

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%

MARITAL STATUS

Married	41.6%
Single (never married)	22.3%
Divorced or Separated	25.6%
Widowed	04.4%

OCCUPATION

Professional and Technical	11.6%
Proprietors and Managers	15.7%
Sales and Clerical Workers	16.6%
Blue Collar Workers	20.0%
Retired	21.8%
Homemakers	06.5%

HOME OWNERSHIP

Own residence	59.6%
Rent residence	37.9%

AUTOMOTIVE

Domestic Vehicle Owned	66.7%
Foreign Vehicle Owned	66.7%
Automotive Shoppers	17.2%

TRAVEL

Domestic Air Travelers	16.5%
Foreign Air Travelers	17.8%
Ocean Cruise Travelers	40.4%

ENTERTAINMENT

Movie-Goers	43.3%
Music Concerts	32.3%
Sporting Events	31.6%
Restaurant Diners	09.1%

SOURCE: The Media Audit

Los Angeles
WAVE
East Edition

THE LOS ANGELES
Independent

Hollywood
Edition

Los Angeles
WAVE
West Edition

THE LOS ANGELES
Independent

West Hollywood
Edition

Los Angeles
WAVE
Northeast Edition

HERALD-AMERICAN

CULVER CITY STAR

THE PRESS

LYNWOOD PRESS

Los Angeles Wave Publications

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