

market at a glance

Decision-maker audience

Smart Business Los Angeles saturates senior management of organizations with 50 to 500 or more employees. These businesses account for roughly 85% of all buying power in the local market.

Market saturation: Reaching the right companies

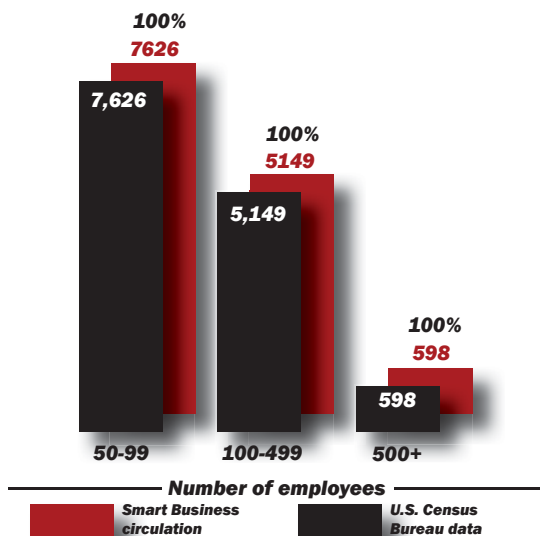
Smart Business Los Angeles saturates the targeted audience of companies with 50 or more employees. Saturation increases as company size increases because we understand that there are multiple decision-makers in larger organizations.

LOS ANGELES

Circulation: 12,000

Readership: 44,400

Counties covered: Los Angeles



89%

Targeting senior decision-makers: Reaching the right people

Corporate and financial managers make up 89% of our audience. This gives *Smart Business Los Angeles* the highest penetration of qualified decision-makers in the market, with more than 50% holding the title of president, owner or CEO. The quality of our 100% qualified, controlled-circulation audience is validated by BPA Worldwide, the leading auditing organization for business publications.



Corporate
Mgmt.

9%
Operating
Mgmt.

1%
Prof.

1%
Other

Source: June 2008 Smart Business BPA statement

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editorial content

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The Gores Group

How Alec Gores dares his employees to make mistakes to drive growth



Sunkist Growers

How Tim Lindgren helps make the citrus brand the pick of the market



Paul, Hastings, Janofsky & Walker

How Greg Nitzkowski puts his vision into context to build employee buy-in



The CW Television Network

How Dawn Ostroff merged two former rivals into a single television network



John Paul Mitchell Systems

Co-founder John Paul DeJoria built a beauty products giant by focusing on a triple bottom line.



Los Angeles Dodgers

President Jamie McCourt shares her thoughts on leadership and the secrets of the team's turnaround



Body by Jake Global

How Jake Steinfeld turned opportunity into a global fitness empire



ViewSonic

How James Chu monitors the big picture at his \$1.6 billion maker of computer displays

ALSO

Keystone Automotive Industries

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