



Los Angeles Times **FESTIVAL OF BOOKS**

UNIVERSITY OF SOUTHERN CALIFORNIA

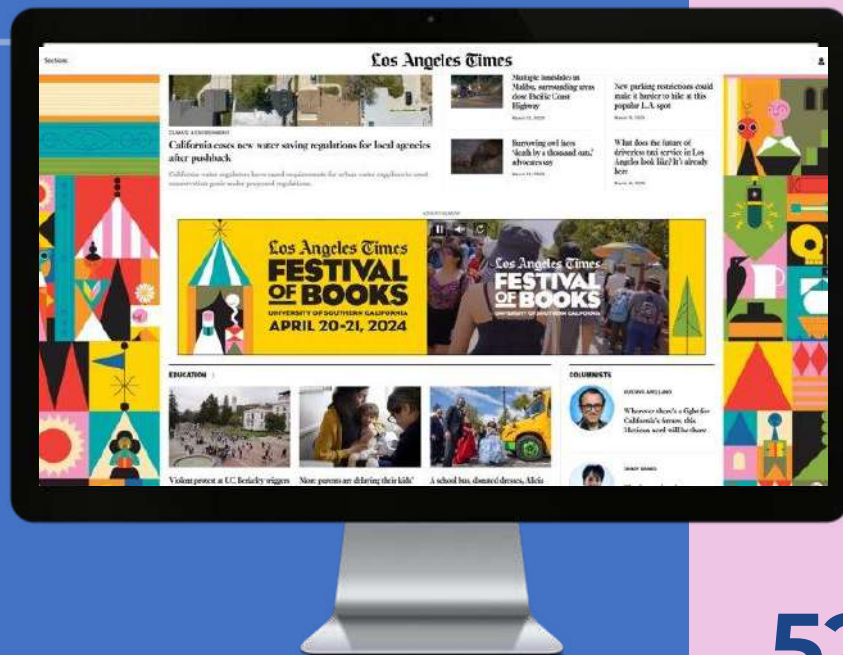
APRIL 26-27, 2025

30th ANNIVERSARY



The *leading* cultural voice

L.A. Times is the #1 media source in the West.



BOOKS AT L.A. TIMES

21 million literary enthusiasts and shoppers

8 million regularly read for pleasure

5 million spent \$100+ on books in the last 6 months

4.9 million frequently advise others on books

Duplication exists within monthly digital visitors total as various sources have been utilized.

Source: Comscore Audience Profile, LATimes.com, March 2024.

52

Pulitzer Prizes

+50MM

Readers across our platforms

Most Diverse Newsroom

Among major U.S. newsrooms



WATCH THE 2024 FESTIVAL OF BOOKS SIZZLE REEL

The *largest* *literary* *event* in the nation.

Festival of Books will return April 26-27, 2025, for its 30th year, bringing together the world's best authors, filmmakers, actors, poets, and musicians for one special weekend to celebrate storytelling.



159,000 book fans in attendance
Book fans from L.A. and beyond come to enjoy exciting book talks and events, 100s of exhibits, live music, food and more. The festival is free and open to the public

500+ writers & performers each year
We've hosted Shonda Rhimes, Stan Lee, Betty White, Octavia Spencer, Kerry Washington, Malcolm Gladwell, John Green, Idina Menzel, Meghan Trainor and more.



Celebrity Headliners



Kerry Washington



Ariana Madix



Tiffany Haddish



Sophia Bush



Octavia Spencer



Lauren Graham



George Stephanopoulos



Jeezy



Henry Winkler



Ed Begley Jr.



RuPaul



John Green



Tiffani Thiessen



Tamron Hall

AUTHORS | ACTORS | CHEFS | MUSICIANS | POETS | POLITICIANS

134
OUTDOOR
EVENTS & PANELS



120
INDOOR
EVENTS &
PANELS



254+
PERFORMANCES,
INTERVIEWS & BOOK
SIGNINGS



317
EXHIBITORS



600
AUTHORS



900
VOLUNTEERS



155,000+
ATTENDEES



FREE
TO ATTEND

LIVESTREAM

91,810
VIEWS

Across Latimes.com and Twitter

8

INDOOR EVENTS
livestreamed

8

OUTDOOR EVENTS
livestreamed

Festival of Books livestreamed select events and panels this year on Latimes.com. Sponsors received on screen branding and :30 second commercials within the live broadcast.





CONNECT WITH DIVERSE ANGELENOS

All Walks of Life

Families & kids, singles, grandparents, college students

74% female, **19%** male,

21% Gen-Z, **41%** Millennials, **11%** Gen-X, **22%** Boomers, **3%** Silent Generation

Loyal Attendees

60% are returning festivalgoers

Most found the festival through social media or word-of-mouth

Engaged book enthusiasts

Big Spenders

Most attendees spend **\$50 - \$150+** onsite

46% of households earn **\$100K+**

Educated

Most have completed a Bachelor's Degree

36% have completed a Graduate degree

Multicultural

L.A. Times en Español bilingual programming

27% Latino, **19%** Asian/Pacific Islander, **6%** Black/African American, **.07%** Native American

Source: 2024 Festival of Books Attendee Survey Results



PARTNERSHIP BENEFITS

Benefits

- Promo use of event branding
- Programming
- Tickets / Exclusive Access
- Activation Area(s) / Footprint(s)
- Display / Sample / Sell product or services
- Gifting to talent and/or VIPs
- Geo Targeting Event Attendees

Brand Integration

- Event Signage
- Official Event Merchandise
- Digital and/or Print Advertising
- Email Marketing
- LA Times Official Social Media
- Website
- Communication with LAT Subscribers and Guests of the Event

****Custom Package Available***



MARKETING MUSCLE

Festival of Books sponsors get logo inclusion in promotional marketing, garnering millions of impressions.

**#1 NEWS
SOURCE
IN THE WEST**

**1.8B+
IMPRESSIONS**

**\$14.3MM
VALUE**

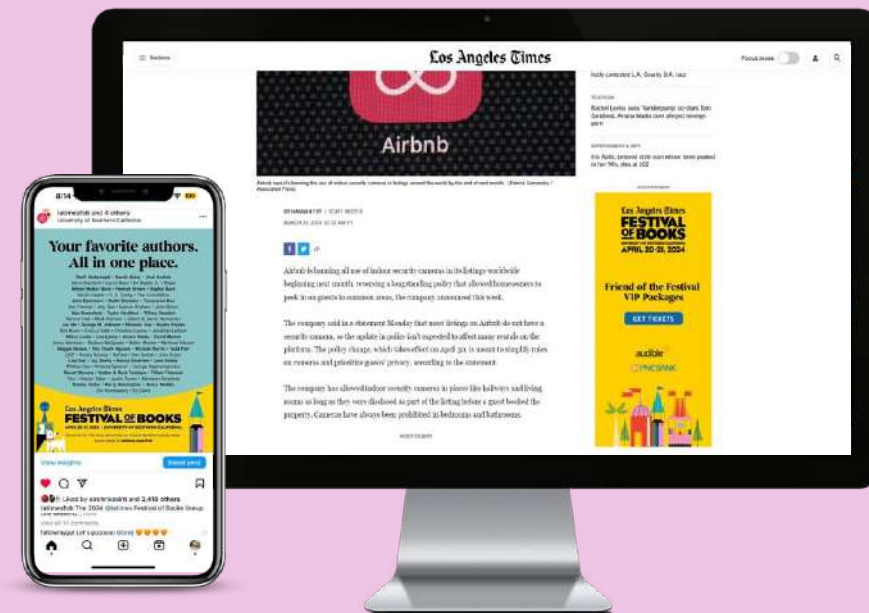
SOCIAL MEDIA
4.7MM impressions, plus
visibility from celebs + guests

EMAIL
9.1MM email impressions,
average open rate of 33%

PRESS COVERAGE
1.8B+ media impressions from
L.A. Times & other major
outlets

PRINT & DIGITAL
44.5MM+ impressions through
L.A. Times promo ads

Source: 2024 Festival of Books Marketing Results.



ORGANIC MEDIA COVERAGE

The 2024 festival was covered by over 200 media outlets, garnering over 1.8B impressions worth over \$13.4MM.

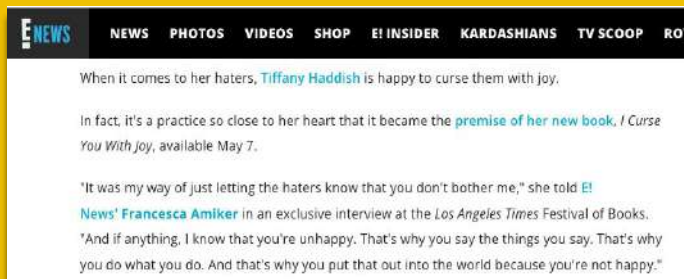
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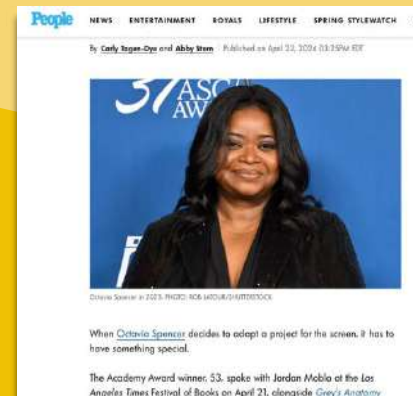
4 LOS ANGELES



E! NEWS



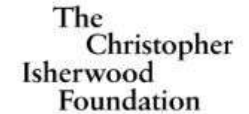
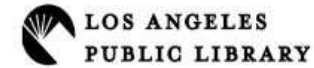
People



KCAL NEWS CBS NEWS LOS ANGELES



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Honoring 2025's Best Books & Authors

For 45 years, L.A. Times *Book Prizes* have sought to discover new voices and celebrate the highest quality of writing across the spectrum of book publishing.

SPONSOR AN AWARD

Align your brand with a prestigious award and receive custom partnership benefits such as on-site activations, brand integrations, marketing promo, panel slots and more.

**Not available for sponsorship*

Explore the Award Categories

Biography

Young Adult Literature

Current Interest

*The Art Seidenbaum Award
for First Fiction*

Fiction

Graphic Novel / Comics

*Achievement in Audiobook
Production presented
by Audible**

History

Innovator's Award

*Christopher Isherwood
Prize**

Mystery / Thriller

Poetry

*Ray Bradbury Prize**

Science & Technology

*Robert Kirsch Award**



WE HOPE TO
SEE YOU THERE!

