When it comes to South Orange County, we’ve got you covered.

It’s our mission to entertain, inform and inspire the residents of San Clemente, Dana Point, San Juan Capistrano and Rancho Mission Viejo by providing the most important and trusted source of community news, information and entertainment for more than 150,000 residents and visitors in the tri-cities area.

SAN CLEMENTE TIMES
Publishes: Every Thursday Coverage Area: San Clemente, Talega Distribution: 16,500 total; 14,500 homes, 2,000 at news racks and key locations Readership: 42,000
READER DEMOGRAPHICS *
Median Age: 39
Median Family Income: $87,000
Median Home Value: $605,000
College Graduate: 45%

DANA POINT TIMES
Publishes: Every Friday Coverage Area: Dana Point, Monarch Beach, Capistrano Beach Distribution: 9,000 total; 8,000 homes, 1,000 at news racks and key locations Readership: 21,000
READER DEMOGRAPHICS *
Median Age: 43
Median Family Income: $92,000
Median Home Value: $775,000
College Graduate: 44%

THE CAPISTRANO DISPATCH
Publishes: Second and Fourth Friday Coverage Area: San Juan Capistrano, Rancho Mission Viejo Distribution: 14,500 total; 12,700 homes, 1,800 news racks and key locations Readership: 24,000
READER DEMOGRAPHICS *
Median Age: 43
Median Family Income: $76,000
Median Home Value: $650,000
College Graduate: 36%

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Engaged Readership = Advertising Results + ROI

82% of our readers made a purchase or visited an advertiser after seeing the ad in a PFM paper/online/social
72% of our readers attended a local event after seeing the ad or story in a PFM paper/online/social
78% of our readers consider PFM’s paper/online/social as their primary source for local news
65% of our readers recall an ad they saw in a PFM paper/online/social
58% of our readers clicked on a digital ad they saw on PFM online/social