

Canyon News

We print the truth.... can you handle it?

DEMOGRAPHICS

Published weekly and distributed every Sunday to 40,000 readers. The Canyon News is distributed to apartments, homes, offices, and high traffic areas in Bel Air, Benedict Canyon, Beverly Hills, Brentwood, Laurel Canyon, Los Feliz, Malibu, Pacific Palisades, Melrose, Santa Monica, Sherman Oaks, Studio City, Topanga Canyon, Westwood, & Hollywood Hills. In addition, Canyon News is offered online at <http://www.canyon-news.com> and acquires over 70,000 website hits per month.

Canyon News typical reader profile spans the economic income level reaching hard working laborers, business leaders, and Hollywood movie stars. Readers are provided a community newspaper that reports the news honestly and gives its readers the opportunity to voice their opinions and/or concerns.

Sex

Male.....49.5%
Female.....50.5%

Age

Average Age37
16-249%
25-4429%
45-64.....27%
65+14%

Income

Average HHI.....\$135,714
\$100,000+.....41.59%
\$150,000+.....28.65%
\$250,000+.....16.99%
\$500,000+10.21%

Education Levels

Associate Degree.....4.9%
Bachelor's Degree.....29.7%
Graduate/Professional Degree.....24.8%
Bachelor's Degree or Higher.....54.5%

DECLARATION OF PRINCIPLES

- 1.) To provide a community newspaper that tells the news honestly without any political agenda, slant, or spin.
- 2.) To allow commentary writers the freedom to express their opinions and views without interruption, censorship, or persuasion.
- 3.) To provide members of the community (rich or poor) with the truth and a place to voice their concerns.
- 4.) To abstain from printing anything demeaning or potentially harmful to any living being.
- 5.) To maintain the highest level of journalistic integrity.