



# Daily Breeze

## Market Overview

**Daily Breeze**

[dailybreeze.com](http://dailybreeze.com)

October 2009

## Welcome to the Daily Breeze

The South Bay is a thriving, affluent market with annual retail sales in excess of \$11 billion. The area includes some of the wealthiest communities and best known corporate names in America.

The **Daily Breeze** market is a main transportation hub, with the Los Angeles International Airport to the north and the Port of Los Angeles to the south.



Torrance Daily Breeze Market	Total
Total Population	896,000
Total Households	319,000
Households w/disposable income of \$75K+	100,000
Annual Retail Sales	\$11 billion
Buying Power ( <i>Total Effective Buying Income</i> )	\$22.8 billion
Daily Circulation	66,059
Sunday Circulation	67,144
Daily Readership	246,647
Sunday Readership	260,902

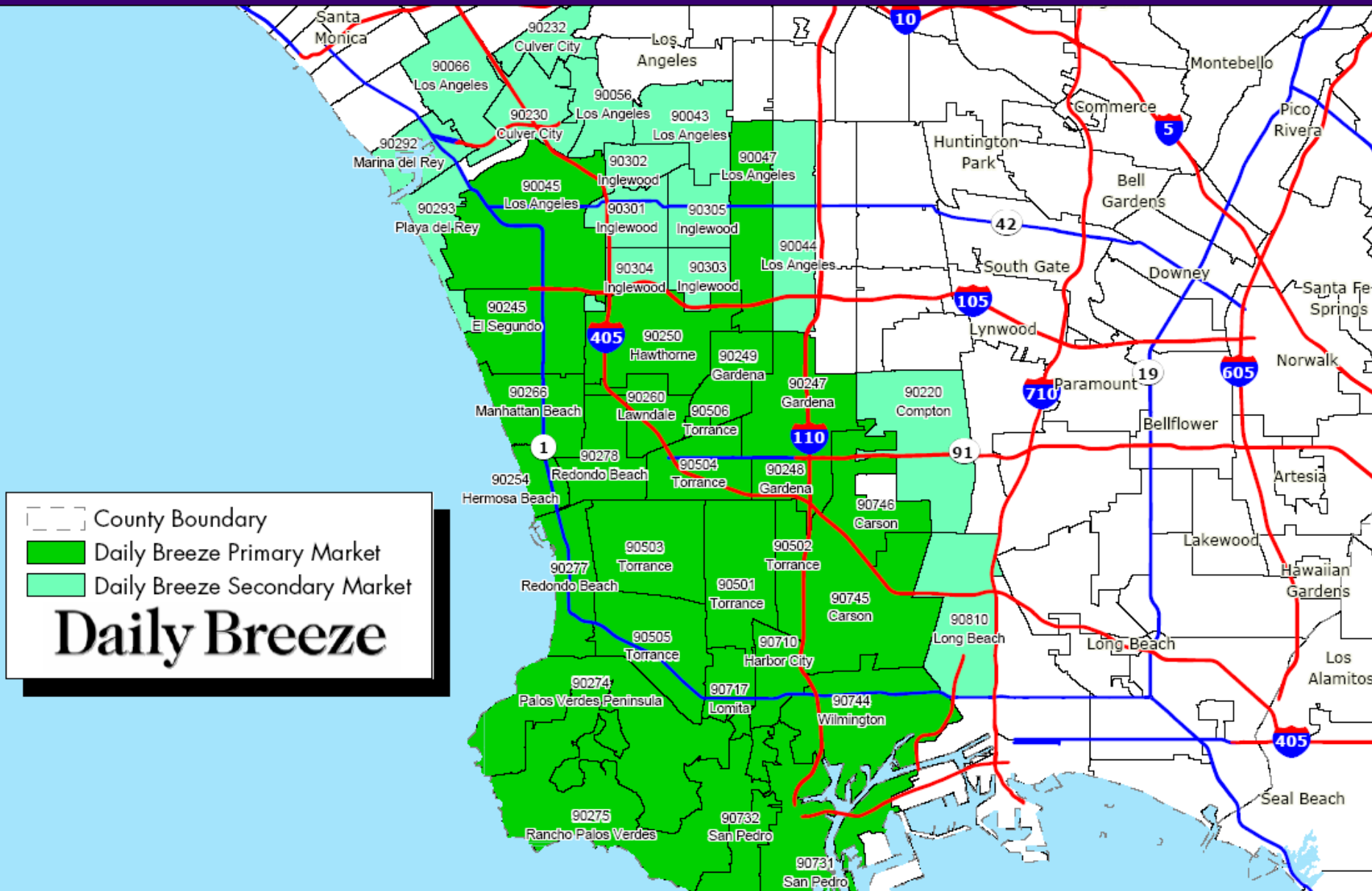
*Source: 2008 & 2009 Scarborough Reports, Rel. 1 (combined), 2008 Claritas; 3/08 ABC Audit. Disposable income equal to after-tax income.*

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# The Daily Breeze Market



# From total market coverage to pinpoint distribution, the Daily Breeze has the right *solution* for virtually every need.

**PRINT** – Advertise in the Daily Breeze and reach a loyal and well-defined audience of over 246,000 readers daily, and over 260,000 on Sundays.

**ONLINE** - Add the Internet to your print buy and reach an even larger “Total Audience” of over 695,000 net readers and users.

**BEHAVIORAL TARGETING** – Deliver the right ad to the right person at the right time with our precise online targeting capabilities.

**TARGET MARKETING** - Choose from home delivery via newspapers, direct mail and alternate delivery.

**NICHE MARKETING** - Broaden your coverage with home-delivered hyper-local weekly newspapers like the Beach Reporter and Palos Verdes Peninsula News.

The Los Angeles region represents one of the most powerful and potentially lucrative markets for advertisers.

Succeeding here requires a special understanding of its complex nature and a powerful media partner like the Daily Breeze offering the most current, cost-effective SOLUTIONS.

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# Newspapers deliver the very best prospects.

- ✓ **Newspaper readers seek out advertising** for products.
- ✓ **Newspapers** are the most unobtrusive form of media.
- ✓ **62% percent** of newspaper readers **cite newspapers as their primary source to check ads** for things they may want to buy.

## *Newspapers engage the readers' interest and enhance purchasing decisions ...*

- **62%** are **not doing any other activity** when reading the newspaper.
- **52%** read the newspaper **before Noon** on weekdays.
- **72% enjoy** the newspaper reading experience.
- **54%** say reading the paper is an **absorbing activity**.
- **8 in 10 (78%)** of consumers say they've used newspaper inserts to **plan their shopping**.

Source: 2006 Mori Research.

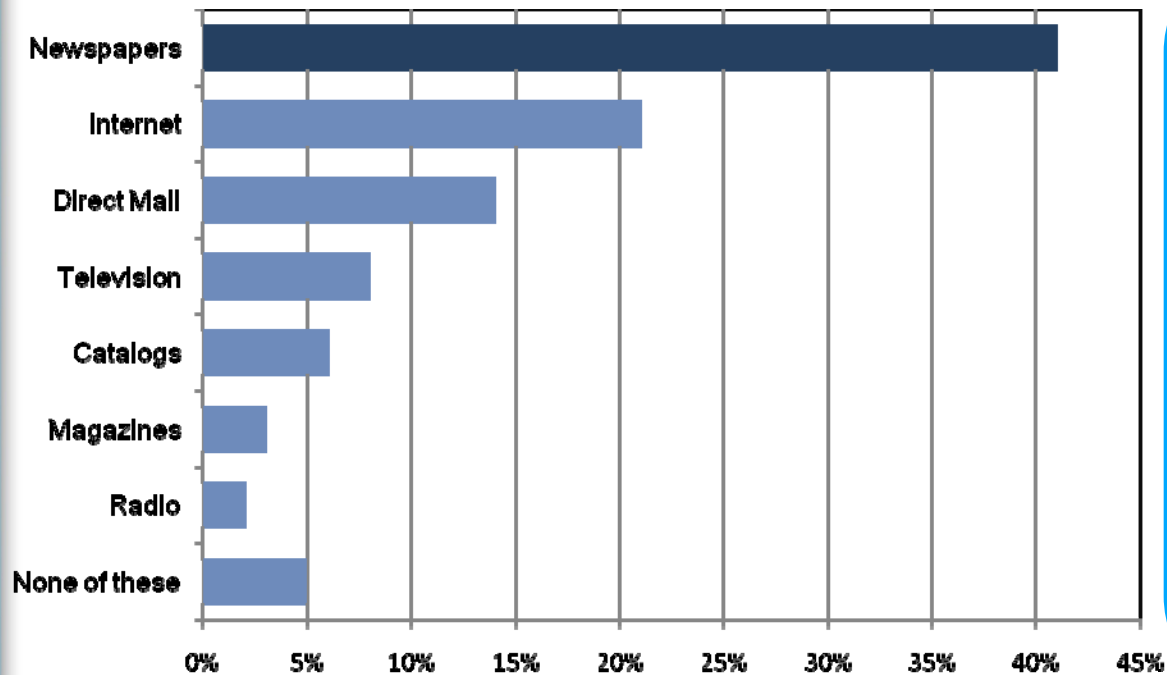
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# Newspapers are the leading advertising medium cited by consumers for planning, shopping and purchasing decisions.

Primary Medium for Checking Advertising



- ❑ 73% of adults regularly or occasionally read newspaper inserts
- ❑ 82% have been spurred to action by a newspaper insert in the past month
- ❑ 82% of those surveyed said they “took action” as a result of newspaper advertising, including:
  - Clipping a coupon (61%)
  - Buying something (50%)
  - Visiting Web sites to learn more (33%)
  - Trying something for the first time (27%)

Source: MORI Research/NAA, July 2009  
MORI Research conducted a phone and Internet survey of more than 3,000 adults for the Newspaper Association of America representing the \$47 billion newspaper industry and more than 2,000 newspapers in the U.S. and Canada.

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# Newspapers are the primary ad source for bargains among consumers.

*Consumers place great value on their newspaper as a shopping guide. So, it should come as no surprise that newspapers are the primary source for bargains among consumers of various products.*

Best Ad Source for Bargains	ADS IN NEWSPAPERS	ADS ON TELEVISION	ADS ON RADIO	ADS ONLINE	ADS IN MAGAZINES
<i>Products Purchased Past Year</i>					
Audio Equipment	66%	49%	40%	29%	43%
Camera	70%	47%	40%	26%	41%
MP3 Players	64%	44%	37%	28%	37%
PDA/Handheld Computers	57%	39%	34%	33%	36%
Video Game Systems	64%	48%	40%	27%	41%
Television	65%	47%	39%	27%	42%
Men's Clothing	66%	45%	38%	26%	39%
Women's Clothing	70%	48%	40%	25%	43%
Athletic Clothing	66%	46%	41%	27%	41%
Shoes	66%	47%	39%	27%	41%
Fine Jewelry	69%	50%	42%	28%	45%
Big-Ticket Household Furnishings	28%	46%	39%	26%	41%
Low-Ticket Household Furnishings	69%	46%	39%	26%	41%
Family Restaurants/Steak House*	66%	46%	38%	25%	40%
New Vehicle	66%	43%	38%	25%	38%
Used Vehicle	64%	46%	39%	25%	40%

\* Past 6 Months

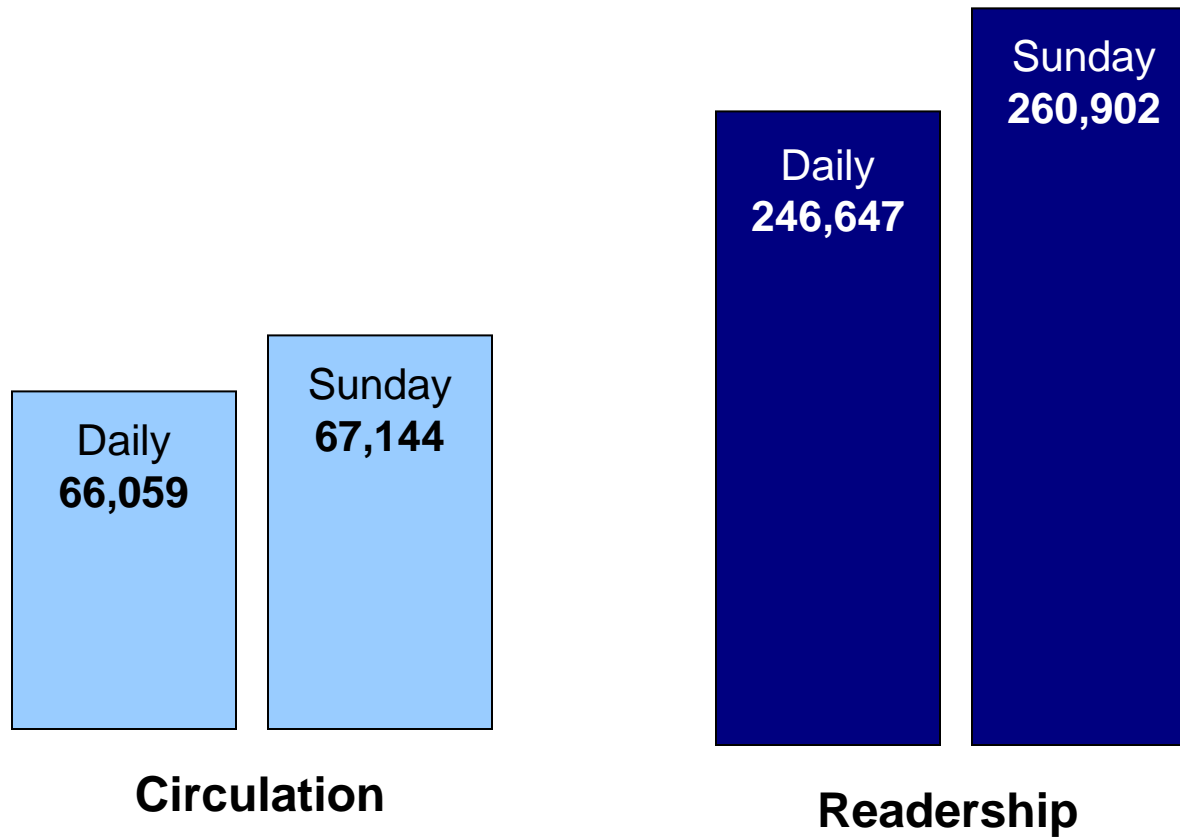
Source: Mediamark Research Inc., Doublebase 2007

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# Nearly 250,000 adults read the Daily Breeze each day!



Sources: March 2008 ABC audit,  
2008 & 2009 Scarborough Reports, Rel. 1 combined

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## Diverse, affluent & well-educated, Daily Breeze readers comprise a rich demographic profile.

Male	<b>45%</b>	HHLI Income \$50,000+	<b>67%</b>
Female	<b>55%</b>	HHLI Income \$75,000+	<b>46%</b>
		HHLI Income \$100,000+	<b>33%</b>
Age 18-24	<b>10%</b>	Average HHLI Income	<b>\$108,246</b>
Age 25-34	<b>11%</b>	Married	<b>52%</b>
Age 35-44	<b>14%</b>	Own Home	<b>67%</b>
Age 45-54	<b>21%</b>	College Educated (1+ yrs.)	<b>66%</b>
Age 55-64	<b>17%</b>	White Collar*	<b>71%</b>
Age 65+	<b>28%</b>		
Median Age	<b>52 years</b>		
White (non-Hispanic)	<b>63%</b>	Presence of Children by Age:	
Spanish/Hispanic Origin	<b>15%</b>	Under 2 years old	<b>4%</b>
African-American (non-Hispanic)	<b>11%</b>	2-5 years	<b>10%</b>
Asian (non-Hispanic)	<b>4%</b>	6-11 years	<b>13%</b>
Other	<b>6%</b>	12-17 years	<b>18%</b>

246,647 total Daily Breeze adult readers  
 Source: 2008 & 2009 Scarborough Reports, Rel. 1 combined

\* percent of total employed

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# Section Readership Targeting Opportunities

Advertisers can place their message where they will have the highest likelihood of being read and acted upon by their target audience.

	Main News	Editorial/ Opinion	Entertainment/ Lifestyle	Comics	Sports	Business/ Finance	Classified Advertising
<b>Total Readers</b>	<b>220,929</b>	<b>109,007</b>	<b>188,524</b>	<b>129,202</b>	<b>139,946</b>	<b>128,426</b>	<b>100,079</b>
Men	43%	42%	40%	47%	63%	52%	48%
Women	57%	58%	60%	53%	37%	48%	52%
Age 25-34	10%	5%	11%	7%	7%	8%	10%
Age 35-54	35%	29%	36%	34%	30%	28%	33%
Age 55+	48%	62%	47%	53%	50%	58%	49%
\$50,000 or more	67%	71%	66%	68%	69%	74%	63%
\$75,000 or more	45%	50%	45%	47%	48%	51%	42%
\$100,000 or more	32%	33%	33%	35%	33%	36%	27%
Average HHLID Income	\$106,552	\$109,138	\$107,864	\$106,132	\$106,866	\$110,295	\$98,792
Own Residence	68%	76%	68%	71%	68%	75%	66%
Children 11 & under	17%	14%	18%	16%	15%	14%	19%
Children 12-17	15%	13%	16%	17%	21%	13%	12%
Married	53%	56%	53%	54%	48%	60%	51%
College Educated (1+ years)	70%	75%	69%	71%	66%	76%	71%
College Graduate (4+ years)	26%	30%	25%	26%	26%	32%	27%
White - non-Hispanic	65%	74%	68%	70%	64%	73%	69%
Hispanic	14%	13%	14%	12%	13%	8%	14%
Black/African American	11%	6%	9%	11%	12%	12%	6%
Asian	4%	3%	4%	4%	4%	3%	4%
Other	6%	3%	5%	4%	7%	4%	7%

Base: Daily Breeze readers (246,647)

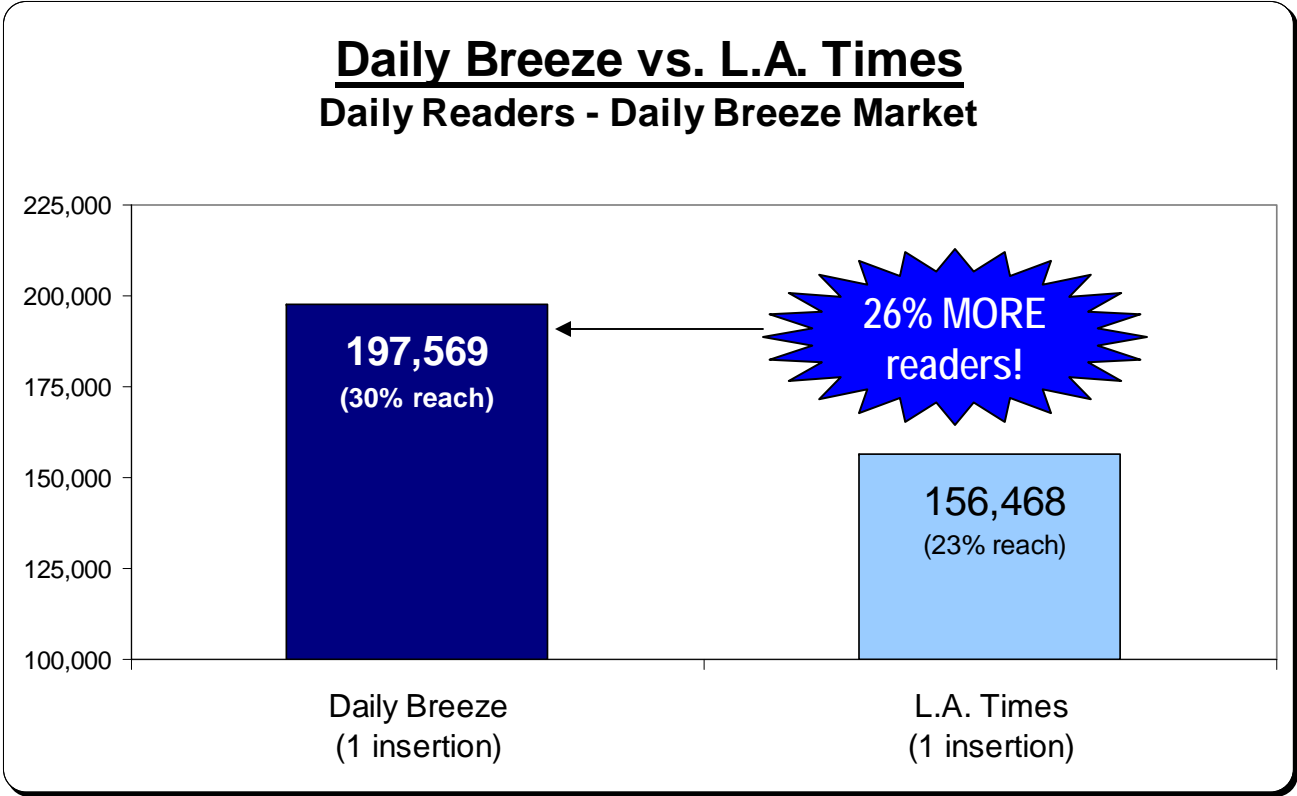
Source: 2008 - 2009 Scarborough Report, Rel. 1 (combined)

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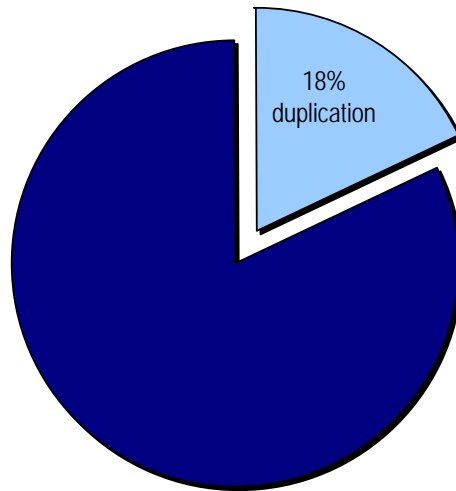
# Over 40,000 more Daily Breeze Market residents read the Daily Breeze every day as compared to the L.A. Times!



Base: Daily Breeze Market adults (669,175)  
Source: 2008 & 2009 Scarborough Reports, Rel. 1 (combined)

# Over 133,000 daily readers and over 131,000 Sunday readers are exclusive to the Daily Breeze\*.

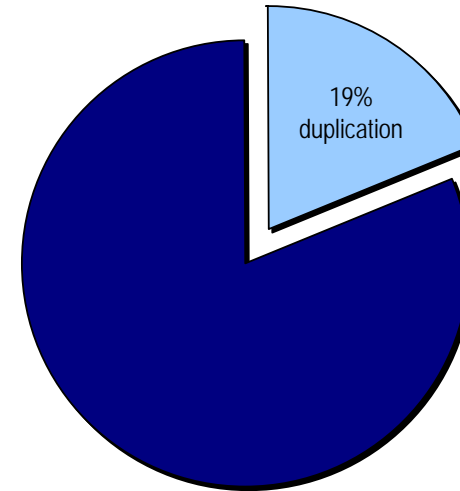
## Low Daily Duplication



**82%** of daily Daily Breeze and L.A. Times readers are unduplicated.

354,038 gross daily readers in the Daily Breeze Market

## Low Sunday Duplication



**81%** of Sunday Daily Breeze and L.A. Times readers are unduplicated.

443,415 gross Sunday readers in the Daily Breeze Market

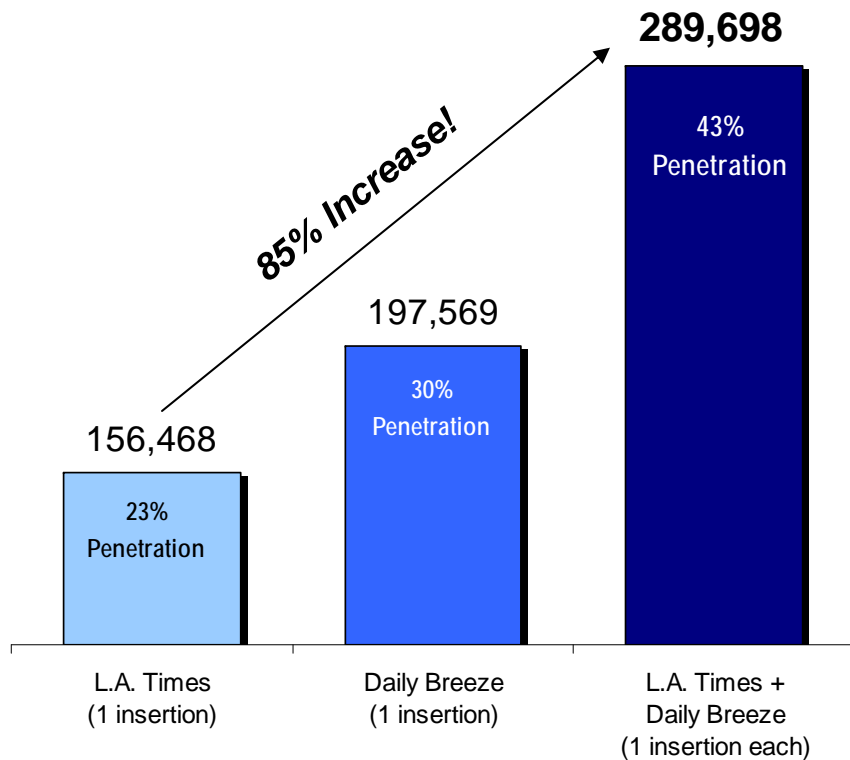
*Gross readers less net readers = duplication.  
Duplication divided by gross = % of shared readers.*

\* Exclusive of the L.A. Times  
Source: 2008 & 2009 Scarborough Report, Rel. 1 (combined)

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# Adding the Daily Breeze increases your reach by 85%.



The Daily Breeze reaches more readers than the L.A. Times in its market.

If you currently buy the L.A. Times, adding the Daily Breeze **increases reach** of your advertising message in the Daily Breeze Market **by 85%**.

The Daily Breeze reaches **133,000 exclusive non-L.A. Times readers** in its market and **163,000** in the L.A. DMA.

**Reach nearly 290,000 consumers** by adding the Daily Breeze to your newspaper advertising buy.

Base: Daily Breeze Market adults (669,175)  
Source: 2008 & 2009 Scarborough Reports, Rel. 1 combined

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# DailyBreeze.com Visitor Demographic Profile

*Dailybreeze.com visitors are predominantly age 25-54; have incomes of \$50,000 or more; and are college educated.*

Male	46%	College Educated (1+ years)	79%
Female	54%	College Graduate (4+ years)	35%
Age 18-34	33%	HH Income \$50K+	67%
Age 35-44	22%	HH Income \$75K+	50%
Age 45-54	19%	HH Income \$100K+	37%
Age 55-64	16%		
Age 25-54	63%		
White	57%	Median HH Income	\$74,697
Hispanic or Latino	23%	Own Home	63%
African-American	7%	Married	54%
Asian	7%		
Other	7%		

## ONLINE REACH

Monthly Page Views:  
**3.1 million**

Monthly Visitors:  
**400,000**

Source: 2009 Scarborough Research, Rel. 1, Websites visited past 30 days.  
2009 Omniture, Apr-Jun Avg.

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# Add Daily Breeze's growing online audience to your print buy and reach a massive "total audience".

## PRINT REACH

5 Daily Cume +  
4 Sunday Cume

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**531,800 Net Reach**



## ONLINE REACH

41% of 399,700  
Monthly Unique Visitors\*

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**163,900 Exclusive Online Reach**

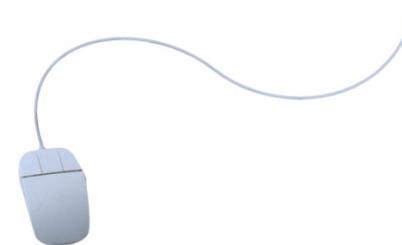
## TOTAL AUDIENCE

Combined Net Daily & Sunday  
Monthly Reach




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**695,700 Net Reach**



Source: 2008-2009 Scarborough Report, Rel. 1 (combined). Belden Research, 2009 Omniture Apr-Jun Avg. Exclusive online reach, 41% of 399,652 monthly unique visitors. \*according to Belden Research, appx 41% of Torrance Daily Breeze Online users are exclusive of print. Cume: Total unduplicated audience reach of media schedule.

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# Our Precise Targeting Capabilities



**Partnered with Yahoo! – we can locate your most valued customers and increase your ROI.**



## **Behavioral Targeting**

As users travel the Internet, Yahoo! learns more about them, tracking movements and categorizing their interests and behavior. We aggregate what we learn to deliver audiences you want to reach – delivering the **RIGHT AD to the RIGHT PERSON at the RIGHT TIME!**

### Other forms of targeting include:

- Demographic Targeting – Customize to a specific gender, age, or income
- Geographic Targeting – Targeting user location to increase accuracy
- Time-of-Day Targeting – Control when a user can view your ad
- Technographic Targeting – Target high-tech consumers with rich media
- Frequency Cap Targeting – Reduce waste by limiting the number of times users see your message by day, week or month.

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# Saturate one of the most affluent areas in the Los Angeles region with our powerful South Bay weeklies.



## The Beach Reporter

*Serving Manhattan Beach, Hermosa Beach, Redondo Beach and El Segundo.*

Population: 151,298  
 Male: 50% Female: 50%  
 Total Annual Effective Buying Income: \$6.5 billion  
 Total Annual Retail Sales: \$2.6 billion  
 Number of Households: 68,404  
 Average Household Income: \$119,023  
 Median Home Value: \$850,000\*  
 Thursday Distribution: 54,400



## Palos Verdes Peninsula News

*Serving Palos Verdes Estates, Rolling Hills and Rancho Palos Verdes.*

Population: 69,249  
 Male: 48% Female: 52%  
 Total Annual Effective Buying Income: \$1.2 billion  
 Total Annual Retail Sales: \$3.3 billion  
 Number of Households: 25,978  
 Average Household Income: \$164,878  
 Median Home Value: \$963,000\*  
 Saturday Distribution: 19,879

Source: Claritas2007. Note: Single copy only ZIPs not included in analysis; \*dgnws.com, August 2008. .

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# With unmatched reach, flexibility and targeting capabilities, RedPlum is the most effective solution for your marketing needs.



## Coverage

- Reduce waste by choosing only the neighborhoods you need or saturate the entire market.

## Targeting

- Precisely target for your business geographically, demographically, or by trade area
- Target by ZIP Code or Sub-ZIP level

## In-Home Days

- Subscribers - topped Tuesday & Friday
- Non-Subscribers - Tuesday/Wednesday

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# The Daily Breeze offers local access with two delivery programs that pinpoint advertising to specific households

Reach your target audience at home, any day of the week.



## #1) LANG Direct

- Daily Breeze paid newspaper subscribers
- CIPS hand-delivered front door delivery to non-subscribers
- Delivered at the block group level 7 days a week
- Can be designed around any marketing campaign to deliver your advertising message

## #2) California Weekend Direct (CWD)

- Sunday Daily Breeze paid newspaper subscribers
- Sunday L.A. Times paid newspaper subscribers
- CIPS hand-delivered front door delivery to Sunday non-subscribers
- Potential reach of over 5 million L.A. DMA households
- Unites the area's only weekly verified and audited alternate delivery system with newspaper subscribers
- One rate. One invoice.
- Custom distribution based on selected target audience

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# The Daily Breeze is also available electronically.

## The E-Edition

The screenshot shows the Daily Breeze E-Edition website interface. At the top, there is a navigation bar with the Daily Breeze logo, a search bar, and various utility links like 'E-NOTIFY', 'MY ACCOUNT', 'PDF', and 'HELP'. Below the navigation bar, there are several news headlines and articles. The main article is titled 'LA water use falls sharply' and is categorized under 'CONSERVATION'. It includes a sub-headline 'Father back on trial in child's death' and another article 'LAX drops to 6th-busiest airport in world'. The interface also features a 'Visual Mode' selector, a 'Translate to' dropdown, and a 'Page A1' indicator. The bottom of the page includes a copyright notice for 2009 Torrance Daily Breeze.

- Consumers can view every section of the newspaper online, page by page as they appear in the print edition or they can receive by text only
- It's so easy-to-navigate consumers just click on an article or ad to enlarge
- Instantly translated into 12 languages – excellent sponsorship opportunities
- Special audio service reads stories and advertisements aloud to consumers
- Consumers can click on the ad's URL and be taken directly to the advertiser's website
- Easy to search, print, email and text
- Downloadable PDF + RSS feeds to consumer's cell phone or PDA also available

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# Even MORE reasons to advertise with newspapers

- **Readership Trends Among Consumers With Buying Power**
  - Customers for many products and services are also the most frequent newspaper readers.
  - 62% of Daily Breeze readers use the Sunday paper as their #1 advertising source for coupons.
  - 19% of Daily Breeze readers are planning their next used/new vehicle purchase.
  - Buying power generally rises among consumers with higher household incomes, higher levels of education and more job responsibility.
- **Targeting Capabilities to Reach Your Intended Audience**
  - Newspaper sections, both in print and online, provide advertisers with unique targeting opportunities.
  - Geographic Targeting: Single-Copy editions allows you to insert your advertising preprint in less than full-run advertising.
  - Advertisers can place their messages where they will have the highest likelihood of being read and acted upon by their target audience.
- **Short Lead Times for Ad Insertions That Benefit Advertisers**
  - Marketing tie-ins with our extensive editorial coverage of sporting events, political elections and other special events.
  - Quick response for product and service announcements

Source: 2009 Scarborough Research, Rel. 1

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## Reach more South Bay residents with the Daily Breeze's portfolio of advertising options.

- The Daily Breeze is the **#1 daily newspaper** in its market, with over 40,000 more readers than the L.A. Times.
- The Daily Breeze reaches nearly **247,000 daily readers** and nearly **261,000 Sunday readers**.
- 62% of newspaper readers use newspapers as their **primary source of advertising information** for products they intend to purchase.
- The dailybreeze.com website has a monthly reach of nearly 164,000 readers **exclusive** of the Daily Breeze print product.
- The **hyper-local** weekly newspaper publications of The Beach Reporter and the Palos Verdes Peninsula News offer total market coverage in order to reach more households in the Daily Breeze Market.
- Use RedPlum, LANG Direct or California Weekend Direct for **total market coverage** or targeting neighborhoods across the L.A. DMA.

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