

Los Angeles Wave Publications Group

TOTAL LOS ANGELES COUNTY ADULTS	9,579,500
TOTAL NUMBER OF WEEKLY READERS	750,000
TOTAL NUMBER OF WEEKLY DISTRIBUTION	200,000

DELIVERY METHODS

Home	84%
Rack & Retail	16%



GENDER

Adult Men	46%
Adult Women	54%

AGE

18-24	13.1%
25-34	18.1%
35-44	25.0%
45-54	21.7%
55-64	12.6%
65+	9.5%

ETHNICITY

Black	38.0%
Hispanic	37.4%
White	18.6%
Asian	2.6%
Other	3.4%

HOUSEHOLD INCOME

Under \$25,000	11.7%
\$25,000-\$34,999	11.9%
\$35,000-\$49,999	17.6%
\$50,000-\$74,999	22.7%
\$75,000+	36.1%

EDUCATION

High School or less	6.4%
High School Graduate	38.0%
Some College	21.3%
College Graduate	22.0%
Advance Degree	7.8%

SOURCE: The Media Audit