

Outlook Newspapers 2020 DEMOGRAPHICS



COVERING THE CITY OF PASADENA

Pasadena is known around the world for hosting the annual Tournament of Roses Parade and Rose Bowl Football Game. The city is one of the primary cultural centers of the San Gabriel Valley. It is filled with both large and small businesses along with one of the largest number of restaurants per capita in the nation. Its residents range from art and entertainment enthusiasts to financial investors. Community members share a passion for giving back. Pasadena has more charitable nonprofits per capita than any other city in the country. The Pasadena Outlook is home-delivered to select households known for being committed and heavily invested in quality educational choices (including private schools), and actively involved with charitable causes. The household income of Pasadena Outlook readers is estimated at a median of \$140K with home values exceeding \$2.3M.

PASADENA OUTLOOK

Circulation 17,554
Home delivery via USPS to select households
Newspapers available at well-known venues
#1 source for coverage of nonprofit organizations
Weekly coverage of schools and local events

CITY OF PASADENA

Median HHI (est) \$140K*
Median Age 37.9
Median Home Value (est) \$2.1M*

* Within Outlook's circulation



COVERING THE CITY OF LA CAÑADA FLINTRIDGE

La Cañada Flintridge is a small and affluent city and ranks among the most expensive zip codes in Southern California with a 2019 median home sale price of \$1.71M, which trails Beverly Hills, Pacific Palisades, San Marino, Brentwood and Malibu (among others). The residents and the La Cañada Flintridge Outlook Valley Sun are committed to preserving the quaint feel of living in the foothills while supporting small family-owned businesses. The public school district is among the finest in the state; the K-12 schools have been No. 1 or No. 2 in 19 of the past 21 years. Readers continually invest in quality education and nonprofit causes.

LA CAÑADA FLINTRIDGE OUTLOOK VALLEY SUN

Circulation 9,700
Delivery to 99% of homes in LCF
#1 source for hyper-local news
Coverage of city news, schools and local events

CITY OF LA CAÑADA FLINTRIDGE

Median HHI \$160K
Median Age 43.5
Median Home Value \$1.73M
2nd highest-ranked K-12 school district in CA



COVERING THE CITY OF SAN MARINO

San Marino ranks as one of the most expensive zip codes in the county just behind Beverly Hills and Pacific Palisades. The city was designed to be uniquely residential, with expansive properties surrounded by beautiful gardens, wide streets, and well maintained parkways. Forbes Magazine ranked the city as the 63rd most expensive area to live in the United States. San Marino Tribune readers take pride in living in San Marino. The residents exude a calm vibe mixed with a strong commitment and investment in preserving the high level status of the community, the nonprofits it supports and its award-winning school district, which is ranked No. 1 in California.

SAN MARINO TRIBUNE

Circulation 5,280
Delivery to 99% of homes via USPS
Newspapers available at well-known venues
Coverage of city government and schools

CITY OF SAN MARINO

Median HHI \$159K
Median Age 46.6
Median Home Value \$2.3M

For more information, email us at outlookads@outlooknewspapers.com or call (626) 398-7800.

South Pasadena Review

COVERING THE CITY OF SOUTH PASADENA

South Pasadena, one of the oldest cities in Southern California, is known for its numerous native trees, stunning homes, unique small businesses and quality school district. South Pasadena residents and readers of the South Pasadena Review are known for being very protective of their community. They are committed to being autonomous to the bordering cities, including Pasadena, San Marino and Alhambra. The residents carry a unique beat and are proud of the community's investment and interest in hyper-local news, quality education, charitable causes and most significantly their support of small businesses.

SOUTH PASADENA REVIEW

Circulation 3,180
Home Delivered via USPS
Provides coverage of city news, schools and local events
Showcase articles on small businesses and residents

CITY OF SOUTH PASADENA

Median HHI \$92.7K
Median Age 39.9
Median Home Value \$1.2M

Glendale **News-Press**

COVERING THE CITY OF GLENDALE

Glendale is the third-largest city in Los Angeles County and the 22nd largest city in the state. The city is known for its popular shopping centers, The Americana at Brand and Glendale Galleria. Southern California residents regularly visit both centers to shop, dine and gather. Glendale News-Press readers have a long history of being supportive of small businesses, quality education and nonprofits.

GLENDALE NEWS-PRESS

Circulation 5,795
Home Delivery with the Los Angeles Times
Newspapers also available at well-known venues
Coverage of city business, schools and local residents

CITY OF GLENDALE

Median HHI \$58.6K
Median Age 43.5
Median Home Value \$886K

Burbank Leader

COVERING THE CITY OF BURBANK

Burbank is known as the "Media Capital of the World." Its residents are committed to preserving the hometown feel of Burbank while proudly showcasing the renowned businesses like Walt Disney Company and Warner Bros. that ultimately provide over 114K jobs that employ locals from Burbank and the Los Angeles area. Burbank Leader readers are interested in local news, quality education, community and school events, charitable causes, investing in the arts, and supporting small businesses.

BURBANK LEADER

Circulation 4,972
Home Delivered with the Los Angeles Times
Hyper-local coverage of city government and schools
Weekly spotlight on nonprofits and local events

CITY OF BURBANK

Median HHI \$76.2K
Median Age 41.7
Median Home Value \$867K

Source: Census.gov; SCAG; 2016 US Census Bureau-American Community Survey; areavibes.com;
Citydata.com; glendaleca.gov; Zillow; Hometown Pasadena - Colleen Bates, Prospect Park Books

For more information, email us at outlookads@outlooknewspapers.com or call (626) 398-7800.