



**LX365 Objective:**

LX365 is a partnership of **seven (7)** leading major-market media properties, offering unprecedented one-stop access to affluent and locally-engaged audiences in key upscale markets across the U.S.

**Seven (7) Markets/Circulation Breakout:**

**Los Angeles Times**

Daily: 723,181; Sunday: 1,019,388

**Chicago Tribune**

Daily: 501,202; Sunday: 858,256

**Ft Lauderdale Sun-Sentinel**

Daily: 195,522; Sunday: 285,196

**Dallas Morning News**

Daily: 331,907; Sunday: 474,923

**Philadelphia Inquirer**

Daily: 288,298; Sunday: 550,400

**Houston Chronicle**

Daily: 425,138; Sunday: 583,364

**San Francisco Chronicle**

Daily: 312,118; Sunday: 354,752

**Total Program Costs for various ad unit sizes to run in these seven (7) market papers listed above:**

**Daily 2x7 B&W Unit:** \$15,336 net      **Sunday 2x7 B&W Unit:** \$22,792 net

**Daily 6x7 B&W Unit:** \$50,610 net      **Sunday 6x7 B&W Unit:** \$75,214 net

**Daily ½ Page 4C Unit:** \$75,915 net      **Sunday 1/2 Page 4C Unit:** \$112,821 net

**Daily FP4C Unit:** \$152,755 net      **Sunday FP4C Unit:** \$226,945 net

**Total Daily Circulation:** 2,777,366      **Total Sunday Circulation:** 4,126,279

\* Rates listed above apply to advertising units run in Main News section for each market. Rates also apply to Chicago Tribune's Sunday 'STYLE' section, as well as the LA Times Sunday 'Image' section.

**Magazine Products:**

**L.A. Los Angeles Times Magazine (Monthly)**

Sunday Circulation: 400,000

**Ft Lauderdale Sun-Sentinel's City & Shore Magazine (Bi-Monthly)**

Sunday Circulation: 46,000

**Ft Lauderdale Sun-Sentinel's Wear it Well (Dec 2009)**

Sunday Circulation: 100,000

**Dallas Morning News FID Lux (Monthly)**

Thursday Circulation: 150,000

**Philadelphia Inquirer I Magazine (Nov 2009)**

Thursday Circulation: 120,000

**Houston Chronicle Gloss (Monthly)**

Thursday Circulation: 120,000

**San Francisco Chronicle SFIS (Weekly)**

Sunday Circulation: 293,000

**Total Magazine Product Circulation:** 1,229,000

**Total Cost for FP4C Unit to run in seven (7) magazine products listed above:**

\$46,525 net

Additional exclusive luxury marketing opportunities can include print, digital, mobile broadcast and event activations in each of these markets listed above plus others such as Baltimore and Orlando.