

# 2017 MEDIA KIT



**Newsday**





# DELIVERING AN EXCLUSIVE AUDIENCE OF LOYAL READERS

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For over 75 years, local businesses as well as nationally recognized brands have turned to a single source to market their products and services to the affluent Long Island, New York market—Newsday. Today, Newsday has evolved into more than a newspaper, engaging its audience 24/7 and on the platforms of their choice: print, digital, data and experiential marketing. Newsday offers unparalleled coverage with a **1.2 million weekly audience**, reaching nearly half of all households on Long Island. Newsday has been honored with 19 Pulitzer Prizes for award-winning journalism and unsurpassed coverage of national, international and local news stories.

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# The Market

## An island with big buying power

The largest island in the contiguous United States, Long Island is home to nearly 3 million residents and some of the most affluent areas in the country. According to Forbes magazine, more than 25 of the nation's wealthiest zip codes are located on Long Island and in New York City. Considered one of America's largest gateways, Long Island boasts America's busiest commuter railroad, 3 commercial airports, 9 bridges, 13 tunnels and ferry services to surrounding states. The Island plays a prominent role in American business, with growing workforces in health and education, technology and manufacturing, business services and hospitality. Long Island is also the headquarters of some of America's best known publicly traded companies.

### If Long Island were its own DMA, it would rank #1 for:\*

<b>Median Household Income</b>	<b>\$96,940</b>
<b>Consumer Expenditures Per Household</b>	<b>\$51,470</b>
<b>Retail Store Sales Per Household</b>	<b>\$25,934</b>

Source: Claritas, 2017. \*Among the nation's top DMAs based on population.

# No One Reaches Long Island Adults Like Newsday

## Weekly Cume Newspaper Readership Nassau & Suffolk Counties

<b>Newsday</b>	1,082,821
DAILY@NEWS	259,591
NEW YORK POST	316,805
The New York Times	258,228

Source: Scarborough NY, 2016 (Release 2), Base: Nassau & Suffolk Counties

## Daily Long Island Circulation—Print Only

<b>Newsday</b>	216,514
DAILY@NEWS	30,257
NEW YORK POST	32,179

Source: AAM Audit Report, 12 Months Ending September 2015

## Sunday Long Island Circulation—Print Only

<b>Newsday</b>	254,401
DAILY@NEWS	36,269
NEW YORK POST	26,507

Source: AAM Audit Report, 12 Months Ending September 2015



**90%**  
HOME DELIVERY  
SUBSCRIBERS



# Our Audience

## Newsday Print/Digital Weekly Audience

### Gender

Men	48%
Women	52%

### Age

Adults 18–34	20%
Adults 35–49	19%
Adults 50+	62%
Median Age (years among 18+)	54

### Marital Status

Married	61%
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### Level of Education

College Educated	65%
College Graduate	35%
Any Post Graduate	19%

### Occupational Summaries *(among employed)*

White Collar	45%
Blue Collar	17%
Management, Business & Financial Operations	15%
Professional & Related Occupations	18%

### Household Income

\$50,000+	75%
\$75,000+	59%
\$100,000+	45%
Median HH Income	\$91,090

### Household Composition

Children in Household	28%
Own Residence	75%
Median Market Value of Owned Home	\$429,828



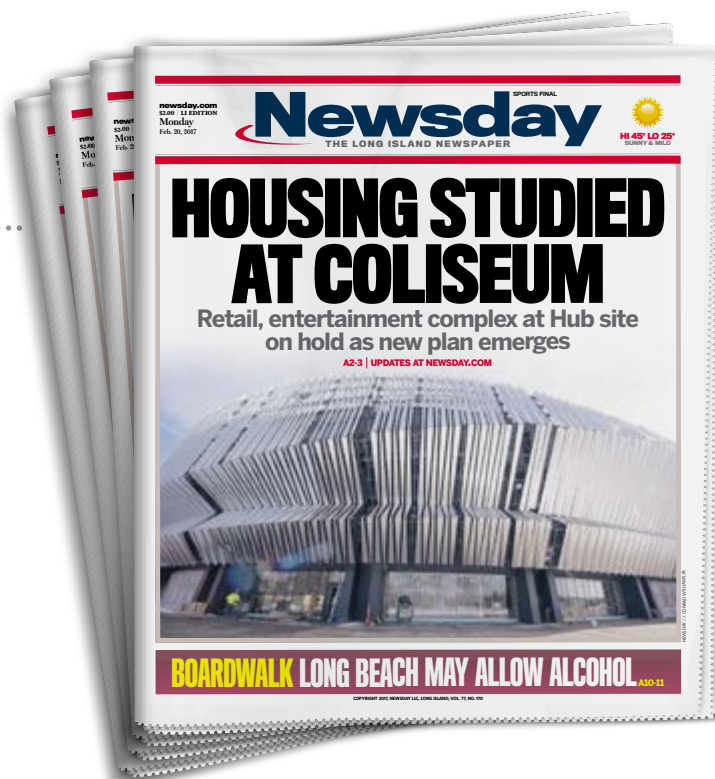
## Print

### Newspaper

Newsday is one of the biggest and best-known brands on Long Island. For more than 75 years, our print publication has been the newspaper of choice for over 1 million readers each week.

- 19 Pulitzer Prizes for award-winning journalism
- Reaches nearly half of all Long Island adults
- 90% home delivery subscribers
- 7 zones for targeted delivery
- More weekly average readership than any New York daily

Scarborough NY 2016 (Release 2); AAM Audit Report, 12 months ending 9/30/15



### Themed Sections

Each day, Newsday offers topical content of interest to Long Islanders. Covering home, family, business and entertainment, Newsday themed sections help Long Islanders live their best lives.

- **exploreLI**—Daily
- **LI Business**—Daily
- **Health**—Tuesday
- **LI Home**—Friday
- **Kidsday**—Saturday
- **exploreFUN**—Saturday
- **LI Life**—Sunday
- **FanFare Arts & Travel**—Sunday
- **Act2**—Sunday



# Classified

Newsday acts as a powerful conduit between buyers and sellers with our three interactive marketplaces:

## Homes

NewsdayHomes offers can't miss curb appeal and encourages user engagement with a dynamic advertising environment.

- Connects consumers to local content, commerce and communities
- NewsdayHomes appears in print and digital
- Reach active and local home buyers
- Special real estate print sections every Friday and regional sections every Sunday



## Automotive

NewsdayCars targets car buyers with response-generating cross-platform automotive marketing programs.

- NewsdayCars.com features search technology that drives qualified buyers directly into your showroom
- Print and digital opportunities for automotive advertisers
- Special automotive print sections 2x per week



## Recruitment

NewsdayJobs is now powered by Real-Time Job Matching Technology™, the largest recruitment network in North America. NewsdayJobs in both print and digital reaches your most qualified candidates.

- Connects employers and job seekers across thousands of websites
- Get up to 5x the qualified response with optimized performance
- Special recruitment print section every Sunday
- Bi-annual (Spring & Fall) Career Fair at Newsday Headquarters



## Niche Publications

Newsday offers a variety of topical and themed content across a diversity of special interest sections and sites:

### HometownShopper

- Full-color, full tab publication to all LI homes
- Includes major supermarket and drug store circulars
- Nearly 1 million circulation delivered weekly
- 79 local editions, 200 sub-zones for hyper targeting

### FunBook

- Directory of what to do and where to go in and around Long Island
- Distributed to home subscribers in Nassau and Suffolk counties
- Perfect-bound directory format
- 2x per year (Summer & Fall)

### LuxuryLiving

- Delivered direct to high income households in Nassau and Suffolk counties
- Drop shipments to high-income locations across Long Island
- Perfect-bound magazine format
- 4x per year

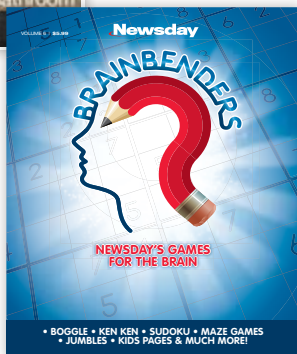
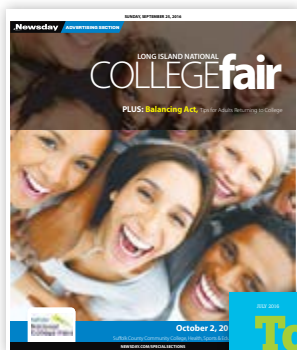
### Weddingstyle

- Local bridal guide
- Home and single copy delivery in Nassau, Suffolk, and Queens
- 2x per year tied to engagement and wedding season

### What's Happening on Long Island

- Delivered to Newsday Sunday subscribers
- Long shelf life for long-term results
- 8x per year





### Colleges/Education

- Deliver your message to college-bound, transfer, graduate and professional studies students
- Topped in Nassau/Suffolk home delivery copies; inserted in newsstand and Queens copies
- 8 full color themed sections per year

### HealthLink/Top Doctors

- Reach Health & Wellness Enthusiasts with 8 themed sections per year; full run distribution
- Annual Top Doctors magazine features over 800 listings and delivers to home subscribers

### Long Island at Home

- Full color special pull-out section, 2x per year
- Matching advertorial with full and half page ads
- Full run distribution in Nassau and Suffolk counties

### Brain Benders

- Delivers monthly to 30k opt-in subscribers
- Special 64 page premium edition 2x per year delivered to all home subscribers
- Puzzles and games for all age and skill levels

### Unique Print Opportunities

- Variety of direct-to-home print materials
- Total market coverage or key saturation by date/area
- Polybagged print and deliver for FSIs, circulars, product samples, and other inserts
- Coverwraps, cover stickers, outer hang tags, and toppers
- Supplied or Newsday Media Group-created



Comps are for representational purposes only.

## Digital



### Newsday.com and Newsday App

Newsday.com is Long Island's trusted source for news and information with exciting interactive features and extensions.

- **141.1 million** monthly page views<sup>1</sup>
- **4.4 million** monthly unique visitors<sup>2</sup>
- **Over 152,000** monthly unique app users<sup>1</sup>

Source: 1. Adobe Omniture February 2017; 2. ComScore February 2017

### Newsday e-Edition

Newsday's replica generates over **188,000** Uniques and **30 million** page views monthly. Advertising opportunities include:

- Targeted strip ad placements including front cover, under advertiser ROP ad, and/or section front\*
- Hot Links & Hot Spots—Clickable ads to your website, photo gallery, videos and/or e-commerce products
- Cover sticky note translated to leaderboard

\* Strip ad under Advertiser ROP ad available for full and half page ads only. Client to supply ads with embedded hot links; up to 5 hot links.

Source: Adobe Omniture February 2017



Layout and design elements are subject to change.

### Brand360 Custom Content Studio

- Fully customized branded messaging in the form of articles, photo listicles and/or video galleries, featuring links to your site
- Home page and section front headlines and display ads drive users to your content
- Targeted, social media amplification campaign to encourage sharing

### Newsday App for Apple TV®

- The Newsday TV app delivers dynamic multimedia content on Apple TV 4 and features the latest news, sports, food, entertainment and lifestyle videos 24/7
- Marketers may take advantage of this preferred viewing mode with branded content themed to specific areas of interest



### Newsday Sports App

- Seasonal excitement of professional team and high school sports with hyper-local fandomonium in a totally customizable app

### Newsletters & Alerts

- Topical and timely
- Newsletters:
  - Newsday Now
  - Breaking News Alerts
  - Daily Business
  - Sports Now
  - Homes
  - Family
  - The 1600—Politics
  - Best Bets
  - Feed Me
  - High School Sports
  - Long Island Community
  - The Point
  - Travel
  - Entertainment
  - Weather Alerts



### AdMail

- Direct-to-device communication to opt-in subscribers
- Dedicated and multi-brand eblasts may contain live links and downloadable coupons
- Target demographically and geographically

## Newsday Connect

- Full service website development & Internet marketing solutions for small businesses
- Strategies to increase web presence, expand customer base and drive revenue
- Search engine optimization brings website to the top of Google, Yahoo and Bing searches
- Social Media Manager packages take the hassle out of social media by managing and monitoring a complete Facebook/Instagram program



## Data/Custom Targeting

### Data management platform

- First-Party Data
  - On-site Proprietary Data
  - Site/Section Visitors
  - Social Sharers
  - On-site Searchers
  - Subscribers
- Third-Party Data
  - Search Behaviors
  - Browsing History
  - Offline Purchases
  - Demographics
  - Interest/Intent

## Programmatic Direct

- Scalable, automated solutions that optimize budgets
- Regional and hyper-local
- Private Marketplace (PMP)



# Marketing Services

From total market coverage to pinpoint targeting, we can customize the perfect product mix for your marketing goals and budget.

Our direct marketing portfolio not only provides the reach of Long Island's leading newspaper, but also delivers your message through an array of powerful, targeted media outlets, including amNewYork and print & deliver. These diverse vehicles ensure that both national and local advertisers reach their best prospects, consumers that are not only interested in their products and services, but who are also more likely to make purchases.



## Event and Experiential Marketing

As an important part of the local community, Newsday Media Group hosts a variety of signature events throughout the year. These live consumer events are available for sponsorship and often include a charitable element as part of Newsday's commitment to give back to the communities we serve. In addition, Newsday Media Group creates custom events for trade and consumers, each designed to create awareness, convey information and stimulate response for our sponsors.

### 2017 Outdoor Events

Held at Newsday's Long Island corporate headquarters, our calendar of outdoor, family-friendly events provides unique opportunities for one-on-one interaction between sponsors and their best customers.



#### Field of Wheels—Saturday, May 20<sup>th</sup>

The destination car show of the year! Over 11,000 car enthusiasts of all ages are revved up for this day-long festival of automotive excellence.



#### Outdoor Movie Night—Friday, August 4<sup>th</sup>

Spotlight your brand in front of thousands of Long Island families! Featuring a family-friendly movie played on a big screen under the stars.



#### Marching Band Festival—October

This 3-night extravaganza of music, community spirit and family fun celebrates the talent and commitment of Long Island's high school marching bands.



#### Flick & Treat Festival—Saturday, October 14<sup>th</sup>

Bigger, bozier and better than ever! Align your brand with Long Island's most popular family-friendly fall event and meet one-on-one with thousands of receptive customers.





## The Power of Two

### Newsday & amNewYork

Newsday is Long Island's largest print and digital content provider. Together with amNewYork, its urban sister, they offer complete coverage of the most important, most affluent, and most influential seven counties in the NY DMA.

- **1.4 million** combined daily readership<sup>1</sup>
- **5.7 million** monthly unique visitors<sup>2</sup>
- **Less than 5%** duplication between brands<sup>1</sup>

### \$100,000+ HHI Daily Reach

Newsday & amNewYork	<b>473,988</b>
The New York Times	<b>388,636</b>
New York Post	<b>299,968</b>
Daily News	<b>297,054</b>

### Exclusive Readership

Over **887,000** Newsday and amNewYork daily readers are not reached by any other single New York newspaper (Daily News, New York Post or The New York Times)<sup>1</sup>

**87%** Read only Newsday & amNewYork, not The New York Times  
**59%** do not visit NYTimes.com

**82%** Read only Newsday & amNewYork, not the New York Post  
**81%** do not visit NYPost.com

**78%** Read only Newsday & amNewYork, not the Daily News  
**72%** do not visit NYDailyNews.com





# Newsday

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<b>National</b>	T: 631.843.2723
<b>Classified</b>	T: 631.843.3607
<b>Local Retail</b>	T: 631.843.2500
<b>Local Inside Media Sales</b>	T: 631.843.4050
<b>Direct Marketing</b>	T: 631.843.2723
<b>Advertising Special Sections</b>	T: 631.843.2630
<b>Event Marketing</b>	T: 631.843.2907
<b>Newsday Connect</b>	T: 631.843.2200

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