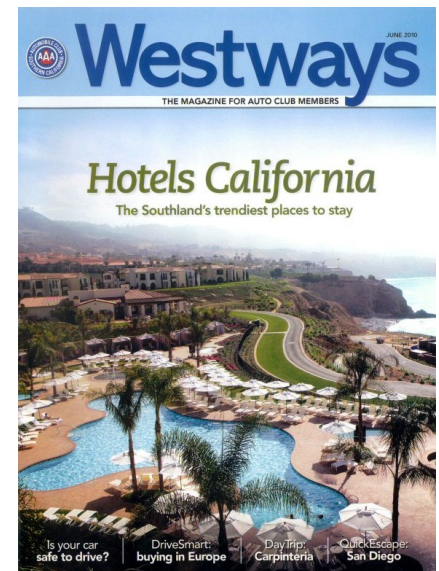


# You only need one publication

*Westways* delivers more "buyers" in Southern California than any other print media.

*Westways* has the greatest market penetration in the #2 media market in the United States



## Southern California Circulation

	<u>Paid Circulation</u>
<b>Newspapers (Sunday)</b>	
Los Angeles Times	1,019,388
San Diego Union-Tribune	330,848
Orange County Register	299,339
Daily News	125,647
Ventura County Star	86,485
North County Times	79,067
Daily Breeze	64,457
The Desert Sun	55,080
Inland Valley Daily Bulletin	52,616
Weekly Variety	30,987
Daily Variety	28,293
Pasadena Star News	27,068
Hollywood Reporter	19,032
<b>Magazines</b>	
Sunset Magazine	307,033
Los Angeles Magazine	147,152
Orange Coast Magazine	48,610
San Diego Magazine	41,755
Palm Springs Life	16,554
<b>TOTAL</b>	<b>2,779,411</b>

# 3,831,215

*Westways* is delivered to 1 in every 2 Southern California Households

Source: Audit Bureau of Circulations, March 2009 and June 2009 Publishers Statements

Westways - 2010 delivery vs other print media  
08/26/2010



**Southern California's premier lifestyle magazine**