



# MULTIMEDIA SOLUTIONS

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



LARGEST  
LOCAL NEWS  
PROVIDER

MODERN  
MULTICHANNEL  
&  
MULTICULTURAL  
SOLUTIONS

MASSIVE,  
SCALABLE  
REACH

WHO WE ARE

# Southern California News Group

With a full suite of multi-platform editorial and advertising products, **Southern California News Group (SCNG)** is the largest local news provider in the five-county Los Angeles Metropolitan Area.

As a reputable news source, our mission is to inform local residents with the area's **best local news coverage** while also offering advertisers unparalleled access to one of the world's **most diverse and dynamic audiences**.

With its newer multichannel & multicultural solutions — online, mobile apps, branded content — SCNG is also poised to reach a younger, highly-coveted generation: the elusive Millennials.

No matter the distribution vehicle, SCNG delivers premium exclusive content to **over 7.3M readers every week**, making it an indispensable marketing solution for advertisers.



**ENORMOUS IN SIZE**

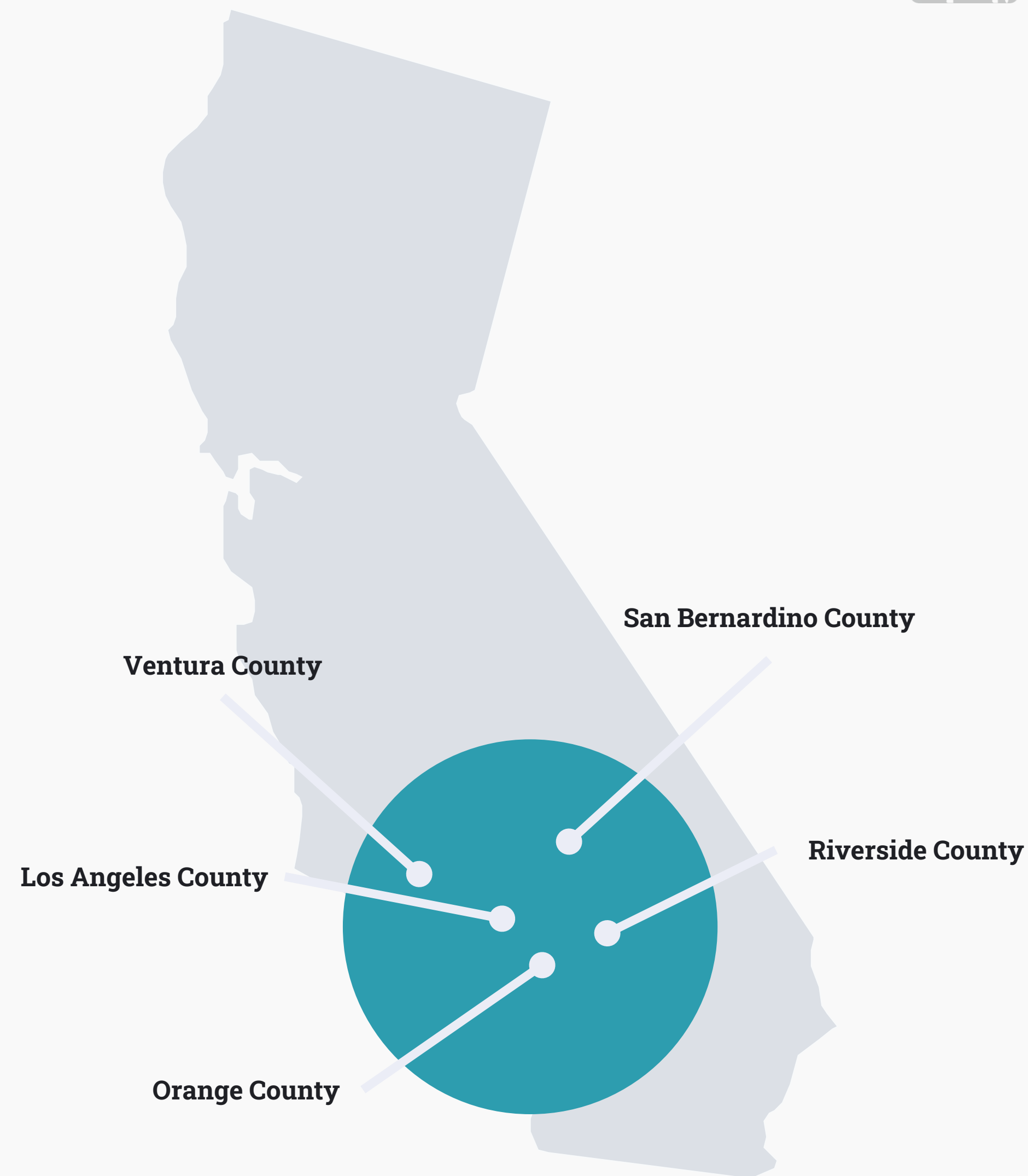
# SCNG Serves the Nation's #2 DMA

Spanning over 48,000 square miles, the **Los Angeles Designated Market Area (LADMA)** includes Los Angeles, Orange, San Bernardino, and Ventura counties, plus eastern Riverside County.

If it was a country, the LADMA's economy would rank **15th-largest** in the world. If it was a state, its **18.4 million population would surpass every other state** except California, Texas, Florida, and New York.

**The SCNG market covers 2/3** of the LADMA's households, effective buying income, and total consumer expenditures.

	L.A. DMA	SCNG Market	% of DMA
Households	5.9M	3.7M	62.7%
Population	18.4M	11.7M	63.7%
Effective Buying Income	\$599.1B	\$393.2B	65.6%
Retail Expenditures	\$324.7B	\$210.5B	64.8%
Total Consumer Expenditures	\$451.7B	\$297.2B	65.8%



Sources: The U.S. Conference of Mayors "U.S. Metro Economies, GMP and Employment 2018-2020", Sept. 2019 (est. 2018 national gross domestic product (GDP) and gross metro products (GMP)); 2022 Claritas demos. 2021 Claritas Consumer Spending Dynamix. United States Census Bureau 2020 Census. SCNG Market ZIP codes used in demo analysis. Effective Buying Income equals money income less personal tax payments, or "disposable" or "after tax" income.

Photo courtesy of Gerson Repreza via Unsplash

EXPANSIVE COVERAGE

# Southern California News Group

Circulation

<b>Daily</b> <b>213K</b>	<b>Sunday</b> <b>374K</b>
-----------------------------	------------------------------

Average Readership

<b>Daily</b> <b>597K</b>	<b>Sunday</b> <b>1.0M</b>
-----------------------------	------------------------------

Social Media Traffic

<b>Facebook</b> <b>655K</b>	<b>Twitter</b> <b>1.2M</b>
--------------------------------	-------------------------------

Monthly Unique Visitors

<b>Desktop</b> <b>2.1M</b>	<b>Mobile &amp; Tablet</b> <b>6.5M</b>	<b>Total</b> <b>8.6M</b>
-------------------------------	---	-----------------------------

Monthly Page Views

<b>Desktop</b> <b>6.5M</b>	<b>Mobile &amp; Tablet</b> <b>12.0M</b>	<b>Total</b> <b>18.5M</b>
-------------------------------	--	------------------------------



Sources: September 2021 AAM News Media Statement. \*Daily = Tues.-Fri avg. Circulation includes print subscribers, print single copies, eEditions, digital non-replicas, and other paid/qualified/verified circulation. Readership calculated at 2.8 readers per copy. Google Analytics Nov 2021 - Jan 2022 monthly averages. Social media measurement May 2021.

MULTIGENERATIONAL, MULTICULTURAL

# SCNG Market & Audience Demographics



## SCNG Audiences

	SCNG Market	Weekday Print	Sunday Print	Websites
<b>Female</b>	51%	55%	52%	55%
<b>Male</b>	49%	45%	48%	45%
<b>Age 18-34</b>	24%	25%	20%	33%
<b>Age 35-54</b>	26%	17%	19%	37%
<b>Age 55-64</b>	12%	19%	20%	16%
<b>Age 65+</b>	15%	39%	41%	14%
<b>Own Home</b>	59%	63%	64%	54%
<b>HHI Less than \$50K</b>	27%	35%	33%	25%
<b>HHI \$50K-\$74.9K</b>	14%	15%	15%	15%
<b>HHI \$75K-\$99.9K</b>	13%	17%	17%	18%
<b>HHI \$100K+</b>	46%	33%	36%	43%
<b>Married</b>	49%	39%	44%	43%
<b>Any College</b>	62%	68%	66%	77%
<b>Have Children Under 18 at Home</b>	41%	24%	24%	35%
<b>Hispanic</b>	47%	34%	31%	36%
<b>Non-Hispanic White</b>	30%	52%	55%	48%
<b>Non-Hispanic Asian</b>	15%	5%	5%	7%
<b>Non-Hispanic Black/AfAm</b>	5%	9%	8%	8%

Photo courtesy of Lukas Geck via Unsplash

SCNG Print includes OC Register, Press-Enterprise, and LA Daily News past 5-weekday and past 4 Sunday cumes. SCNG Websites include dailies' websites except Redlands Daily Facts and Whittier Daily News. Bases: SCNG Market (Total population except households for Own Home, HH Income, and Have Children Under 18 at Home. Audiences (LA DMA adults 18+). Sources: SCNG Market (2022 Claritas 360 Pop-Facts). Audiences (Nielsen Scarborough Claritas Geoscape - Los Angeles, CA 2020).



## EMAIL MARKETING



## SOCIAL MEDIA, SEARCH



# Digital Advertising Solutions

### BANNER DISPLAY

The original and versatile online display ad – including rich media and time-based sponsorships. Display ads are quick to get users’ attention – holding the promise of immediate access. Plus, they are a great brand-building tool.

### MOBILE WEB & APPS

Use mobile-optimized advertising to reach the fastest-growing internet audience. Mobile users are highly engaged and access their news on their phones and tablet devices.

#### Video

Put your video message in front of millions of viewers. Repurpose existing video and improve ROI.

#### Network

Expand your reach with our portal site network partners and reach up to 90% of local online users.

#### Retargeting

Increase sell-through by retargeting users who have previously visited your website.

### SOCIAL MEDIA

Let us help you manage your social interactions, integrate your tweets and blogging, create promotions, monitor your fans, and optimize your influencer marketing.

### SEARCH

Whether it is sponsored ads next to search results pages, or maximizing site performance for search engines, your site will see more business.

### EMAIL MARKETING

Whether it’s a newsletter sponsorship, category AdMail, Custom AdMail, Targeted AdMail, or Lead Generation, we offer many ways to deliver your message to our exclusive subscriber base.

# Our Extensive Online Network



MONTHLY PAGE VIEWS: 18.5M | MONTHLY TOTAL VISITORS: 8.6M

	PAGE VIEWS	USERS
OCRegister.com	8,362,566	3,472,427
DailyNews.com	1,977,598	1,200,379
SGVTribune.com	622,482	293,164
WhittierDailyNews.com	397,899	194,307
PasadenaStarNew.com	681,219	358,185
PressTelegram.com	791,155	418,158
DailyBreeze.com	1,266,041	535,412
PE.com	2,221,873	997,093
DailyBulletin.com	851,106	488,577
SBSun.com	984,840	477,921
RedlandsDailyFacts.com	355,260	205,362
<b>SCNG TOTAL</b>	<b>18,512,041</b>	<b>8,640,986</b>

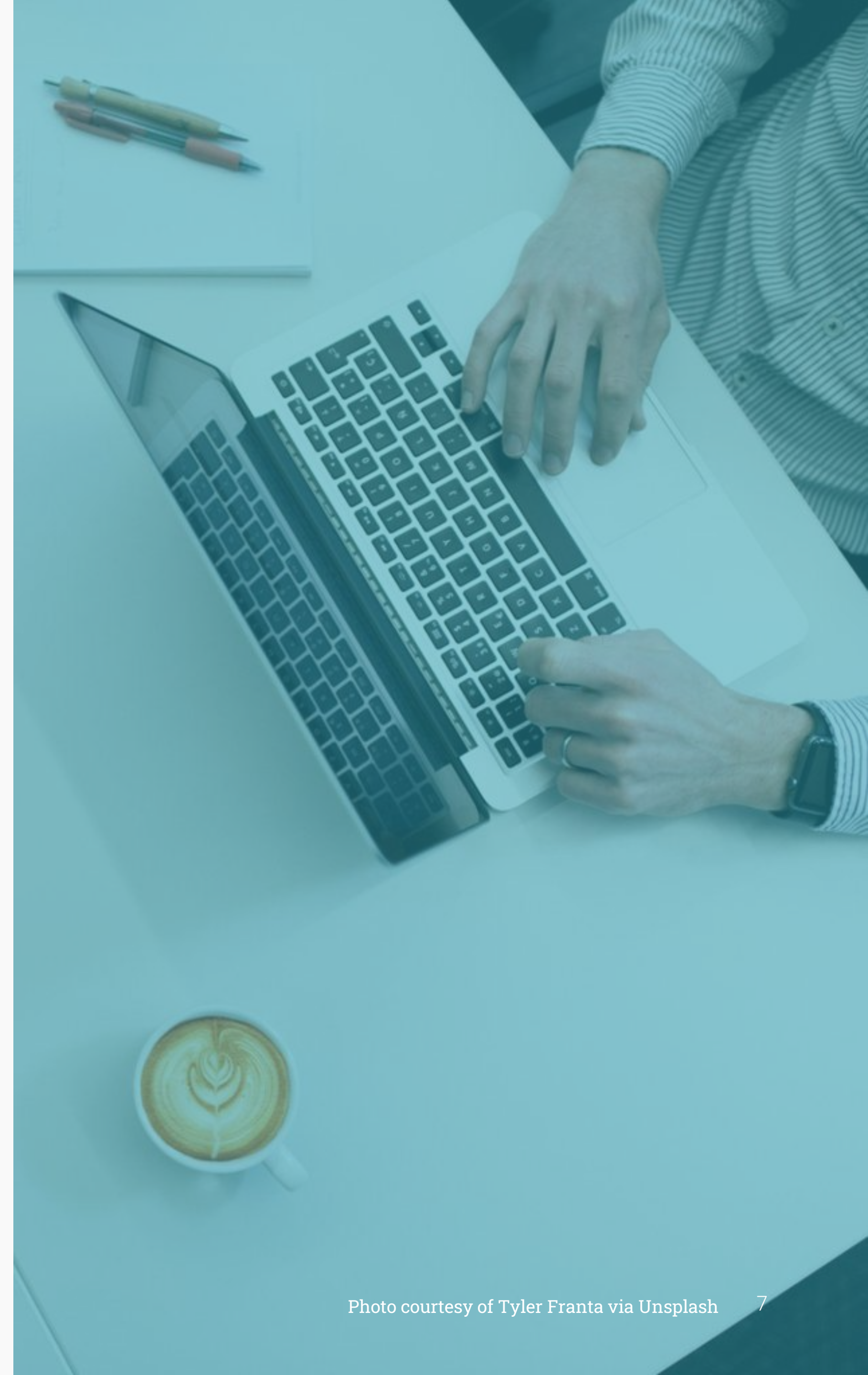


Photo courtesy of Tyler Franta via Unsplash

Source: Google Analytics Nov 2021 - Jan 2022 monthly averages. Unique users may include duplication.

INTRODUCING


# Skyline

SCNG's **in-house, full-service content and creative agency partner** for compelling storytelling, exceptional branding, high conversion, and transformative growth.

We are a team of **experienced content creators, designers, and social media specialists**. From modern storytelling to premium brand experiences, we excel in branded content strategies and executions to help clients drive results.

SKYLINE





Branded Content

## MODERN STORYTELLING

# Skyline Full-Service Agency

### BRANDED CONTENT

**From Our Voice.** Branded content is created by Skyline on behalf of the advertiser and may be featured or sponsored by an advertiser in the form of banners, videos, social ads, and skins. (i.e. “Brought to you by”, “Sponsored by”).

### CUSTOM CONTENT

**From Your Voice.** Custom Content is in the voice of the advertiser who is using Skyline’s owned & operated channels to get the message out. (i.e “Brand Contributor”, “In Partnership With”).

### INFLUENCER MARKETING


**Personalities with distinct voices.** Influencers appear as subject matter experts and have the ability to influence their followers’ purchase decisions in the form of texts, videos, onsite visits, reviews, stories, use of products and/or services.

### CREATIVE SERVICES

**Creative + Content Production** for all marketing campaigns across all platforms including print, digital, social media, video, and mobile.



Custom Content



Influencer Marketing

# SCNG Connects You to Your Target Audience

- With our **multichannel & multicultural solutions**, SCNG is an indispensable marketing solution for advertisers.
- SCNG websites get **18.5 million** page views and **8.6 million visitors** each month.
- Our local websites and adtaxi platform have the ability to tap **90% of the available display banner inventory in the U.S.**
- **Skyline, our in-house content studio, is a full-service creation and strategist team that helps advertisers** drive brand engagement through modern storytelling and experiences.
- **Video, Email, Mobile, Social...** we offer a variety of powerful tools to successfully deliver your marketing campaign.
- SCNG's **niche marketing programs** such as our Spanish-language weekly newspapers, community publications, and opt-in programs **enhance your exposure** in the LADMA landscape.

INTELLIGENT  
TARGETING

INSPIRING  
CONTENT

INNOVATIVE  
SOLUTIONS





SKYLINE

**Branded Content.**

## Branded Content

Branded content is purpose-built by the Skyline studio team, with your full approval. It lives on Southern California News Group publication websites, in a format that our audience is comfortable with; ensuring consistency, quality, and trust.

We aim to drive new revenue opportunities for your brand through modern storytelling and premium advertising mechanisms.

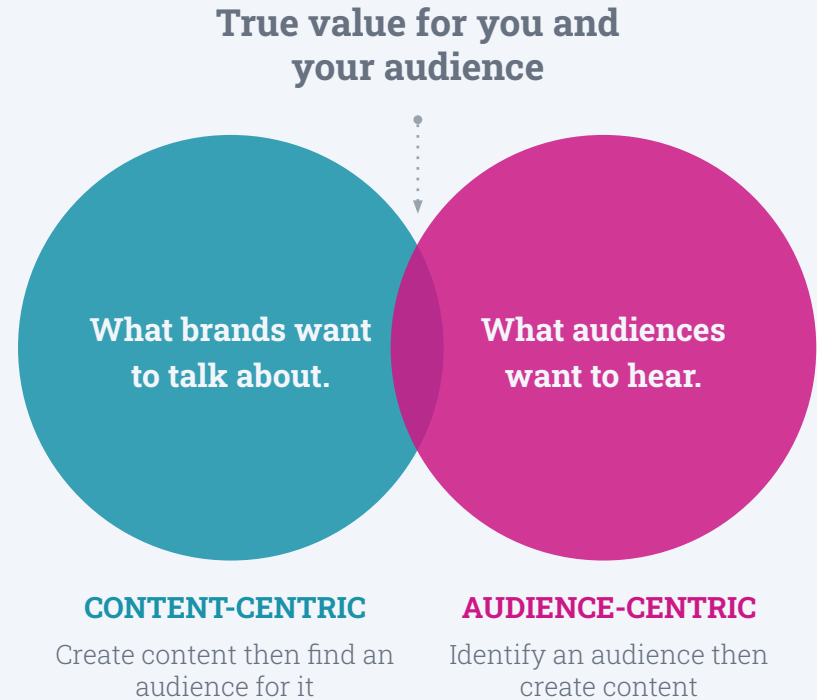
If traditional advertisements prompt an action, Branded Content prompts a discussion— and it places your brand at the heart of it.

## Why Should You Be Using **Branded Content**?

Your audiences are bombarded with marketing messages every day, from the countless emails in their inboxes, to social media feeds filled with advertising.

To stand out from the crowd, your marketing needs to focus on providing true value. The shift needs to be made from talking about what you want to talk about, to providing valuable information and relevance to an audience.

**This is where Skyline Studio can help. Our team integrates your messages into articles and story formats that SCNG readers expect and enjoy, prominently featuring your brand as a trusted partner.**





# Branded Channels.

Branded Content is in the voice of our content writers and may be sponsored by an advertiser using our owned & operated branded channels.

## SKYLINE

### The T.E.A.

Delivering fresh content in “Trends, Experiences, and Arts” that are happening in SoCal.

#### Trends

We’re rounding up everything you need to know about the hottest styles, food trends, and health & wellness in SoCal.

#### Experiences

Virtual or in-person – discover cool, hidden, and unforgettable experiences that are unique to Southern California.

#### Arts

The perfect compilation for Southern California’s art enthusiasts and culture seekers.



Trends



Experiences



Arts



## SKYLINE

### SoCal FOMO

Providing weekly posts of trends, food, entertainment, events, and experiences that are catered to gen X/Y.

#### This audience/person is:

- Gender-neutral
- Gen-X/Y
- Young professionals
- Part of an engaging work culture

#### This audience/person likes:

- To eat out—trending restaurants, local food-spots
- Aesthetics / good photography & colors
- To go to: local festivals, music events, local travel, theme parks, and pop-up experiences
- Brands like Disney, Nike, Adidas, Champion
- High-end lifestyle brands



# Branded Content Article

Branded Content Strategic Article Solution are short form stories that include brand integration. This may or may not include rich media content such as slideshows or video.



## The History of Santa Anita Park: Horse Racing and more

Sponsored by Santa Anita Park



Courtesy of Santa Anita Park

By JENNY PETERS | [jpeters@ad.com](mailto:jpeters@ad.com) | Orange County Register  
 PUBLISHED: March 1, 2021 at 8:41 a.m. | UPDATED: April 9, 2021 at 9:48 a.m.

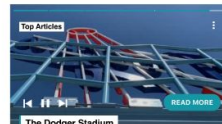
Nestled in the foothills of the Sierra Madre Mountains, Santa Anita Park has beckoned to horse-racing lovers since it first opened on Christmas Day in 1934. Part of the appeal is the chance to wager and win big on nine different races each race day; another draw is the sheer beauty and history of the acre-renowned park.

Mr. Wilson towers in the distance, while up close the park's Art Deco architecture designed by Gordon Kaufman has a timeless beauty. Santa Anita Park is the jewel of Arcadia, California: massive yet inviting in scope, boasting a one-mile main track, a 0.8-mile inner-ring turf track, and even a hillside turf course. Legendary races have run on all three tracks over the nearly 90 years that "The Great Race Place" has lived up to its reputation as one of America's elite spots for enjoying "The Sport of Kings."

### Santa Anita Park 2021 Reopening Announced to Coincide with Derby Day Weekend

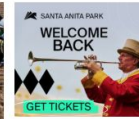


During the pandemic, the track has been closed to spectators for most of the current season. But there's exciting news! Beginning on Friday, April 2, 2021, Santa Anita Park marks the opening of the first three-day weekend to allow a limited number of fans to enjoy **Derby Day Weekends**, including the 84th running of the Grade 1, \$750,000 **Pumppony Santa Anita Derby** live on Saturday, April 3.



The Dodger Stadium renovations, illustrated

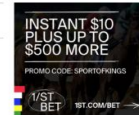
Reserve seating is required for Friday, Saturday, and Sunday at [www.santaanita.com/register](http://www.santaanita.com/register), with prices ranging from \$10 to \$20. Tickets are sold in "pods" of two, four, or six people (no individual tickets are available) and they include admission, a seat, program, and parking. No walk-up admission is available and mask protocols and social distancing requirements will be in effect. All transactions are contactless: from admission to wagering to food and beverage. Wagering happens via the mobile app **1ST BET**, not at the traditional betting windows.



Get the latest news delivered daily!

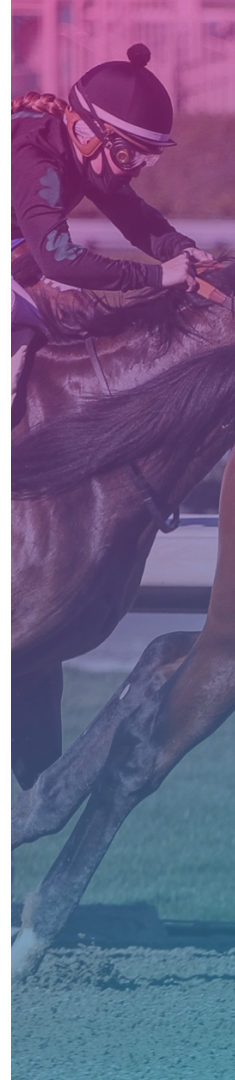
SUBSCRIBE

Follow Us



### MOST POPULAR

- 1 Man with gunshot wound found near Laguna Hills park
- 2 Disneyland releases ticket prices and pricing calendar for April 30 reopening
- 3 Wrong-way driver on 91 Freeway hits big rig, arrested on suspicion of DUI
- 4 Disneyland will open Avengers Campus in June after a yearlong delay due to the pandemic
- 5 USA Gymnastics under fire for Hall of Fame email
- 6 DMX, the rapper and actor known for iconic hip-hop songs and a gruff demeanor, is dead at 50
- 7 Amazon workers vote against union at Alabama warehouse
- 8 Castro's food courts have a cult following. Now they're making a comeback

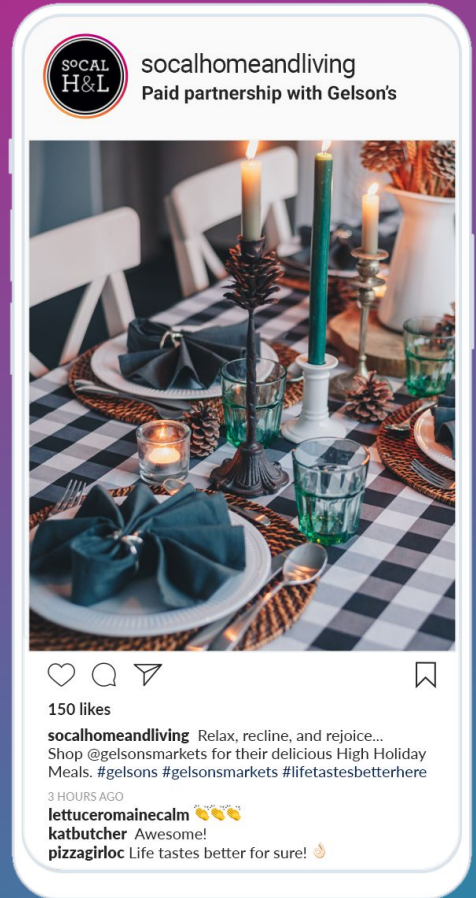
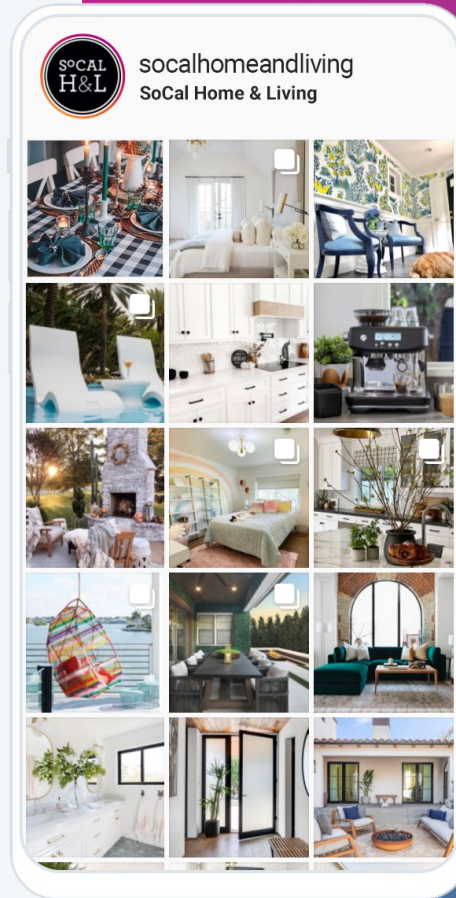


# Branded Social Posts

Sponsored content that features a business partner and its current brand and Custom Content campaign.

- Facebook and/or Instagram post to SCNG Branded Channels
- Link to Branded Content Article
- Include \*Business Partner's page to Tag as a Sponsor, this will show as "Paid Partnership" on the post.

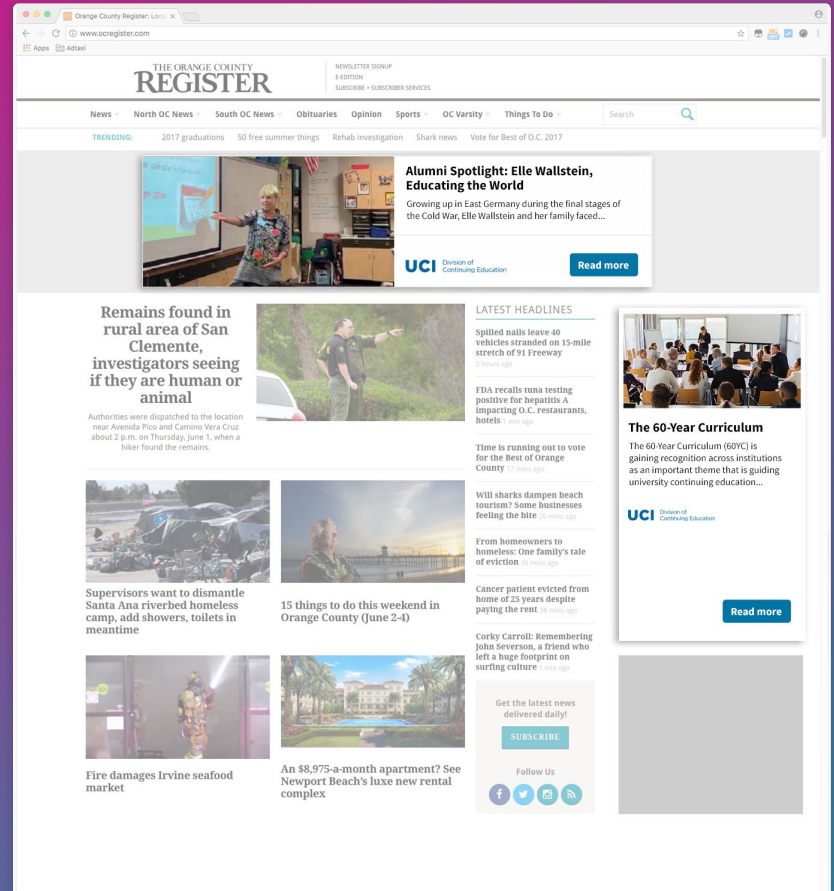
\*Business Partner Tag requires the client to accept the request before publishing a post.



# Native Ads (Run of Site)

Native Ads that run in our SCNG websites linking to Skyline Branded Content Articles.

- **Responsive Native Ad Unit**
- **Link to Branded Content Article**
- **Ad Unit Elements:**
  - Thumbnail
  - Article Headline
  - Article Excerpt (shortened)
  - Sponsor logo
  - CTA Button (Read more)



## Campaign Execution Process

### Day 1

- Kickoff Call
- Campaign brief confirmed from contract and Content Needs Analysis

### Day 3

- Branded Content Article planning
- Media planning for any Branded Content Add-Ons

### Day 5 - 7

- Content development and creative services
- Send proofs of article page sponsorship and companion display ads

### Day 8

- Final approval of sponsorship and creative deliverables
- Schedule to publish Branded Content Article placement(s)

### Day 9-10

- Schedule Branded Content Add-Ons and promotions
- Publish scheduled Branded Content Article placement(s)

Kickoff & Campaign Briefing

Branded Content Planning

Branded Content & Creative Development

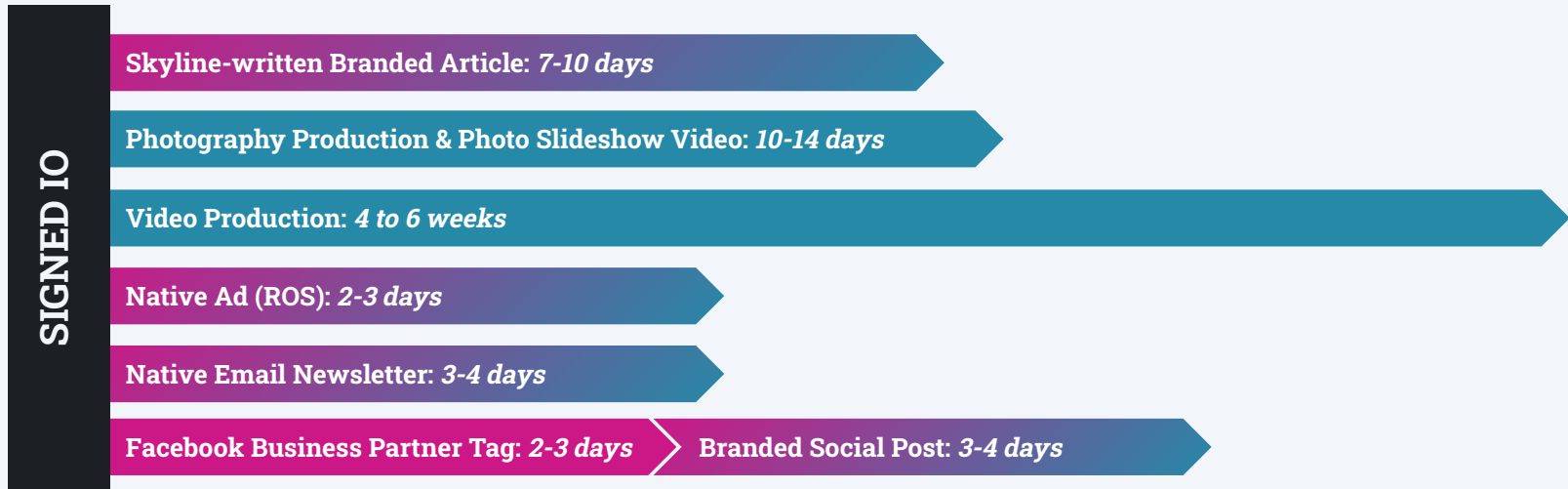
Proofing / Editing

Output Branded Content & Creatives

Schedule & Publish

## Standard Turnaround Times

Turnaround times from insertion order / information & materials received / to client review (business days):



- Projects may exceed standard turnaround time based on complexity of work.
- Rush fee may apply if the project is outside of SLA.

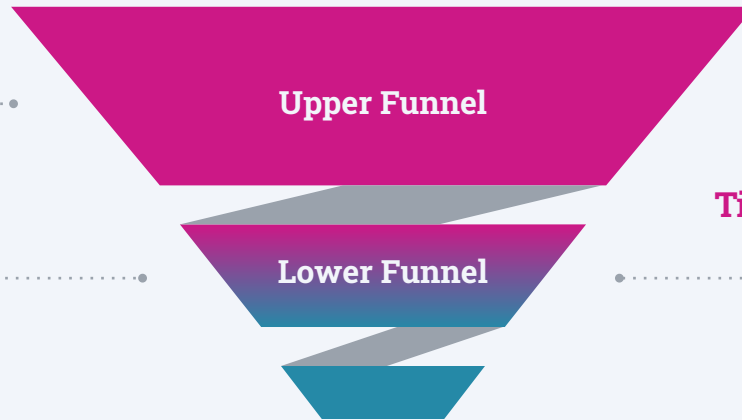
## Measuring Success

Content Marketing sits at the top of the marketing funnel. Its main purpose is to increase awareness, engagement and consideration.

### Marketing Strategy

**Content Marketing**  
(Reach & Engagement)

**Performance Marketing**  
(Leads & Conversions)



### Metrics That Matter

**Pageviews**      **Interaction**  
**Time On Site**      **Social Shares**

**Clicks**      **Revenue**  
**Leads**      **Conversion**

# Branded Content Placement Pricing

Branded Content Strategic Article Solutions	30-Day Retail Cost Per Article	Includes	Branded Content Article Add-Ons	
			Native Ad (ROS) (Min. 300k IMP)	Native Ad Newsletter (Min. 200k IMP)
SCNG Sites The T.E.A.	\$4,200	500 Word Article + Site Inclusion + Branded Social Post & Promotion	\$10 CPM	\$10 CPM
SCNG Sites SoCal Home & Living	\$4,200			
SoCal Moments	\$3,200			
SoCal FOMO	\$2,950			

Branded Content Social Only Solutions	Boosted Budget	Add Boosted Budget to Social Format For Total Price					
		4 Card Stories (Image and/or Video)	Reel	:60 Video + 9 Photo Carousel	:60 Video Static Post	10 Photo Carousel	Single Image Static Post
SCNG Sites Home & Living FB + IG (150k Minimum Imp)	\$1,250	\$1,000	\$750	\$600	\$500	\$500	\$350
SoCalFOMO FB + IG (220k Minimum Imp)		\$1,250	\$1,000	\$800	\$650	\$650	\$550
SoCalMoments.com FB + Instagram (350k Minimum Imp)		\$1,800	\$1,250	\$1,000	\$850	\$850	\$750

## Branded Content Creative Add-Ons Pricing

<b>Creative Add-Ons w/ Branded Content Article</b>	<b>Retail Cost Per Article</b>	<b>Description</b>
<b>Photography Session &amp; Editing</b>	<b>\$1,250</b>	Professional Photo Production (8 hours max total). Travel/Onsite Shoot. Post Editing (ie., color correction, touch ups). Proofing and Final Delivery.
<b>Video Slideshow w/ Photos</b>	<b>\$650</b>	Up to 90 seconds slideshow video w/ (25 max) pictures, graphics (i.e., overlay logo and simple text), and music track.
<b>2-Minute Voiceover</b>	<b>\$300</b>	Voiceover recording as additional track for the video. Script must be client-provided.
<b>1 Video Production</b>	<b>\$3,600</b>	Up to 2-3 minute video. Pre Production & Planning (4 hours max). Onsite Shoot/Interview (6 hours max). Post Production (12 hours max).
<b>2 Videos Production</b>	<b>\$5,800</b>	Up to 2-3 minute (2) videos. Pre-Production & Planning (8 hours max). Onsite Shoot/Interview (12 hours max). Post Production (24 hours max).
<b>Other Creative/Production Work</b>	<b>\$150/hour</b>	Any creative or production work outside of scope is subject to an hourly charge.

## Skyline Content Marketing **Work Examples**

### **Branded Content**

- [The T.E.A. - The History of Santa Anita Park: Live Horse Racing Returns - Article w/ video](#)
- [SoCalFOMO - Enjoy the Ultimate L.A. Date for Two](#)
- [The T.E.A. - What the Puck? An Inside Scoop on the LA Hockey Season](#)
- [Ashley Furniture: Taking inspiration from nature](#)

### **Custom Content**

- [20CHEFS Fundraiser by The Beacon House Association of San Pedro - Article w/video](#)
- [Emerald Court Senior Living - I Am Ethel Young - Video](#)
- [Jewish Big Brothers Big Sisters of LA - Video](#)
- [Disneyland Resort Reporter - Content Section](#)

## Skyline Terms & SLAs

- **Rate Modifications** - Any services outside of scope from the rate card qualify as a custom opportunity and will not be accepted without prior approval from a VP and the Skyline team Manager.
- **Terms and Conditions** - All work provided by Skyline division is subject to the Advertising Terms and Conditions at: [medianewsgroup.com/terms-of-use/](https://medianewsgroup.com/terms-of-use/)

Content includes a limited license permitting use in digital advertising on Southern California News Group websites, as well as the client's own site and social media channels.

- **Additional Rate Cards Available** - Rate cards are also available upon request for our Social Influencer Packages, O&O Email Newsletters, O&O Display Advertising, and Creative Services .

## Skyline Tools & Tech

- **Wordpress** - Platform we use to create and distribute content pages on Southern California News Group websites.
- **Google Ad Manager** - Platform we use to execute both direct-sold and programmatic campaigns for Display and Native Advertising.
- **Google Analytics** - Platform we use to measure page performance such as page views, time on page, and link clicks/events.