

# Experience that delivers

Let ACI Last Mile Network help you fine tune your Los Angeles area print distribution with California Weekend Direct

- Choose a strategic, cost effective, and customized distribution package to enhance your current advertising preprint saturation program
- Target your best customers with a supplemental midweek or weekend drop to Single Family Dwellings within select geographic areas
- Enjoy high product visibility in packages that include many of the highest profile retail advertisers such as Kohl's, Sears, Walgreens, JC Penney and more
- Never pay a penalty for overweight or high page count advertising preprints
- Industry's largest and most trusted home delivery and newspaper TMC distributor with a national client list including the L.A. Times, Orange County Register, San Diego Union Tribune, and others

ACI Last Mile California Weekend Direct

*quality* • *integrity* • *reliability*

Certified Audit  
**CAC**  
of Circulations

Audit report available upon request

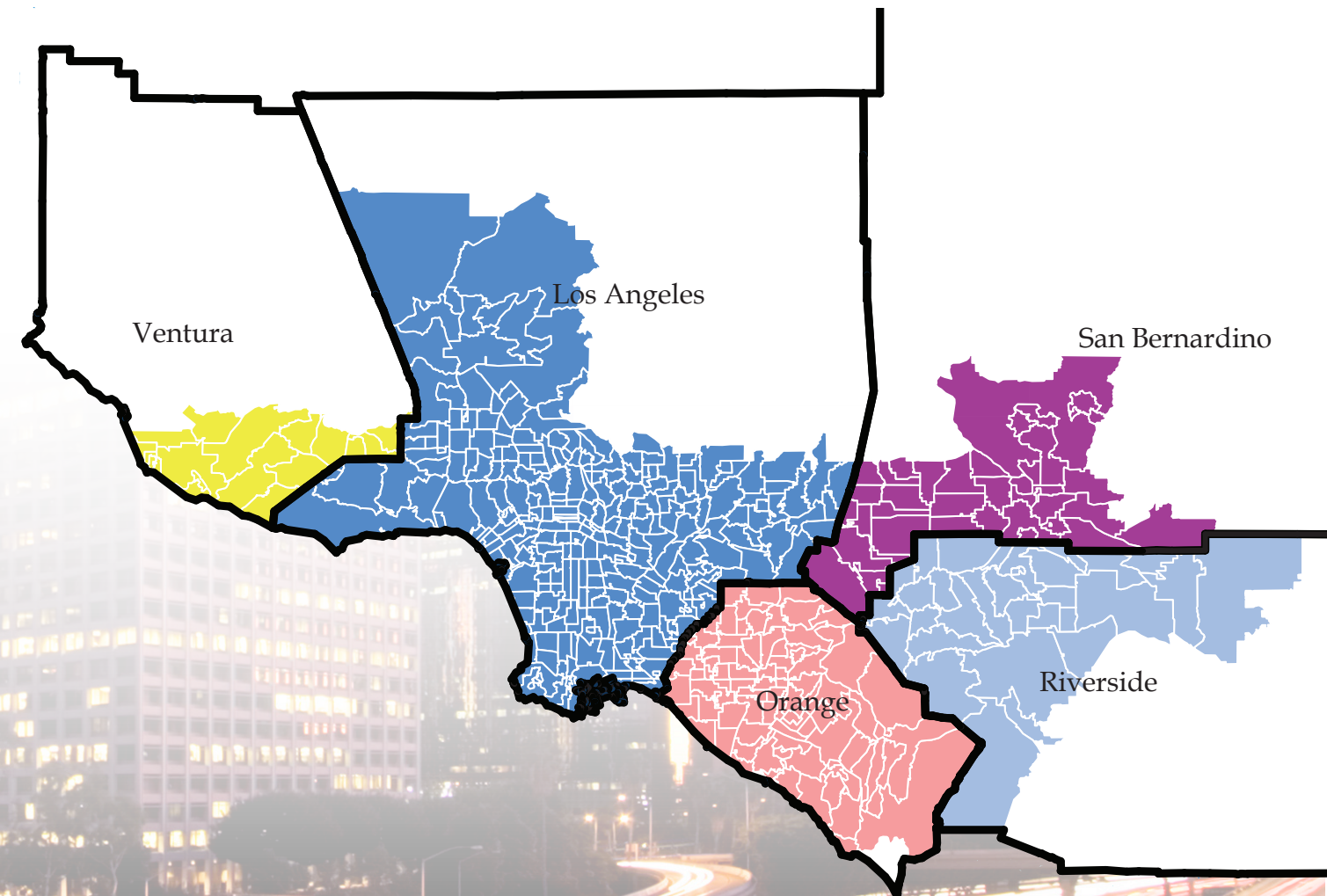
# Reach

Reaching the most desirable southern California audience has never been easier than with California Weekend Direct (CWD). CWD provides the most cost-effective and reliable platform for reaching highly prized zipcodes within the greater Los Angeles area.

Whether you're targeting CWD's mid-week or Weekend program, your advertising message is delivered direct to your targeted households.

Our marketing team can help you target the geographies around your store location or you can choose to saturate the market. Your advertising message can be carried with paid distribution of the Los Angeles Times and other leading local newspapers while non-subscribers receive their CWD package via private carriers.

Call today and we'll customize your advertising program!



Reaching more than 2 million households every week in the greater Los Angeles market



### Los Angeles County

Median Income \$72,000  
 Median Age 36  
 Hispanic 38%  
 Home Owners 44%

Residents of Los Angeles County are young, affluent, and looking for entertainment. They flock to Orange County for shopping and recreation.

### Orange County

Median Income \$82,000  
 Median Age 37  
 Hispanic 31%  
 Home Owners 52%

Wealthy, more disposable income than most, and in the middle of all the action, residents of Orange County enjoy a high quality of life.



### San Bernardino County

Median Income \$71,000  
 Median Age 33  
 Hispanic 48%  
 Home Owners 59%

Young, Hispanic, home owners with a strong household income for their age bracket, San Bernardinans are active and social.



### Ventura County

Median Income \$59,000  
 Median Age 29  
 Hispanic 76%  
 Home Owners 55%

Five in 10 Ventura County residents own their home and are not yet 30. They are family oriented and enjoy recreation options.



### Riverside County

Median Income \$68,000  
 Median Age 34  
 Hispanic 42%  
 Home Owners 62%

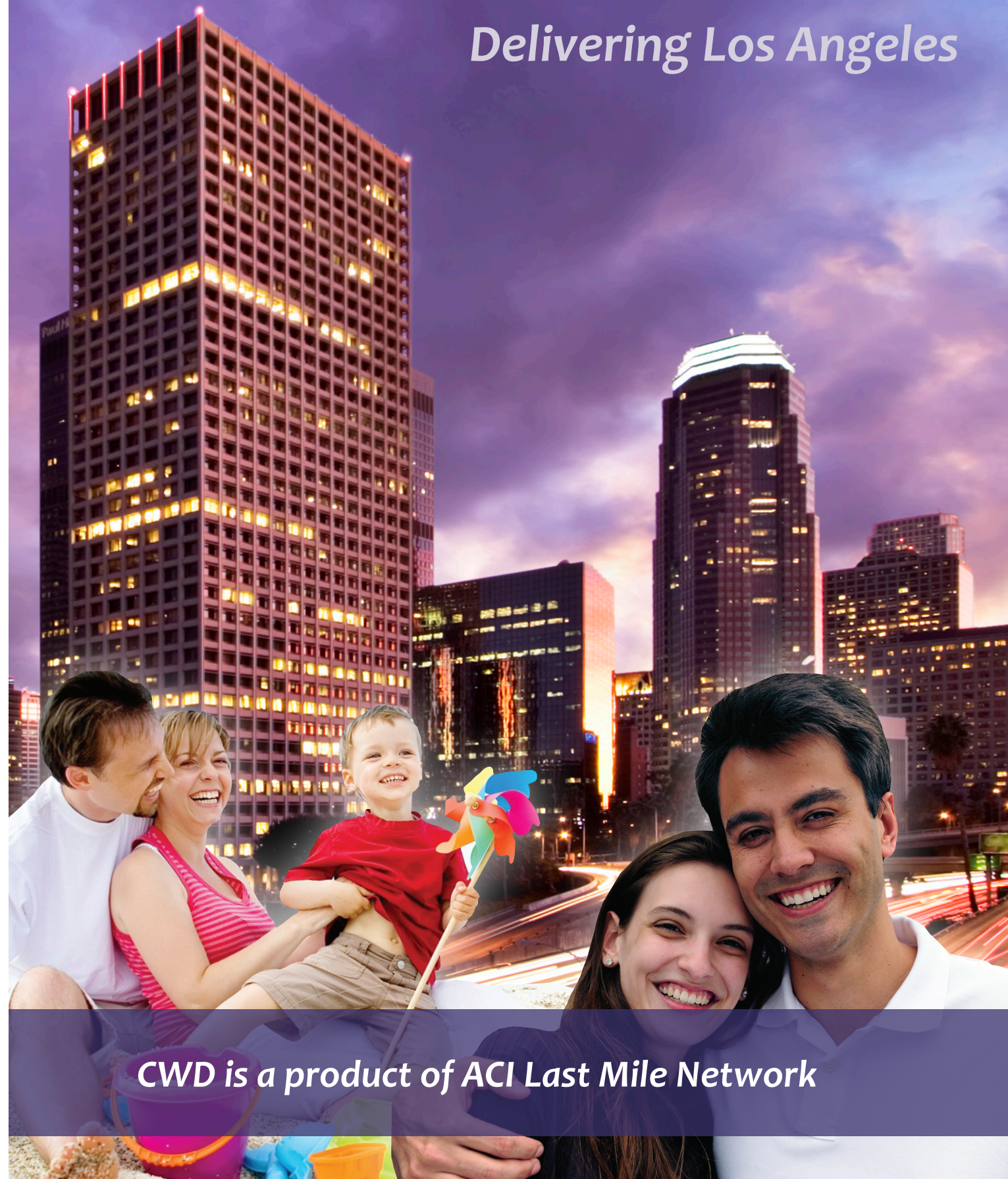
Mid-thirties and home owners, Riverside County residents live on the edge of the Greater Los Angeles area and enjoy all Southern California has to offer.



[www.acilastmile.com](http://www.acilastmile.com) • 310.233.2750

# California Weekend Direct

Delivering Los Angeles



CWD is a product of ACI Last Mile Network