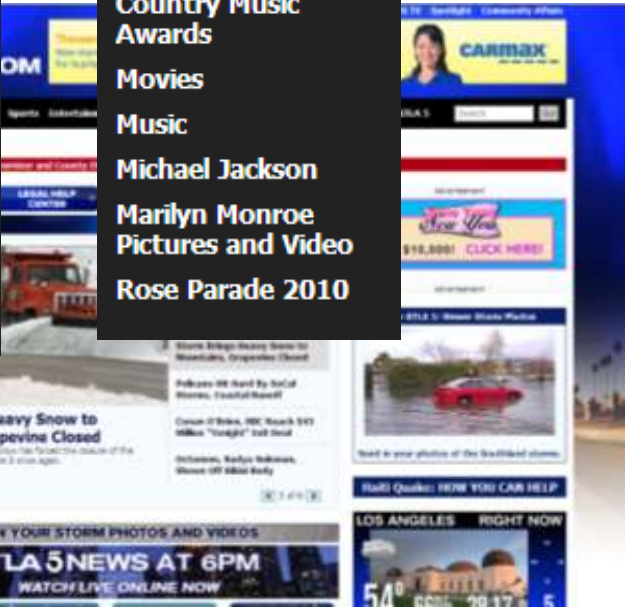
- Tiger Woods
- NFL Post Season
- College Sports
- Auto Racing
- 2010 Winter Olympics
- Roger Lodge

## Traffic/Weather

- Weather
- Traffic
- Gas Prices
- Lincoln MKZ One-Tank Trips

## Health/Lifestyle

- Shopping Deals
- Marketplace
- St. Patrick's Day
- Food
- Travel
- Green
- Fashion
- Wedding
- Horoscopes
- Games
- Time Wasters
- Do It Yourself



# RICH MEDIA!



Peel back

Floating Ads

**Unbelievable phones. Unreal deals. ONLY FROM SPRINT.**

Shop now

FREE SHIPPING + ACTIVATION

Try Sprint Risk-Free for 30 Days

SPORTS: LATEST AP NEWS

- Play Starts at U.S. Open After Washout
- U.S. Moves to Basketball Semifinals
- U.S. Tops Britain to Go 7-0 in Softball
- Oswalt, Astros Agree to \$73 Million Deal
- Boston Red Sox Lose 3 Sluggers

Get more done in more places on the nation's largest mobile broadband network.

View readers' photos and share yours at [KTLA.com](#)

**TurboTax** Get your guaranteed maximum refund. FREE!

TRAFFIC

MAPS & ALERTS

LOW GAS PRICES

TRAFFIC BLOG

SIGNALERT MAPS

McCafe at your new coffeehouse

Spas for her. Sports for you.

Expandable Ads

Takeovers

**FREE \$150 Cash Card!**

When you buy \$300 or more, or buy \$150 or more and get a \$50 Cash Card

ScoreCard members only. Sign up today!

SPORTS

Sports Videos

Submit your Play of the Week video!

**Introducing The 60-Day Satisfaction Guarantee.**

Click here for details and limitations - See how we stack up -

MAY THE BEST CAR WIN!

TOP STORIES

3 Boys Arrested in 'Kick a Ginger Day' Beatings

Introducing The 60-Day Satisfaction Guarantee.

# KTLA-Mobile



**Monthly Unique Visitors 172,000**  
**Monthly Page Views 296,000**  
**Monthly Text Alerts- 82,860**

## Text Alerts:

**Breaking News**  
**Traffic**  
**Sports**  
**Weather**  
**Ski Report**

## SMS/Texting Opportunities

### Text Campaigns

- \$2,000 per month in addition to your Broadcast & Online Media schedule

### Keyword "rental"

- \$1,000 - \$2,000 per word per month



**KTLA.COM**

# Mobile Web Display Opportunity



Banner ads on our mobile site:

All of our ads can be clickable to a **customized landing page** with:

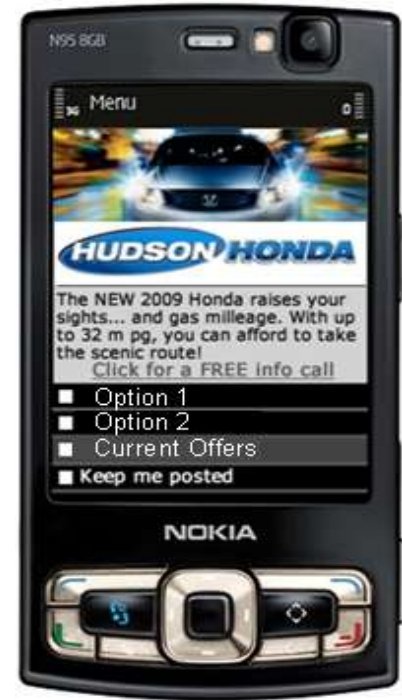
- Detailed Information
- Store locator – Enter zip code on landing page
- Click to call – Reach customer service/ reservations
- Data capture – Enter email or phone/text for updates
- Coupon – Bring phone to store for special discount

Rate: \$25 CPM

Features like click to call from the ad can be included at no additional charge



# Mobile Web Landing Pages



Rate: \$2,000 - \$5,000

Features like Tell a friend, Link out, Opt-in email as lead generation can be included at no additional charge

# Rates

## All Rates Quoted Are Net



- **ROS Banners-** \$10 CPM
  - 728x90 & 300x250
- **Channel –** \$12.00CPM
  - 728x90 & 300x250
- **In-banner Video** (Mixpo) - \$20 CPM
- **Pre-roll Video-** \$35 CPM
  - <:15 seconds
- **Mobile Texting Campaign-** \$2K/ Month
- **Mobile Banners-** \$25 CPM
- **Mobile Landing page-** \$2K-\$5K
- **Web Contest-**\$5K+/ month
- **Facebook/Twitter placement sponsorship-** \$3K-M
- **Custom Micro-site-** \$5K+
- **Section Sponsorship-** \$2K-\$5K/ Month
  - Includes Sponsored by client logo
  - Ad Sliding Billboard



# Creative Specs



- **Leaderboard – 728x90 pixels**  
72 dpi, Flash, .gif, .jpg; max. file size = 40K
- **Cube – 300x250 pixels**  
72 dpi, Flash, .gif, .jpg; max. file size = 40K
- **Sliding Billboard – 970x300**  
(in-unit and pencil ads) 90K (billboard) and 15K masthead, 10 seconds max. No looping. Auto expanded 1 per user per day.
- **Interstitial – Full page**  
Ad between page. 30K, 10 sec. max. User initiated audio. Must have Skip or Close button. Must include PIX11 branded header.
- **Interstitial**  
Full page as user enters the site. 40K, 10 sec. max. No looping. Must have a Skip or Close button. Auto expanded 1 per user per day. Must include PIX11 branded header.
- **Video**  
Pre-roll and post-roll, see full specs at: <http://tribuneinteractive.com/specs/>
- **Logo/Button – 88x31 integrated into Section graphic**

# CONTACTS



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**KTLA** Research

# LOS ANGELES RESTAURANT PROFILE

## U.S. Restaurant Industry Facts

**\$566 billion:** Estimated restaurant sales in 2009.

**45%:** The percentage of U.S. adults who consider eating out an essential part of their lifestyle.

**45%:** The percentage of sit-down restaurant consumers who are likely to have \$100k+ annual incomes.

**4%:** The projected increase for Quick Service Restaurants (fast food) in 2009. 34% of consumers will be under age 35.

**27%:** The percentage of the U.S. restaurant consumers who go online for nutritional information about restaurant food.

**950,000:** The estimated amount of eating establishments in the U.S in 2009, employing over 13 million people.

## KTLA/kta.com Restaurant Industry Facts

**3.4 million:** The number of KTLA adults who visited any restaurant in the past 30 days.

**90%:** The percentage of KTLA adults who visited a fast-food restaurant in the past 30 days.

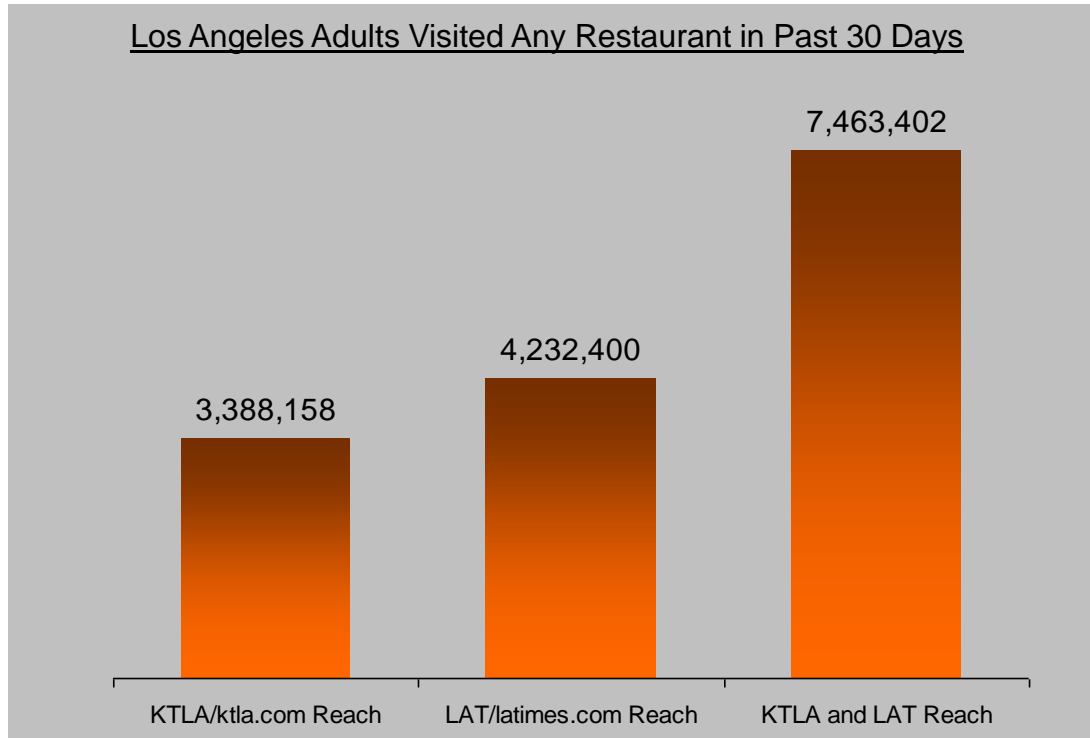
**83%:** The percentage of KTLA adults who visited a sit-down restaurant in the past 30 days.



# KTLA and Los Angeles Times Combined Reach Restaurant Profile

12.6 million Los Angeles adults visited a restaurant within the past 30 days.

- 3.4 million watch KTLA or visit ktla.com
- 4.2 million read the Los Angeles Times or visit latimes.com
- 7.5 million, or 59% of these restaurant visitors, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and ktla.com visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited latimes.com yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Restaurant Profile

	<u>Cume A18+ Index</u>
<u>Visited in past 30 days</u>	
Any fast-food restaurant	101
Any sit-down restaurant	102
<u>No. of times eaten at fast-food restaurant in past 30 days</u>	
• 5+ times	105
• 10+ times	112
<u>No. of times eaten at sit-down restaurant in past 30 days</u>	
• 5+ times	116
• 10+ times	110
<u>Fast-food restaurants used for breakfast/lunch/dinner in past 30 days</u>	
• Arby's	131
• Baja Fresh	102
• Baskin Robbins	118
• Boston Market	134
• Burger King	106
• Carl's Jr	104
• Chick-fil-A	103
• Chipotle	135
• Cold Stone Creamery	125
• Dairy Queen	155
• Del Taco	117
• Domino's Pizza	104
• Green Burrito	101
• In-N-Out Burger	106
• KFC	123
• Koo Koo Roo	126
• Long John Silver's	136
• McDonald's	105
• Panda Express	100
• Panera Bread	102
• Papa John's Pizza	122
• Pinkberry	107
• Pizza Hut	103
• Popeye's	146
• Qdoba	123
• Quizno's	120

	<u>Cume A18+ Index</u>
<u>Fast-food restaurants used for breakfast lunch/dinner in past 30 days (continued)</u>	
• Rubio's	120
• Subway	108
• Taco Bell	117
• Wendy's	119
• Wingstop	173
<u>Sit-down restaurants used for breakfast/lunch/dinner in past 30 days</u>	
• Acapulco	114
• Applebee's	121
• BJ's	128
• Black Angus	155
• Buca di Beppo	102
• California Pizza Kitchen	116
• Carrows	121
• The Cheesecake Factory	122
• Chili's	127
• Claim Jumper	126
• Coco's	103
• Denny's	101
• El Torito	116
• Hooters	175
• Islands	135
• Logan's Roadhouse	102
• Macaroni Grill	137
• Marie Callendar	108
• Mimi's	112
• Norm's	118
• Olive Garden	118
• Outback Steakhouse	147
• P.F. Chang's	113
• Red Lobster	136
• Red Robin	114
• Round Table	163
• Sizzler	104
• Souplantation	108
• TGIF	112
• Tony Roma's	105



# LOS ANGELES HEALTH CARE PROFILE

## U.S. Healthcare Industry Facts

**\$3 Trillion:** Total U.S. Healthcare projected spending by 2011 (\$8,200 per person).

**43 million:** The total U.S. population over age 65 by 2012.

**\$200,000 - \$300,000:** The minimum a couple retiring in 2009 must maintain in savings to pay for the most basic of medical coverage.

**1 in 4:** The number of Americans who had difficulty paying their medical bills in 2008 (up 7% from 2007).

**80%:** The percentage of Internet users who go online to find health-related information, 49% to learn about pharmaceutical brands.

**100%:** The percentage increase for health insurance premiums that the average worker paid in 2008 vs. 2000.

## KTLA/ktla.com Healthcare Industry Facts

**3.0 million:** The number of KTLA adults with any healthcare insurance. 84% of KTLA's audience has health insurance and 16% have no health coverage.

**60%:** The percentage of KTLA adults who have used a hospital in the past 3 yrs.

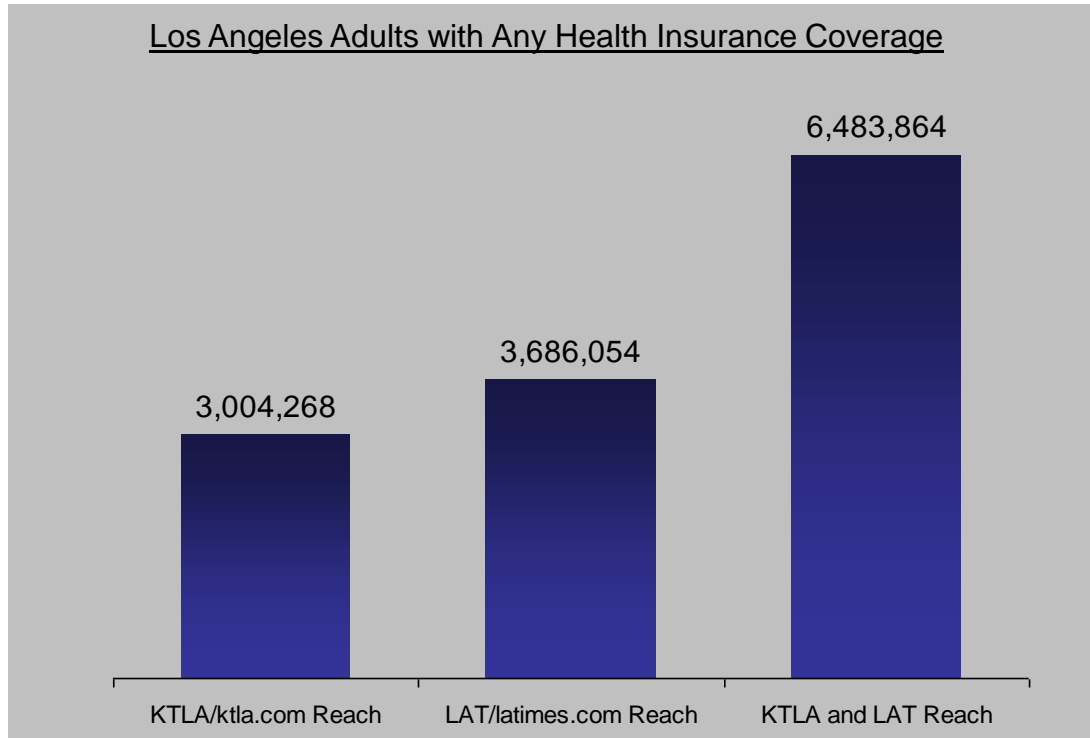
**23%:** The percentage of KTLA adult audience who belong to a health/exercise club.



# KTLA and Los Angeles Times Combined Reach Health Care Profile

There are 10.6 million Los Angeles adults who are covered by individual or group health insurance.

- 3.0 million watch KTLA or visit [kta.com](http://kta.com)
- 3.7 million read the Los Angeles Times or visit [latimes.com](http://latimes.com)
- 6.4 million, or 61% of adults with health care insurance, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/kta.com: M-Su 5a-2a cume and [kta.com](http://kta.com) visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited [latimes.com](http://latimes.com) yesterday cume; KTLA and LAT: KTLA/kta.com or LAT/latimes.com reach.



# KTLA Los Angeles Health Care Profile

	<u>Cume A18+ Index</u>
Belongs to Health/Exercise Club	100
Bought RX or beauty items at drug stores <u>in past 30 days</u>	
• Albertson's	116
• Mail order	123
• Costco	117
• CVS	105
• Drug Emporium	195
• GNC	125
• Long's Drugs	108
• Ralph's	135
• Rite Aid	110
• Von's	121
<u>Household Health Insurance (Group or Individual)</u>	
• AETNA	120
• Anthem	110
• Blue Cross Blue Shield	113
• CIGNA	115
• Health Net	101
• PacifiCare/Secure Horizons/Evercare	143
• State Farm	168
<u>Household (Type of Insurance)</u>	
• HMO	114
• Medicare	104
• Military health insurance	118
• POS	106
• PPO	118
Household has Life Insurance	114
<u>Specialists used in past 12 mos</u>	
• Cardiologist	104
• Dentist	108
• Ophthalmologist	108
• Optometrist	105
• Podiatrist	108
• Dermatologist	112
Stores bought glasses/contacts <u>in past 12 months</u>	
• Costco Optical	107
• For Eyes	122
• Len's Crafters	102
• Target Optical	197

	<u>Cume A18+ Index</u>
<u>Hospitals used past 3 years</u>	
• Cedars-Sinai Medical Center	149
• Hoag Hospital	110
• Huntington Memorial Hospital	134
• Irvine Regional Hospital	100
• Little Company of Mary Hospital	165
• Loma Linda University Center	112
• Long Beach Memorial	130
• Mission Hospital	103
• Providence St. Joseph	100
• Queen of the Valley Hospital	123
• St. Joseph Hospital	111
• Torrance Memorial	134
• UCLA Medical Center	102
• White Memorial Medical Center	116
<u>Medical services received past 3 years</u>	
• Oncology	113
• Cardiac Care	105
• Corrective Eye Surgery	137
• Laser eye surgery*	111
• LASIK*	144
• Mental healthcare	113
• Non-surgical cosmetic	109
• Orthopedics	104
• Reconstructive surgery	140
<u>Medications-reasons bought past 12 mos</u>	
• Allergies	106
• Arthritis	126
• Asthma	104
• Cholesterol	102
• Diabetes	127
• Digestive Disorder	107
• High Blood Pressure	116
• Migraines	102
• Quit smoking	102
• Sleep disorder	111
• Weight loss	111
• Fee-paid weight loss program	114



# LOS ANGELES TRAVEL PROFILE

## U.S. Travel Industry Facts

**\$4.5 Billion:** The amount of global travel industry profits in 2008 (This figure is down 25% from 2007).

**\$62 Billion:** The U.S. airline industry's fuel bill in 2008. This was up from \$20 billion in 2007.

**52.9 Billion:** The number of international travelers serviced by the United States in 2008.

**\$290:** The average cost of a domestic round trip airfare in 2009, down 10% from last year.

**\$751- \$1,500:** The average price/person for a 7-day cruise in 2009. The lower priced cruises seemed prevalent in the high summer 2008 travel season.

**60%:** The percentage of travel services booked online in 2008.

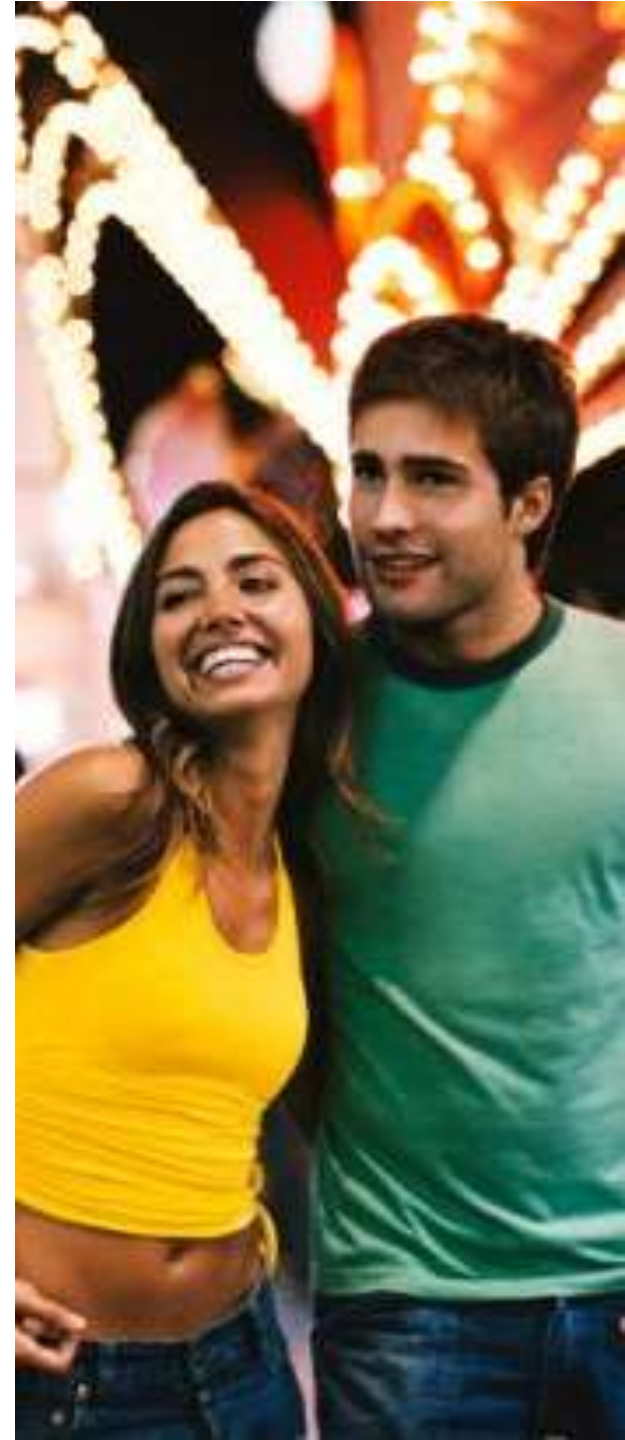
**No. 3:** The rank of the travel industry among retail services in the U.S.

## KTLA/ktla.com Travel Industry Facts

**2.0 million:** The number of KTLA adults who flew any airline for a domestic/foreign trip in the past 12 months.

**49%:** Almost half of KTLA's adult audience have visited a casino in the past 12 months.

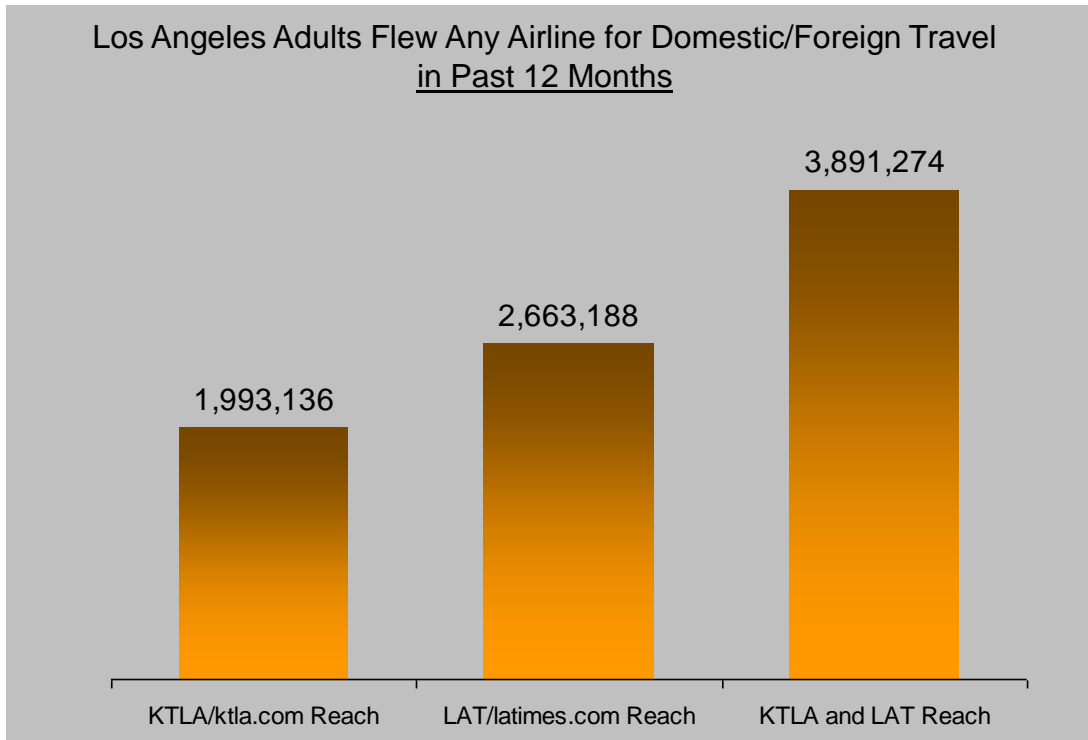
**76%:** The percentage of KTLA adults that completed at least one domestic overnight trip in the past 12 months.\*



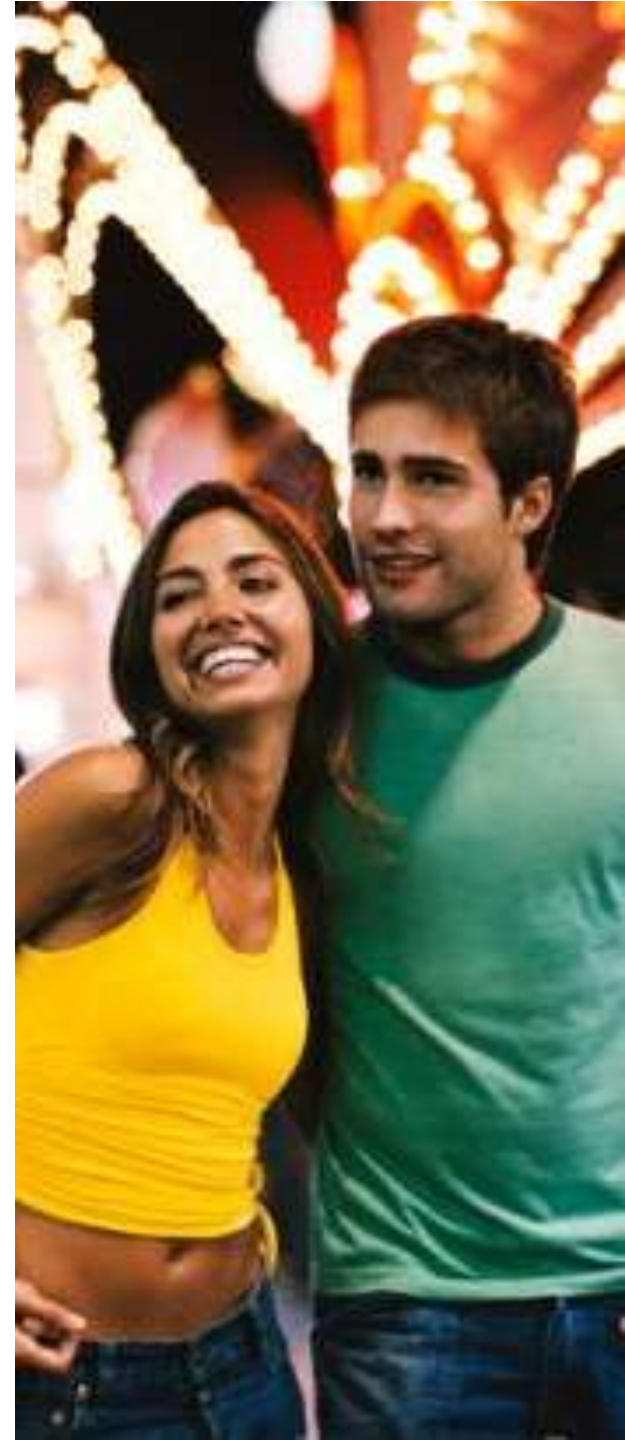
# KTLA and Los Angeles Times Combined Reach Travel Profile

7 million Los Angeles adults flew any airline for domestic or foreign travel in the past 12 months.

- 2.0 million watch KTLA or visit [ktla.com](http://ktla.com)
- 2.6 million read the Los Angeles Times or visit [latimes.com](http://latimes.com)
- 3.8 million, or 55% of these travelers, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and [ktla.com](http://ktla.com) visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited [latimes.com](http://latimes.com) yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Travel Profile

	<u>Cume A18+ Index</u>
<u>No. of domestic air round-trips past 12 mos</u>	
3-4 trips	119
5-9 trips	116
10+ trips	111
Took 2 trips outside continental U.S. in past 3 years	106
<u>Airline used most often</u>	
• American	109
• Continental	173
• Delta	145
• Hawaiian Airlines	204
• Jet Blue	146
• Southwest	110
• United	100
• U.S. Airways	166
• Virgin America	111
<u>Airline used in past 12 mos</u>	
• Air Trans	125
• Alaska	124
• American	103
• Continental	129
• Delta	121
• Hawaiian	121
• Southwest	110
• United	116
• U.S. Air	128
<u>Cruise line used past 3 years</u>	
• Carnival	131
• Celebrity	147
• Disney	188
• Holland America	105
• Norwegian	149
• Princess	133
• Royal Caribbean	136

## Places visited outside continental U.S. in past 3 years

• Alaska	125
• Bahamas	182
• England/Ireland/Scotland/Wales	101
• Hawaii	144
• Middle East	115
• Vancouver, B.C.	100
• Any Mexico	104

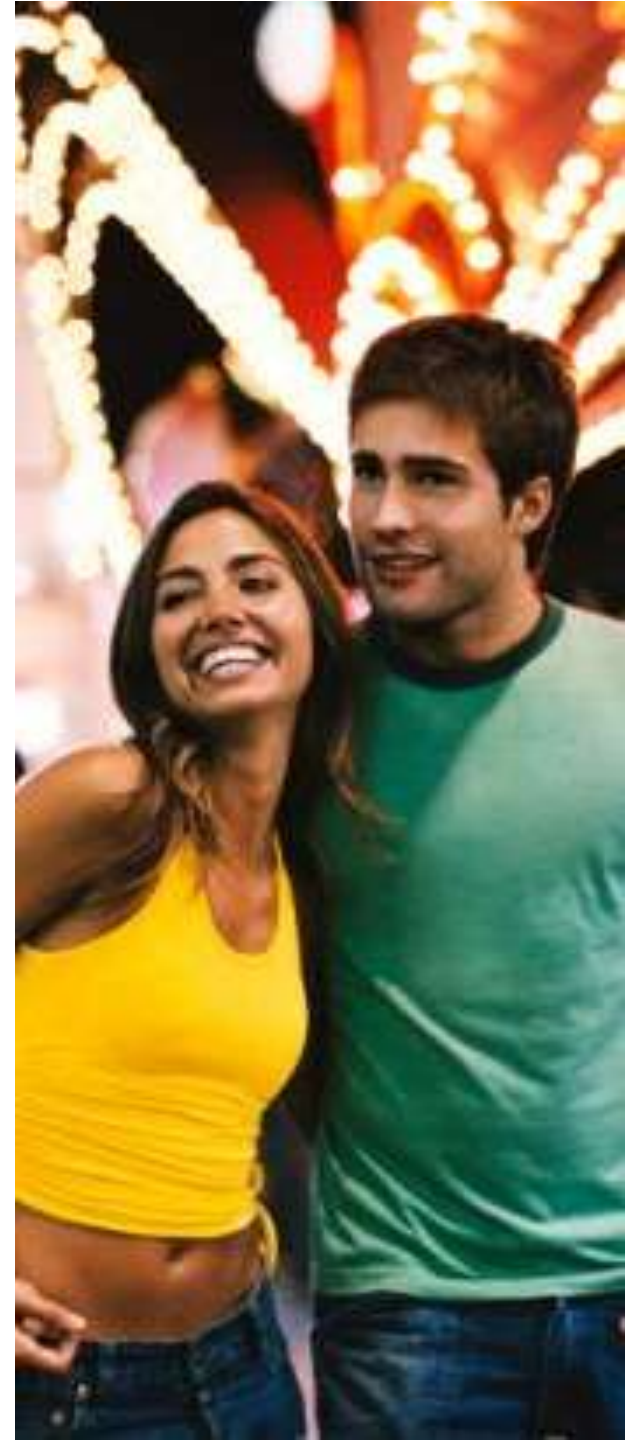
## Car rental companies used past 12 mos

• Alamo	157
• Avis	122
• Budget	105
• Dollar	104
• Enterprise	119
• Hertz	118
• National	151
• Thrifty	132

## Hotel/motels past 12 mos

• Best Western	106
• Comfort Inn	100
• Courtyard by Marriott	120
• Days Inn	104
• Doubletree Inn	122
• Embassy Suites	118
• Four Points Sheraton	127
• Hilton	123
• Holiday Inn	117
• Hyatt	123
• La Quinta	108
• Motel 6	111
• Radisson	118
• Ramada Inn	145
• Sheraton	104
• Super 8	120
• Westin	100

## Cume A18+ Index



# KTLA Los Angeles Travel Profile - Places Visited

## Cume Index

Visited a casino in past 12 mos 107

### Casino activities in past 12 mos

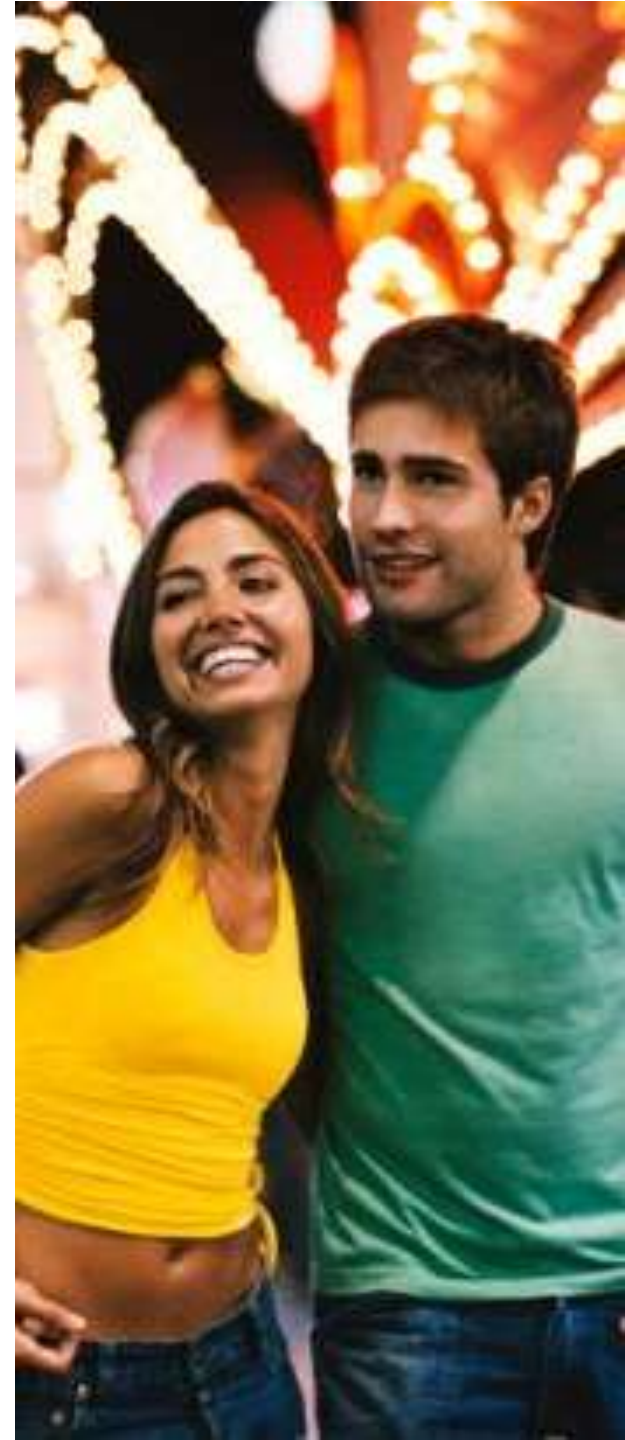
• Played slot machines or table games 104  
 • Watched a stage show or went to club 109  
 • Went to an upscale restaurant 123

### Regional places visited in past 12 mos

• Lake Arrowhead 114  
 • Catalina Island 137  
 • Central coast 129  
 • Colorado 123  
 • Lake Tahoe 120  
 • Las Vegas 114  
 • Laughlin 165  
 • Mammoth 117  
 • Palm Springs 135  
 • Phoenix 115  
 • Reno 101  
 • San Diego 103  
 • Santa Barbara 127  
 • Temecula wine country 143  
 • Yosemite 121

### Places visited in past 12 mos

• Aquarium of the Pacific 125  
 • Comedy club 136  
 • Country music or rock concert 119  
 • Dance, ballet, live theater, symphony 100  
 • Disneyland 101  
 • Disney's California Adventure 111  
 • Knott's Berry Farm 119  
 • Legoland 113  
 • Los Angeles County Fair 103  
 • Los Angeles Zoo 145  
 • Raging Waters 123  
 • San Diego Wild Animal Park 144  
 • Santa Anita Park 104  
 • Sea World San Diego 118  
 • Six Flags Magic Mountain 106  
 • Tournament of Roses Parade



# LOS ANGELES FINANCIAL/INVESTMENT PROFILE

## U.S. Financial Industry Facts

**18%:** The percentage of banks and other insured financial institutions that were unprofitable in 2008.

**18-34:** The largest age group of bank customers making use of online or “mobile” banking on their laptops and cell phones. (8 million users in 2008.)

**59%:** The percentage of the banking industry’s total expenses that went to advertising (all media combined) in 2008. 80% of banks use ad agencies to manage advertising placement.

**\$17.5 Billion:** The amount of bank revenue from overdraft fees in 2008.

**10%:** The projected U.S. unemployment rate by the end of 2009.

**18%:** The average U.S. home price value decrease in 2008 from 2007.

**20%:** The percentage of U.S. adults aged 45+ who are suffering from health problems associated with financial stress in 2008.

## KTLA/ktn.com Financial Industry Facts

**2.0 million:** The number of KTLA adults who have at least one investment.

**25%:** The percentage of KTLA adults who use online bill paying.

**48%:** KTLA adults represent 48% of Los Angeles adults who used a personal injury attorney in the past 12 months.

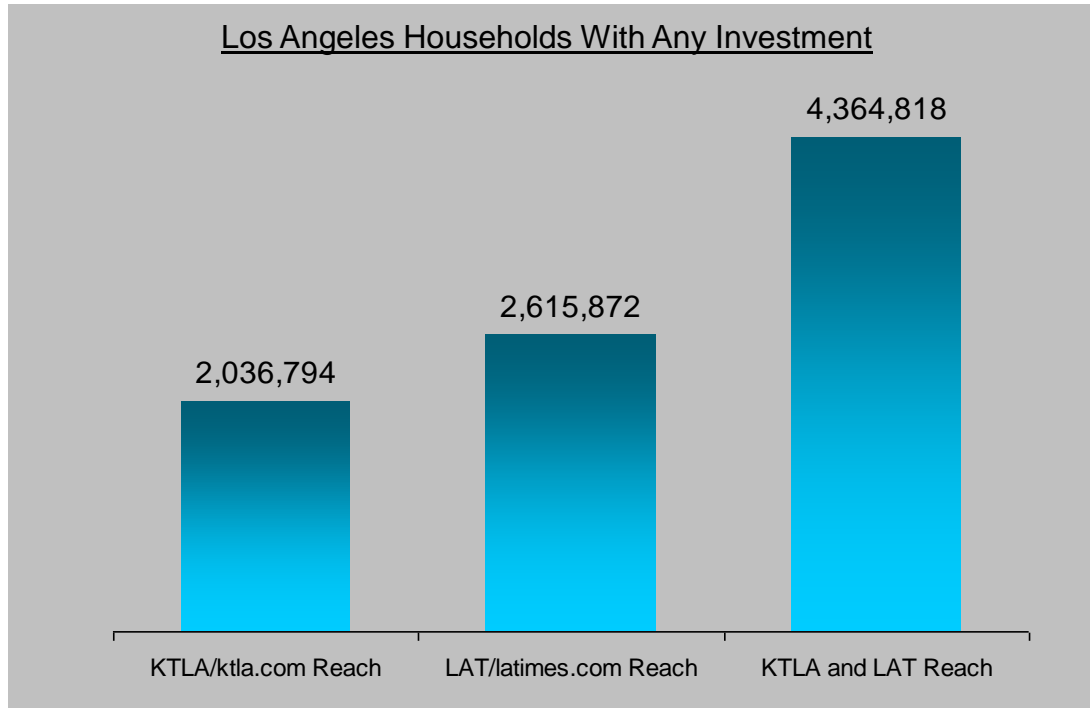
**20%:** The percentage of L.A. adults who have earthquake insurance. 22% of KTLA adults have earthquake insurance.



# KTLA and Los Angeles Times Combined Reach Financial/Investment Profile

6.5 million Los Angeles households have at least one investment (stocks, bonds, real estate, etc.)

- 2.0 million watch KTLA or visit ktl.com
- 2.6 million read the Los Angeles Times or visit latimes.com
- 4.4 million, or 67% of L.A. households with investments, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and ktl.com visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited latimes.com yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Financial/Investment Profile

	<u>Cume A18+ Index</u>		<u>Cume A18+ Index</u>
<u>Household Income</u>			
• \$50K+	109	<u>Bank household uses</u>	
• \$75K+	111	• Bank of America	102
• \$100K+	111	• Bank of the West	107
<u>Homeowners/renters insurance provider for household</u>			
• AAA	116	• Citibank	115
• Allstate	128	• Internet bank	106
• Farmers Insurance Group	109	• Union Bank	115
• Liberty Mutual	108	• Wachovia	152
• Nationwide	103	• Washington Mutual	113
• Safeco	100	• Wells Fargo	103
• State Farm	113	<u>Financial services household uses</u>	
<u>Household has earthquake insurance</u>			
	110	• 401K plan	112
<u>Market value of owned home</u>			
• 300K+	106	• 529 college plan	188
• 500K+	110	• CD	121
<u>Investments household has</u>			
• Bonds	116	• checking account	107
• Money market funds	121	• home equity loan	112
• Mutual funds	119	• home improvement loan	105
• Second home/real estate property	104	• mortgage	110
• Stocks or stock options	129	• IRA	121
• Any investment	117	• Money market account	119
<u>Professional services used by household past 12 mos</u>			
• Accountant	127	• Online banking	117
• Discount stockbroker	120	• Online bill paying	106
• Financial planner	122	• Personal loan	107
• Full-service stockbroker	135	• Savings account	104
• Funeral pre-planning	151		
• Online investing/stock trading	122		
• Personal injury attorney	179		
• Real estate agent to buy or rent home	102		
• Real estate agent to sell home	109		
• Travel agent	116		



# LOS ANGELES CONSUMER ELECTRONIC PROFILE

## U.S. Consumer Electronic Industry Facts

**\$183 billion:** The estimated revenue for consumer electronic spending for 2009. (HDTVs, video games, and smart cell phones will comprise a majority of sales.)

**\$1,400:** The average household dollar amount spent annually by the electronic consumer in 2009.

**7 in 10:** the number of college students (ages 18-30) who own a laptop in 2009.

**76%:** The percentage of U.S. homes that will have at least one digital television in the home.

**\$42.8 Million:** The projected 2009 revenue for video game consoles and software.

## KTLA/kta.com Consumer Electronic Facts

**2.3 million:** The number of KTLA adults who shopped at a audio/video store in the past 12 months. 2.1 million made a purchase at an audio/video store.

**88%:** The percentage of KTLA adults who shopped and made a purchase at an audio/video store in the past 12 months.

**27%:** The percentage of KTLA adults who plan to purchase a major appliance in the next 12 months.

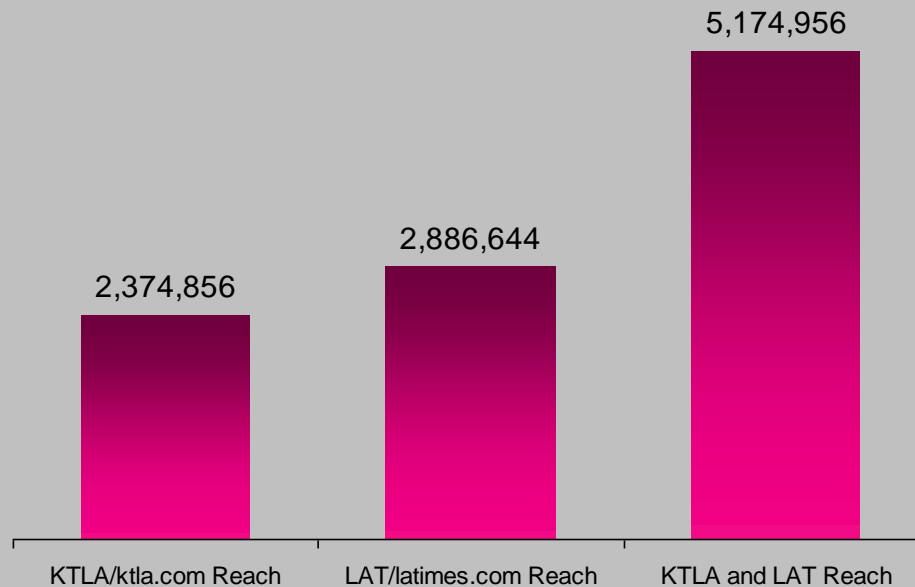


# KTLA and Los Angeles Times Combined Reach Consumer Electronics Profile

8.6 million Los Angeles adults shopped at an audio/video store in the past 12 months.

- 2.4 million watch KTLA or visit ktla.com
- 2.9 million read the Los Angeles Times or visit latimes.com
- 5.1 million, or 60% of these audio/video store shoppers, are reached by a combination of KTLA and Los Angeles Times properties.

Los Angeles Adults Shopped at an Audio/Video Store in Past 12 Months



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and ktla.com visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited latimes.com yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Consumer Electronics Profile

	<u>Cume A18+ Index</u>
<u>Audio/Video stores shopped in past 12 mos</u>	
• Fry's	109
• Howard's	183
• Ken Crane's	123
• Pacific Sales	158
• Paul's Big Screen	132
• Radio Shack	104
• Sam's Club	153
• Samy's Camera	149
• Target	101
• Walmart	104
• Best Buy	105
• Circuit City	101

<u>Audio/Video stores bought in past 12 mos</u>	
• Costco	111
• Fry's Electronics	118
• Howard's	109
• Ken Crane's	125
• Pacific Sales	123
• Paul's Big Screen	235
• Sam's Club	114
• Target	112
• Walmart	101

<u>Items/services household plans to buy in next 12 mos</u>	
• DVR	141
• HDTV	110
• Major appliance	100
• MP3 player (IPOD, Zune, etc.)	103
• Satellite radio subscription (Sirius, XM)	140
• Satellite TV subscription	166
• Video game system	119

	<u>Cume A18+ Index</u>
<u>Hardware/software shopped in past 12 mos</u>	
• Apple Store	107
• Best Buy	106
• Circuit City	111
• Costco	110
• Dell	130
• Fry's Electronics	124
• Gateway	113
• Office Depot	105
• RadioShack	123
• Sam's Club	154
• Sears	150
• Staples	116

<u>Hardware/software bought in past 12 mos</u>	
• Best Buy	105
• Circuit City	107
• Costco	117
• Dell	146
• Fry's Electronics	116
• RadioShack	107
• Sam's Club	148
• Staples	107



# LOS ANGELES CELLULAR/WIRELESS PROFILE

## U.S. Cell Phone Industry Facts

**20 million:** The number of U.S. telephone households (17%) who have eliminated their landlines completely.

**28%:** The percentage that Smartphones (with internet access, email, gaming, music and video capabilities) will comprise of all wireless communication devices in 2009.

**57%:** The percentage of teens (age 13 to 17) who owned a cell phone in 2008.

## KTLA Consumer Electronic Industry Facts

**3.0 million** The number of KTLA adults who use a wireless/cell phone.

**10%:** The percentage of L.A. adults (1.4 mil) who plan to switch wireless carriers in the next 12 months.

**24%:** The percentage of KTLA adults who plan to switch wireless carriers in the next 12 months.

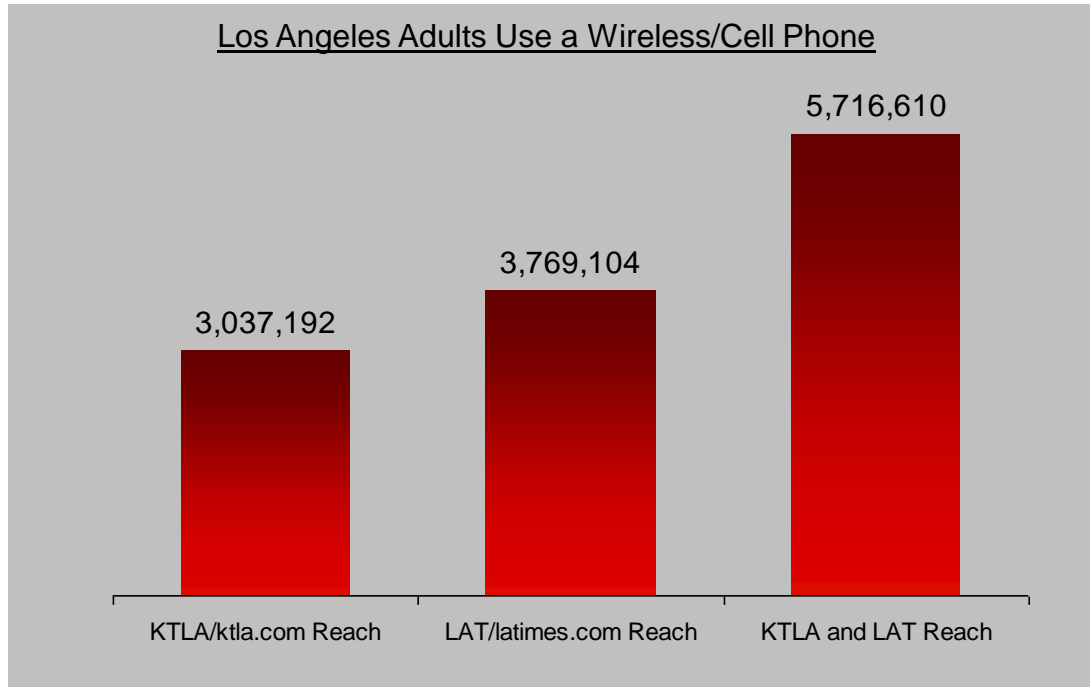
**30%:** The percentage of KTLA adults who spend \$150 or more a month on their wireless/cell phone bill.



# KTLA and Los Angeles Times Combined Reach Cellular/Wireless Profile

11 million Los Angeles adults use a wireless/cell phone.

- 3.0 million watch KTLA or visit ktla.com
- 3.8 million read the Los Angeles Times or visit latimes.com
- 5.7 million, or 85% of wireless/cell phone users, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and ktla.com visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited latimes.com yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Cellular/Wireless Profile

	<u>Cume A18+ Index</u>
Use a wireless/cell phone	102
<u>Wireless/cell phone carrier</u> currently used	
• ATT	103
• Boost Mobile	110
• Metro PCS	118
• Sprint	112
• Verizon Wireless	106
<u>Amount spent last month on wireless/cell phone bill</u>	
• \$75+	102
• \$150+	112
<u>Amount spent last month on local household phone bill</u>	
• \$40+	123
<u>Long Distance Carrier</u>	
• AT&T	101
• Cox	127
• Quest	151
• Sprint	108
• Time Warner Cable	120
• Verizon	102
<u>Ways to use a wireless/cell phone</u>	
• Download ringtones	100
• Download wallpaper	135
• GPS navigation	111
• text messaging	105

	<u>Cume A18+ Index</u>
<u>Internet service providers you use</u>	
• AOL high-speed	102
• AT&T high-speed	113
• Cox	125
• MSN	103
• Netscape	104
• Time Warner Cable Road-Runner	115
• Verizon high-speed	114



# LOS ANGELES INTERNET USAGE PROFILE

## U.S. Internet Facts

**82%:** The percentage share that credit cards/debit cards maintain for online purchases in 2008.

**\$81 billion:** The total amount of credit card purchases on the Internet in 2008. This amount is expected to increase to \$107 billion by 2013.

**\$13.9 billion:** The expected U.S. total of local online advertising spending in 2009.

**70 million:** The number of people who viewed the approximate 2.5 billion videos on YouTube.com in 2007.

**50 minutes:** The average daily minutes of screen time an Internet user spends on the Web or mobile web (Email/Texting/IM: 47 minutes, Watching Video: 2.5 minutes).

## KTLA Internet Facts

**2.8 million:** The number of KTLA adults who access the Internet.

**29%:** The percentage of KTLA adults who spend 20 or more hours on the Internet in an average week.

**31%:** The percentage of KTLA adults who spent between \$1000 - \$2500 on Internet purchases in the past year.

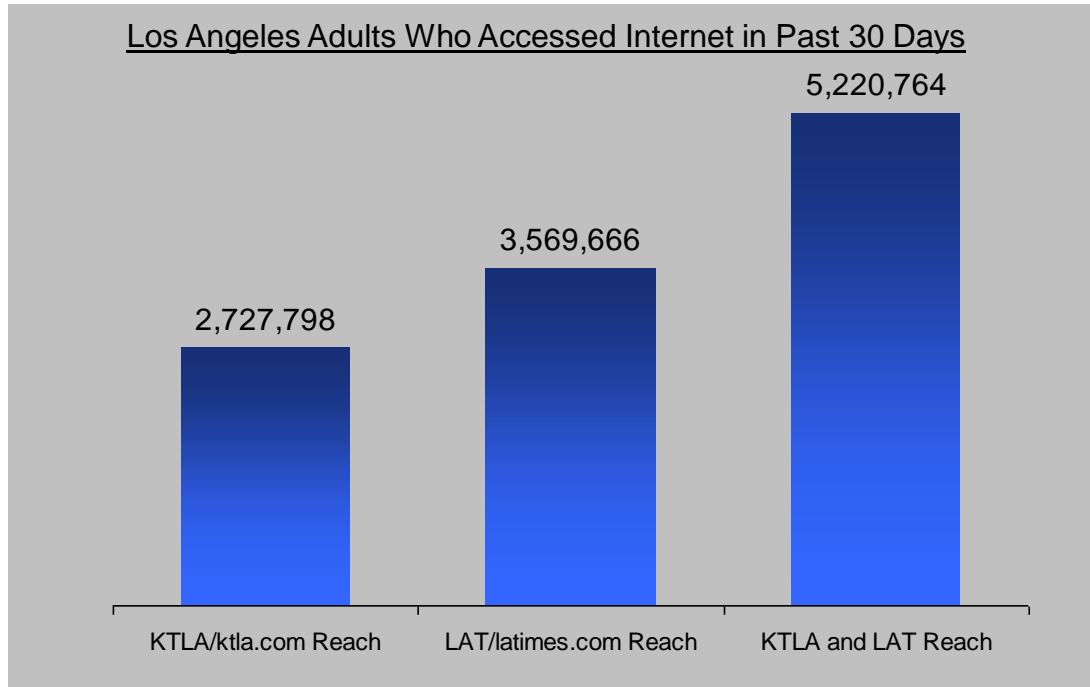
**28%:** The percentage of KTLA adults who download or listen to music on the Internet.



# KTLA and Los Angeles Times Combined Reach Internet Usage Profile

9.2 million Los Angeles adults have accessed the Internet in the past 30 days.

- 2.7 million watch KTLA or visit ktla.com
- 3.6 million read the Los Angeles Times or visit latimes.com
- 5.2 million, or 57% of these Internet users, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and ktla.com visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited latimes.com yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Internet Usage Profile

	<u>Cume A18+ Index</u>
HH Owns a Computer:	109
Access Internet:	109
<u>Amount spent on Internet purchases in past 12 mos.</u>	
•\$1,000 -2,499	114
•\$250-\$499	119
•\$500-999	117
•\$100-\$249	127
<u>Retail stores HH shopped for hardware/software in past 12 mos</u>	
•Apple	102
•Best Buy	107
•Costco	110
•Dell	130
•Fry's Electronics	124
•Office Depot	105
•Radio Shack	123
•Sam's Club	154
•Sears	150
•Staples	116
<u>Internet service providers used</u>	
•Cox Communications	125
•MSN	103
•Netscape	104
•ATT High-speed	113
•Time Warner Road Runner	115
•Verizon High Speed	114
•Other ISP	126
•AOL High-speed	102
<u>Type of Internet Connection HH has:</u>	
•Cable Modem	110
•Dial-up	106
•DSL	104
•Other	112

	<u>Cume A18+ Index</u>
<u>Time spent on Internet in an average week</u>	
•Less than 1 hour	124
•1-4 hours	108
•5-9 hours	102
•10-19 hours	119
•20 hours+	108



# KTLA Los Angeles Internet Usage Profile

	<u>Cume A18+ Index</u>		<u>Cume A18+ Index</u>
Ways used Internet in <u>past 30 days:</u>		Items shopped for on the <u>Internet in past 12 mos</u>	
•Auction site	110	•Airline tickets	114
•Blogs	108	•Books	116
•Cable TV Network site	115	•CDs/tapes/other music	125
•Casino type games	138	•Clothing or accessories	114
•Download coupons	100	•Computer hardware/software	116
•Download/Listen to music	105	•Consumer electronics	105
•Download/Listen to audio clips	123	•Cultural event tickets	112
•Download/Play video games	118	•Flowers	133
•Download/Watch TV Programs	126	•Groceries/Candy/Other Food Items	121
•Email	112	•Insurance	118
•Financial Info/Services	108	•Medicine/Prescriptions	108
•Instant Messaging	120	•Movie Tickets	110
•Internet Yellow pages	113	•Pet Supplies	151
•Job/Employment Search	116	•Sporting Event Tickets	116
•Listen to radio	110	•Sports logo apparel	140
•Local/Community Events	122	•Toys or games	113
•Medical Services or information	106	•Vehicle (car/truck/SUV etc.)	140
•Movie listings	108	•Wine	149
•News	108		
•Pay bills	114	Items bought on the Internet <u>past 12 mos</u>	
•Personal ads/dating	114	•Airline tickets	114
•Real estate listings	118	•Books	125
•Social Networking	111	•CDs/tapes/other music	124
•Sports scores/updates	112	•Clothing or accessories	119
•Traffic conditions	124	•Computer hardware/software	111
•Travel reservations	124	•Consumer electronics	109
•Weather	107	•Cultural event tickets	107
•Other use	105	•Flowers	138
		•Groceries/candy/other food items	116
		•Health/beauty items	117
		•Medicine/prescriptions	104
		•Movie tickets	105
		•Pet supplies	140
		•Sports logo apparel	133
		•Toys/games	116
		•Vehicle (car/truck/SUV etc.)	121
		•Wine	154



# LOS ANGELES AUTOMOBILE PROFILE

## U.S. Auto Industry Facts

**13.2 Million:** The number of new cars and trucks sold in the U.S. in 2008. This number is 18% less than 2007.

**\$796 Billion:** The approximate total of open car loans by the end of 2008. 3% or \$25 billion are in default.

**70%:** The number of potential car shoppers in 2009 that prefer to buy a new car rather than a used car. 97% of potential shoppers would rather buy than lease their next new car.

**\$2.9 Billion:** The amount spent by automakers for online advertising in 2008. This amount is expected to double by 2012.

## KTLA Auto Buying Facts

**26%:** The percentage of KTLA adults who plan to buy any new vehicle in the next 12 months

**160,000:** The number of KTLA adults plan to pay \$25,000 or more for a new vehicle in next 12 months.

**30%:** The percentage of KTLA adults who plan to buy a new SUV in the next year.

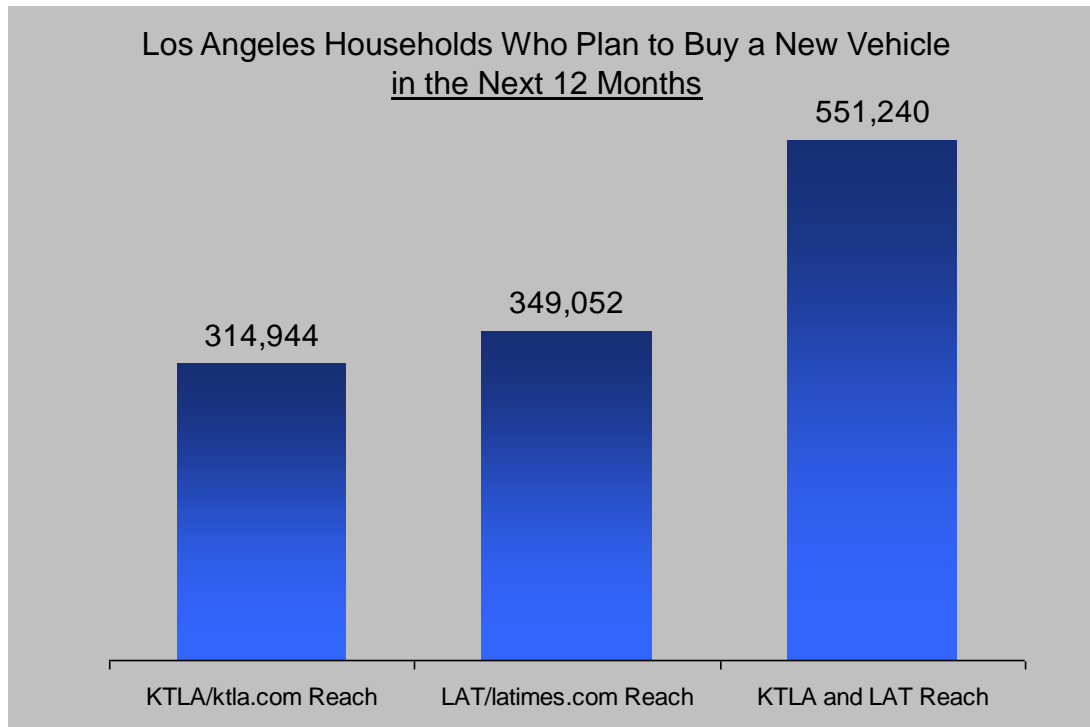
**2.2%:** The percentage of KTLA adults who own/lease a hybrid vehicle.



# KTLA and Los Angeles Times Combined Reach Automotive Profile

1.2 million Los Angeles households plan to buy a new vehicle in the next 12 mos.

- 315,000 watch KTLA or visit ktla.com
- 349,000 read the Los Angeles Times or visit latimes.com
- 551,000, or 46% of prospective new car buyers, are reached by a combination of KTLA and Los Angeles Times properties.



Source: Los Angeles Scarborough Aug '08-Jan '09. KTLA/ktla.com: M-Su 5a-2a cume and ktla.com visited yesterday cume; LAT/latimes.com: cume daily LAT, average Sunday readership, visited latimes.com yesterday cume; KTLA and LAT: KTLA/ktla.com or LAT/latimes.com reach.



# KTLA Los Angeles Automotive Profile

	<u>Cume A18+ Index</u>		<u>Cume A18+ Index</u>
<u>Amount HH plans to spend on next new vehicle</u>		<u>HH make of vehicle owned/leased (cont.)</u>	
•\$20,000 - \$24,999	104	•Mercury	113
•\$25,000 - \$29,999	110	•Oldsmobile	139
•\$30,000 - \$34,999	103	•Plymouth	137
•\$35,000 - \$44,999	133	•Pontiac	120
<u>HH auto insurance provider</u>		•Saab	214
•AAA	104	•Suzuki	248
•Allstate	124	•Toyota	105
•Farmers	112	•Volkswagen	115
•Nationwide	137	•Volvo	130
•Safeco	153	<u>Primary reason HH used dealer to buy/lease last vehicle:</u>	
•State Farm	123	•Price/value	101
•USAA	105	•Reputation of Dealer	107
<u>Vehicle HH plans to buy/lease in next 12 mos</u>		•Selection of Makes/Models	112
•Full Size Car	168	<u>Retail stores HH shopped for auto products in past 12 mos</u>	
•Midsize Car	114	•Allen Tires	152
•Pickup Truck	105	•America's Tire Company	110
•SUV	111	•Auto Dealership	110
<u>HH make of vehicle owned/leased:</u>		•Big O Tires	116
•Acura	130	•Costco	106
•Alfa Romeo	238	•Discount Tire Centers	122
•Audi	160	•EZ Lube	128
•Buick	104	•Firestone/Mastercare	132
•Cadillac	108	•Goodyear Tire & Auto	111
•Chevrolet	103	•Just Tires	128
•Chrysler	109	•Napa Auto Parts	104
•Dodge	109	•Pep Boys	114
•GMC	109	•Sam's Club	167
•Hyundai	122	•Tire Pros	146
•Infiniti	167	•Wal-Mart	102
•Jaguar	144		
•Jeep	114		
•Lexus	124		
•Lincoln	106		
•Mercedes Benz	134		



# KTLA Los Angeles Automotive Profile

## Cume A18+ Index

Dealers/websites might shop  
to buy/lease/new/used vehicle

•Autobytel.com	154
•AutoNation.com	121
•AutoTrader.com	118
•CarMax.com	116
•Cars.com	121
•Carson Toyota	123
•Cerritos Auto Square	110
•Drivetime	187
•Elmore Toyota	136
•Fletcher Jones	143
•Foothill Nissan	120
•Galpin Motors	117
•Ontarioj Auto Center	147
•Power Automotive Group	175
•Puente Hills Auto Mall	104
•Riverside Auto Center	129
•Thousand Oaks Auto Mall	115
•Tustin Auto Center	127

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