## MISSION STATEMENT

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### NEWSDAY LIVE

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For over 80 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 from a multigenerational newspaper to a multimedia powerhouse – engaging its audience 24/7, 365 across all platforms: digital, video, podcast, mobile, social, experiential events, virtual programs, creative, production and print.

Neighbor, watchdog, small business supporter and local community advocate, Newsday reaches nearly half of all households on Long Island. With over a 1 million weekly audience, Newsday’s multimedia content is internationally recognized and has been honored with 19 Pulitzer Prizes for award-winning journalism and unsurpassed, hyperlocal Long Island news coverage.

The trust that Newsday inspires among consumers extends to our marketing partners, as well. Advertisers in Newsday enjoy the halo effect of being a part of something bigger – the Newsday brand – that’s embedded in the lifestyle, culture and concerns of Long Island. Both residents and businesses rely on us across all our platforms for the best in news and lifestyle information – and for the products and services to live their best lives. That’s why Newsday continually evolves to meet the needs of our advertisers with exciting marketing options – like branded content, video and events – to impact local businesses, engage consumers and drive sales. As a neighbor, as well as an advertising partner, Newsday knows that your success is our success.
An Important Market within the New York Market

Long Island

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. A suburb of New York City, Long Island’s two counties, Nassau and Suffolk, are the most densely populated and second-most populous counties in New York State outside of New York City.

Education is an important part of Long Island life. Over 15 colleges and universities welcome over 100,000 students to LI campuses. High school students often feature prominently as winners of the Intel International Science and Engineering Fair and similar STEM-based academic awards. Cold Spring Harbor Laboratory in the Town of Oyster Bay, the Brookhaven National Laboratory in the Town of Brookhaven, and the Old Westbury campus of New York Institute of Technology are globally prominent life sciences research institutions.

The Island also plays a prominent role in American business, with growing workforces in health and education, technology and manufacturing, business services and hospitality. While ninety percent of the area’s workforce is small business, Long Island is also the headquarters to some of the best-known publicly traded companies.
Our Audience

Newsday Print/Digital Weekly Audience

**Gender**
- Men: 55%
- Women: 45%

**Age**
- Adults 18–34: 24%
- Adults 35–49: 23%
- Adults 50+: 53%
- Median Age (years among 18+): 52

**Marital Status**
- Married: 53%

**Level of Education**
- College Educated: 68%
- College Graduate: 38%
- Any Post Graduate: 19%

**Occupational Summaries (among employed)**
- Employed Full-Time or Part-Time: 61%
- White Collar: 45%
- Blue Collar: 16%*
- Management, Business & Financial Operations: 15%
- Professional & Related Occupations: 15%
- Sales & Office: 14%*

**Household Income**
- $50,000+: 81%
- $75,000+: 70%
- $100,000+: 53%
- Average HH Income: $124,299

**Household Composition**
- Children in Household: 32%
- Own Residence: 72%
- Median Market Value of Owned Home: $609,310

Source: Nielsen Scarborough Research NY 2021 (Release 2). Base: Nassau/Suffolk Adults (n=1,839)

*Relatively Unstable: 36 – 70 Respondents
Newsday brands reach virtually every household on Long Island, wherever they are and whenever they want.

Print
Digital
Video
Experiential
Newspaper

For over 80 years, Newsday has been one of the biggest, best-known and beloved brands on Long Island.

- **19** Pulitzer Prizes for award-winning journalism
- **94%** home delivery subscribers
- **7** regional zones for targeted delivery

AAM Audit Report, 12 months ending 9/30/20.

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**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.

- **LI Business** — Daily
- **exploreLI** — Monday thru Friday
- **Style** — Monday
- **Health** — Tuesday
- **Pets** — Tuesday
- **Tech** — Tuesday
- **FeedMe** — Thursday
- **LI Home** — Friday
- **exploreFUN** — Saturday
- **LI Life** — Sunday
- **fanfare** — Sunday
- **Act2** — Sunday
Preprints

Preprints and coupons are a great way to attract new customers, stimulate trial and increase sales. At Newsday, we are committed to delivering valuable preprints to our readers, while also delivering valuable solutions that protect the integrity of our partners’ products.

- Print and deliver a variety of direct-to-home print materials
- Total market coverage or key saturation by date/area
- Targeted distribution of circulars, catalogs, product samples, and other inserts (within postal regulation guidelines)

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
Niche Publications

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

**Feed Me**—4x per year

- Newsday’s magazine for Long Island food lovers
- Print companion to the Newsday.com Feed Me channel
- Perfect-bound, glossy publication

**HealthLink/Top Doctors**—9x per year

- 8 themed health and wellness sections annually
- Full-run distribution
- Annual Top Doctors magazine features over 900 listings and delivers to home subscribers

**Living Well**—2x per year

- Targeted content focused on 50+ adults, their families and caregivers
- Features informative and entertaining articles to plan and enjoy an active life
- Multi-page advertising section

**Colleges/Education**—16x per year

- Full-Run Distribution (except College Guide)
- College Guide delivered to educational institutions
NEWSDAY
WHAT WE OFFER

**FunBook**—2x per year (Summer & Fall)

- Directory of what to do and where to go in and around Long Island
- Distributed to home subscribers in Nassau, Suffolk & Queens counties
- Perfect-bound directory format

**Eat Shop Live**—8x per year

- Special section devoted to what’s happening on Long Island
- Delivered within Newsday’s popular LI Life (Sunday distribution)

**Long Island at Home**—2x per year

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

**Brain Benders**

- Delivered monthly to over 49,000 opt-in subscribers
- Special 64-page premium edition delivered to home subscribers
- Puzzles and games for all age and skill levels

**Down the Aisle**

- Informative guide for brides & grooms and their families
- Strategically-timed distribution during the prime engagement season (December thru Valentine’s Day)
- Content features venues, entertainment, formal wear, jewelry, travel, real estate, home improvement and more
Hometown Shopper

Hometown Shopper & HometownShopperLI.com

Long Island’s only 100% full-color, full-tab weekly publication delivered to virtually all Long Island homes.

Where Commerce Meets Community

• Full-color, full-tab publication to virtually all LI Homes
• Includes major supermarket and drug store circulars
• Nearly 1 million circulation delivered weekly
• 78 editions for hyperlocal targeting

Source: AAM Audit Report, 12 months ending 9/30/20.

Hometown Shopper Social Media Groups

• Facebook and Instagram groups that highlight Long Island businesses

Hometown Shopper Downloadable Paper

• All 78 e-Editions available online weekly
• Links to Hometown Shopper social platforms
Digital

**Newsday.com**

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

- **59.5 million** average monthly page views
- **3.7 million** average monthly unique visitors
- **96,322** average monthly unique app users
- **82%** of overall digital traffic comes from mobile devices

Source: Adobe Analytics, Q4 2021

**Newsday Display Advertising**

- High-profile, premium ad positions
- In-banner video
- Over 80% viewability

Source: Adobe Analytics, Q4 2021

**Programmatic Direct**

- Scalable, automated solutions that optimize budgets
- Regional and hyperlocal
- Private Marketplace
Newsday Downloadable Paper

Newsday’s e-Edition generates over 96,000 average uniques and 42.8 million average page views monthly. Advertising opportunities include:

- Front Cover Adjacency—Full-page ad unit commands immediate attention
- 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

* Some limitations to the Front Cover Adjacency ad unit apply. Ask your Newsday Sales Representative for details. 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 Analytics, Q4 2021

Newsday TV

- Newsday TV delivers dynamic multimedia content, including news, sports, food, entertainment, documentaries and lifestyle videos 24/7
- Marketers may take advantage of this preferred viewing mode with branded content themed to specific areas of interest

Newsletters & Alerts

- Topical and timely

- Newsletters:
  - NewsdayTV
  - Morning Update
  - Afternoon Update
  - Best Bets
  - Breaking News Alerts
  - The Classroom
  - Community Newsletter
  - Coronavirus: Tracking LI’s Recovery
  - Daily Business
  - Entertainment
  - Holiday Happenings
  - Faces of Long Island
  - FeedMe
  - Family
  - High School Sports
  - In Memoriam
  - Nassau News This Week
  - Newsday Live Events
  - Offers and Discounts
  - The Point
  - Points East
  - Real Estate
  - Sports Now
  - Suffolk News This Week
Email Marketing

- Targeted Email Marketing campaigns to get your business’s email in the inbox’s of your ideal audience
- Engage your best prospects and generate leads, drive traffic and stimulate sales
- Reach the right consumer with audience targeting: Geo-targeting, demo-targeting, special interest, or category
- Amplify your email marketing program with social media ads and display re-targeting

Newday Reach Audience Extension Campaigns

- Target by demographics, behavior, interest, intent
- Contextual (Content) Targeting
- Geo-Fencing/Geo-Recency Targeting
- Re-Targeting
- Keyword Targeting
- Over-The-Top (OTT)/Connected TV (CTV)
- Streaming Audio

Digital Marketing Services

- Customized website development and protected website server hosting, with monthly maintenance and support
- Strategies to increase web presence, generate leads and drive revenue
- Search Engine Optimization (SEO) campaigns to increase first page, organic rankings on Google, Bing & Yahoo
- Search Engine Marketing (SEM) and Manage Pay-Per-Click (PPC) ads on Google & Bing to generate immediate leads
- Targeted, Social Media Marketing campaign options to get in front of your specific audience, on Facebook, Instagram and other social media platforms
- Reputation Management monitors your business’s online reputation to ensure that you’re informed of reviews left about your business and that your business’s local listing are claimed and accurate
**Newsday Brand360**

Brand360, Newsday’s branded content studio, offers clients and their agencies strategic marketing programs that leverage the strength of the Newsday brands, as well as our full portfolio of cross-platform products. Our turnkey opportunities are custom-designed to meet each marketer’s individual objectives and deliver measurable results. By lending partners the equity and influence of our brands, we enable them to acquire and build stronger, more meaningful relationships with existing, and altogether new, customers.

**Video**

Newsday Brand360 makes it easy to successfully showcase local businesses using talking head interviews/testimonials, product demonstrations, facility tours, short tutorials and more.

- Custom professional video production on location or in studio
- Video embedded in Brand360 article page
- Display and headline links on Newsday.com drive users to custom content
- Comprehensive promotion driving to creative, along with robust social media campaign

**Print**

Brand360 in print offers content-rich vehicles designed to create impact, build relationships, communicate the unique value of a brand, product or service, and inspire target audiences in support of your strategic goals.

- Custom Magazines – 12-48 pages
- Special Sections – 2-12 Pages
- High-Impact Units – 4-page Pop-Ups and Coverwraps
- Contests and Sweepstakes

**Digital**

Branded content is an effective way to capture digital consumers’ attention in authentic and organic ways. Brand360 offers a variety of interactive formats to engage target audiences.

- Articles
- Photo Galleries and Listicles
- Video Productions
- Contests and Sweepstakes
Newsday Productions

With new state-of-the-art equipment, Newsday Productions offers a range of staging and equipment options that ensures the success of every type of multi-media project – from studio to live audience, creative through post-production, streaming video and live events. Facility spaces are utilized by Newsday LIVE and may be rented independently, or multiple spaces may be used per project depending on need and goals.

Studio II Immersive Audience Space

• Built for corporate meetings, intimate performances, small conferences, corporate events – or for any need where a presentation should feel more like an experience
• 2,605 square foot, 186-seat multimedia theater space boasts 5.1 Surround Sound
• Four robotic cameras and a fully customizable lighting grid
• Multiple in-studio digital screens for customizable display and a massive 9’ X 32’ stage screen
• Dedicated control room
• Events may be live, virtual and/or live streamed

High Fidelity Podcast Booth

• Our podcast facilities make it easy for businesses to take advantage of the demand for serialized audio
• Soundproof booth equipped for recorded programming
• Expert audio team can impact your efforts with creative services such as writing, voiceover talent and sound effects

Photography Studio

• Our in-house photography studio offers businesses the equipment and expertise to create highly stylized commercial images
• Product shots, portraits and headshots, catalog work, social media, and image libraries for use in digital and print
• 1,500 square foot studio offers multiple shooting zones customized with lighting and backdrops, including green screen
• Team to assist with propping, styling, model selection, hair, make-up, and catering
• Video is also available in the photography studio
• Full-, half- and multi-day shoots
Newday LIVE

Under the Newsday LIVE banner, Newsday hosts a calendar of live & virtual events to educate, inform and entertain both business and consumer audiences. These events also offer opportunities for sponsorship and sampling.

**Business**
- Keeps Long Islanders informed about business trends and forecasts, small business issues and provides support for local entrepreneurs
- Overview of state and local resources and guidelines to help small business owners

**Health**
- Provides up-to-the-minute information on health and wellness, globally and on Long Island
- Interviews with experts in their fields
- Addresses physical, mental, and emotional health issues

**Education**
- Covers timely issues related to education on Long Island – from kindergarten through continuing education
- Topical reports on school safety, distance learning, and funding from both educator and parental perspectives

**NextLI**
- Newsday digital platform for research and social discussion surrounding issues of importance to Long Island consumers and businesses
- Forum for Long Islanders to discuss the future and foster consensus around ways to make the region competitive, affordable and welcoming

**Author Series**
- In-depth conversations with best-seller writers and novelists
- Introduces authors to a wider audience

**Music Series**
- One-on-one interviews and exclusive performances
- Promotes up & coming as well as music legends to the Long Island audience