LOCAL NEWS YOU CAN USE

Who We Are
Award-Winning, Multi-Channel, Hyper-Local Community Media Brands

Through our unique voice and best-in-class journalism, PFM has re-invented the way community media engage readers through its cutting-edge design, unique editorial approach and hyper-local focus.

Our brands have created the largest, most engaged community of readers and consumers in South Orange County.
## Scale & Multi-Platform

<table>
<thead>
<tr>
<th></th>
<th>Total Group Audience</th>
<th>Weekly Print Audience</th>
<th>Weekly Social Audience</th>
<th>Weekly Newsletter Audience</th>
<th>Weekly Digital Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>125,000</td>
<td>76,000</td>
<td>30,875</td>
<td>4,400</td>
<td>13,724</td>
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</tbody>
</table>
Our Audience

Print

Median Age
42

Male
35%

Female
65%

HHI
$85,500

College Educated
42%

Digital

Median Age
45-54

Male
47%

Female
53%

Source: Cities of San Clemente, San Juan Capistrano and Dana Point
San Clemente Times
• 78%: Readers Who Buy From a Local Shop Because of an Ad or Article
• 41% Print and 31% Online: Readers Who Prefer Print vs. Online
• 42%: Two Readers in Each Household

Dana Point Times
• 80.5%: Readers Who Buy From a Local Shop Because of an Ad or Article
• 32% Print, 38.6% Online, 29% Both: Readers Who Prefer Print vs. Online
• 43%: One Reader in Each Household

The Capistrano Dispatch
• 76.8%: Readers Who Buy From a Local Shop Because of an Ad or Article
• 33.3% Print, 41.4% Online, 25% Both: Readers Who Prefer Print vs. Online
• 53%: One Reader in Each Household
Marketing Solutions

We know South Orange County and the dynamic, engaged communities of San Clemente, Capistrano Beach, Dana Point, Monarch Beach, San Juan Capistrano and Rancho Mission Viejo better than anyone else.

Through our multiple content distribution platforms, our products provide marketers effective ways to market their message and connect with consumers.

- Newspapers
- Newsletters
- Websites
- Video
- Social Media
- Database Marketing

PFM’s Special Sections (print, digital, social) offer uniquely targeted opportunities:

- Real Estate
- Annual “Best of” Reader Poll Awards
- Go See Do (Entertainment Guide)
- High School Football Previews
- Aging Well
- Summer Camp Guide

And many more throughout the year
Content Distribution

For both original and branded content, we implement a social-first distribution strategy that ensures viewership and engagement, creating an emotional connection between our audience and your brand message.
Case Studies and Testimonials

At PFM, we pride ourselves on helping our marketing partners tailor effective programs that drive ROI (Return on Investment).

Here’s what some of our partners have said about the success they’ve had with PFM:

“I reviewed the response from the ads in the SC Times, and they were the best I’ve had from any advertising.”
—Denise O’ Donnell, Owner, Three Dog Bakery

“I have a business in San Juan and the Dispatch is my “go-to” for great local coverage. A lot of these local news websites are clunky and there is a lot of disruptive advertising. I appreciate the new format of the website and wanted to say thanks. A lot fits on the page and the navigation is very intuitive. Continued success!”
—Lyndon Golin, Regency Theatre President

“I was working as inspector at one of the polling places here in town and five different people came up to me and said they see my face in the paper every Thursday! It made my day! I have also been told by clients that if they lose my information, they can always get it out of the paper on Thursday! I don’t know how to say it, but I love SC TIMES!
—Richelle Redivo, Realtor

Our partnership with the DP Times has been critical in helping the Dana Point Marina Inn get the word out to our most important clients... Our local community. We pride ourselves in creating a hotel where our guests feel comfortable and relaxed. Whether you need a place to house a relative, doing a remodel project, or just need a stay-cation, our guests know they are going to get a hotel with a great location at a reasonable price. The DP Times has helped us project this message loud and clear. Thank you for always being there for us!
—Tony Kaspar, Dana Point Marina Inn
Let us help you reach one of California’s most desireable markets: South Orange County

Contact Laura Gaffney today.
949.388.7700, ext. 103 or lgaffney@picketfencemedia.com