



2019

# MEDIA KIT

Connect to Consumers  
throughout Connecticut



Rev. 3/25/2019





Our print & online products reach more than a half-million area decision-makers each week.

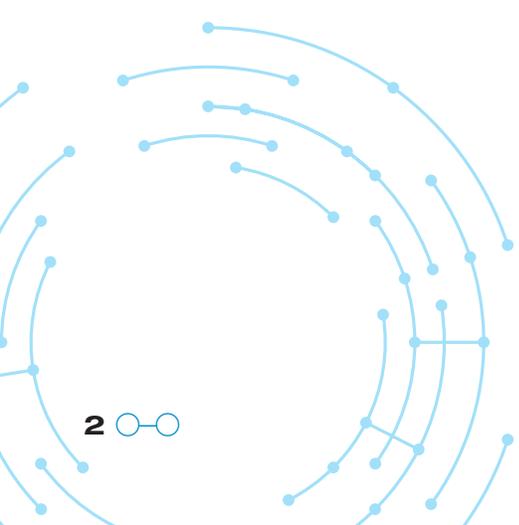
The Hearst Connecticut Media Group is publisher of eight dominant daily newspapers in Connecticut — covering Fairfield, New Haven, Litchfield and Middlesex counties. Our 15 weekly publications provide hyper-local coverage to key towns in our market.

With the largest news gathering team in the state, Hearst's Connecticut news products have a serious journalistic commitment to provide local, watchdog and investigative reporting that impacts the communities they serve.

In addition to its journalistic commitment, Hearst recognizes its responsibility to help its advertising customers grow their businesses by offering the most cost-effective and targeted opportunities to reach new customers.

CONNECTICUT POST  
 GREENWICH  TIME  
*New Haven Register*  
 STAMFORD ADVOCATE  
 THE MIDDLETOWN PRESS  
 THE NEWS-TIMES  
*The Norwalk Hour*  
 THE REGISTER CITIZEN

FAIRFIELD CITIZEN  
 NEW CANAAN ADVERTISER  
 SHELTON  HERALD  
 ShoreLine  Times  
 The DARIEN TIMES  
 DOLPHIN  
 The Foothills Trader  
 THE LITCHFIELD COUNTY TIMES  
 The Milford  Mirror  
 THE RIDGEFIELD  PRESS  
 THE SPECTRUM  
 The Trumbull Times  
 THE WILTON BULLETIN  
 WEST HARTFORD NEWS  
 WESTPORT NEWS



# HEARST

- A national company with a local focus – Our team of media specialists knows our products and our market better than anyone else, and are prepared to deliver innovative solutions for businesses of any size.
- We offer marketing without borders. Our audience delivery capabilities don't stop at our core market; we can bring any message to any customer across the country, from DMA to zip-code level.
- Hearst is one of the nation's largest diversified media, information and services companies with more than 360 businesses. Its major interests include ownership in cable television networks such as A&E, HISTORY, Lifetime and ESPN; global ratings agency Fitch Group; Hearst Health, a group of medical information and services businesses; 31 television stations such as WCVB-TV in Boston and KCRA-TV in Sacramento, Calif., which reach a combined 19 percent of U.S. viewers.

Hearst also includes newspapers such as the Houston Chronicle, San Francisco Chronicle and Albany Times Union, nearly 300 magazines around the world including Cosmopolitan, ELLE, Harper's BAZAAR and Car and Driver; digital services businesses such as iCrossing and KUBRA; and investments in emerging digital and video companies such as Complex Networks, AwesomenessTV, BuzzFeed and Vice.

## Why Hearst?

We're part of one of the largest, most diversified media companies in the world – Hearst's major interests include magazine, newspaper and business publishing, cable networks, television and radio broadcasting, Internet businesses, TV production, newspaper features distribution, business information and real estate.



Small towns,  
waterfront living and  
urban sophistication  
make up a diverse  
and expanding  
market in which to  
do business.

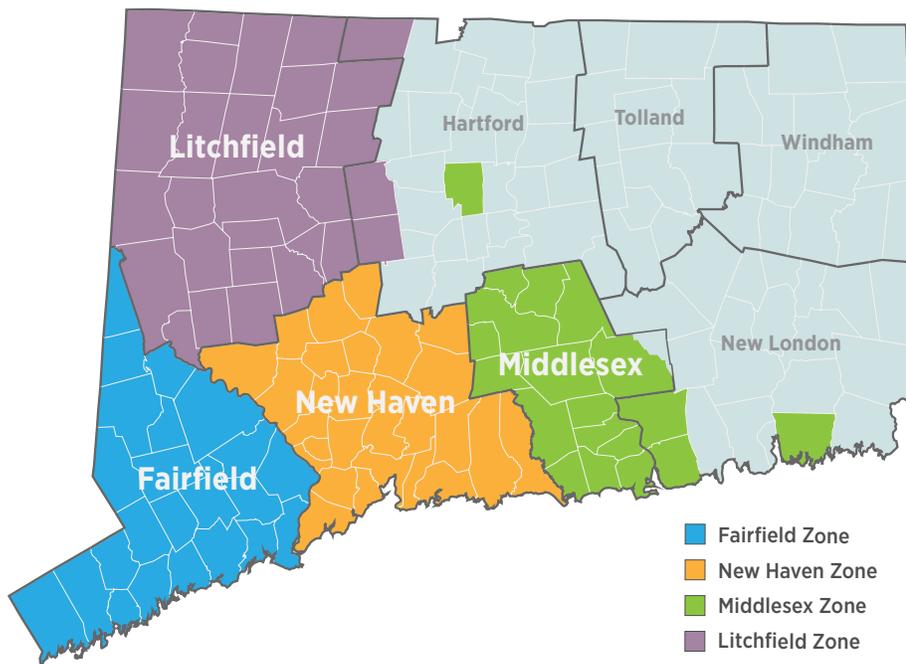
- \$17.3 billion in annual consumer spending.
- Ranked 3rd in the US for advanced (graduate) degrees.
- Per capita personal income #1 in the US (\$70,121), with a median HH income of \$73,433, 27.4% higher than the remainder of the country.
- Home to 19 Fortune 500 companies as well as influential business decision-makers.
- 66.9% of employed adults are in white-collar occupations.

Sources: BEA.gov, US Census, Fortune.com, Point2Homes.com





## CONNECTICUT COVERAGE ZONES



We have Connecticut covered in Fairfield, New Haven, Middlesex and Litchfield Counties

Our print coverage area also includes portions of Westchester and Putnam counties in New York.

# PRINT COVERAGE

Our eight daily and 15 weekly newspapers cover central, southwestern and coastal Connecticut

## Daily Newspapers

CONNECTICUT POST  
GREENWICH TIME  
*New Haven Register*  
STAMFORD ADVOCATE  
THE MIDDLETOWN PRESS  
THE NEWS-TIMES  
*The Norwalk Hour*  
THE REGISTER CITIZEN

## Weekly Newspapers

FAIRFIELD CITIZEN  
NEW CANAAN ADVERTISER  
*SHELTON HERALD*  
*ShoreLineTimes*  
The DARIEN TIMES  
*DOLPHIN*  
*The Foothills Trader*  
THE LITCHFIELD COUNTY TIMES  
*Milford Mirror*  
THE RIDGEFIELD PRESS  
THE SPECTRUM  
The Trumbull Times  
THE WILTON BULLETIN  
WEST HARTFORD NEWS  
WESTPORT NEWS



## Weekly Daily Newspaper Features:



### Sunday Arts & Style

Every Sunday, our arts & style publication will feature the better things in life, from home and fashion to food and films.

Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 158,000+ Sunday readers have household incomes of \$100,000 or more, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Appears in the five Fairfield County dailies only.

Source: 2017 Hearst CMG Circulation/Audience Dept.



### GO— Publishes Thursday

Connecticut's Premier Entertainment Publication

Appears in the five Fairfield County dailies and NHR only.

### Diversions— Publishes Friday

Appears in the five Fairfield County dailies only.



## Additional Print Advertising



Our direct marketing solutions can bring your message to every household in the market, or a targeted selection of your best potential customers. We offer design, print and delivery options to suit every size business and budget, with attractive, high-impact AdNotes, single sheets, menus, booklets and more. Our direct mail program can put custom-designed postcards, self-mailers and letters into the households you're looking to reach.



### (TMC) Shared Mail

Every week, over 640,000 households receive this powerhouse shopping vehicle. It's the vehicle of choice for retailers who want to reach a mass audience. Our TMC products are distributed to the zip code level.

## Newspaper Special Sections



### Best of Summer

From day-trips, long weekends and family getaways to the best summer books, readers look to this annual May publication for creative and fun ideas and ways to best enjoy the precious summer months.



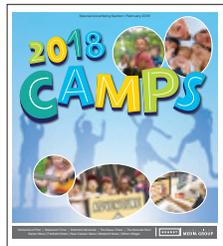
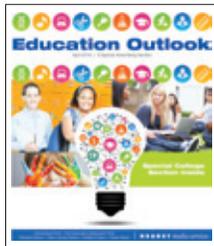
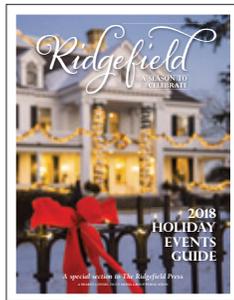
### Staycations

There's a wealth of places to go and things to do right here in Connecticut. Whether it's for an afternoon, day or weekend, Connecticut Staycations will have all the information to keep our readers busy all summer.



### Top 100 Dining & Drinks

Our state has an abundance of eating and drinking establishments, so we help to navigate options and choices with our "100 best," an annual favorite of our readers.



Throughout the year, special sections are timed to coincide with peak advertising periods such as Education Outlook and Back to School.



Our "Best of" sections cater to local market favorites. They include Best of New Haven and Best of The Shoreline.



Top Workplaces is a special publication that seeks to honor and recognize some of the best companies to work for throughout Connecticut.



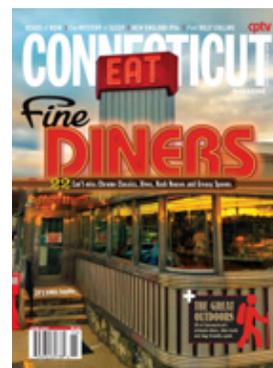
Our Real Estate sections showcase the enviable homes and estates throughout our coverage area, and publish frequently throughout the year.

# MAGAZINES



## CONNECTICUT MAGAZINE

**The primary monthly, glossy authority on shopping, dining, entertainment and travel in Connecticut.**



CONNECTICUT MAGAZINE's average circulation is greater than all local and most national magazines in Connecticut, including *Time*, *Food & Wine*, *Travel & Leisure*, *Architectural Digest* and a whole lot more. No magazine delivers Connecticut better!



## The Connecticut Bride®

[connecticutmag.com/the-connecticut-bride](http://connecticutmag.com/the-connecticut-bride)

**Publishes Twice a Year**

**Sold on 500+ newsstands in Connecticut**

**Targeted Distribution:**

Bridal shops, registries, wedding retailers, advertiser locations, beauty salons and day spas.





# DIGITAL REACH

Our core websites and national partnerships offer unbeatable reach and access.



# DIGITAL REACH



Our eight daily and 15 community sites are together the #1 source for news and information in central, southwestern and coastal Connecticut.

Nov. 2018-Jan 2019 Average	Average Monthly Page Views	Average Monthly Unique Visitors
CTPost.com	9,725,727	1,066,346
NewsTimes.com	5,269,270	491,836
TheHour.com	1,873,033	262,424
StamfordAdvocate.com	4,850,578	524,693
GreenwichTime.com	2,205,219	286,744
NHRegister.com	3,791,939	585,859
MiddletownPress.com	998,422	182,891
RegisterCitizen.com	879,899	174,340
Fairfield Community Weeklies	86,489	225,426
New Haven Community Weeklies	37,177	94,423
CTMagazine.com	196,200	96,352
GameTimeCT.com	1,418,279	155,162
Total traffic*	29,717,753	3,894,982



In partnership with Monster.com, a national employment listings site of over 7 million open positions, we bring local employers together with quality local candidates.



Cars, trucks, SUVs – if it's got four wheels, local buyers can find it here, where they're looking close to home or statewide.



# DIGITAL MARKETING

We offer customized audience solutions for every business, service & institution. Let us help you get found!



## Display Banners

Our core websites generate 26 million page views each month, with over 2 million unique visitors. We offer both standard ad positions and high-profile Rich Media opportunities to bring your message to local consumers.

## Native Advertising: StoryStudio

The StoryStudio's mission is to create content that enriches, empowers, and adds value to the lives of readers. We provide a platform and canvas that connects our business partners with their target audiences, on a personal level, through storytelling.

We offer a turnkey solution with a sophisticated distribution strategy that is centered around creative excellence and hands-on service.



## Connected TV

Connected TV accesses premium, professionally produced content viewed over an internet connection, on a TV. We focus on large screen and long-form unskippable premium content. CTV has the highest video completion

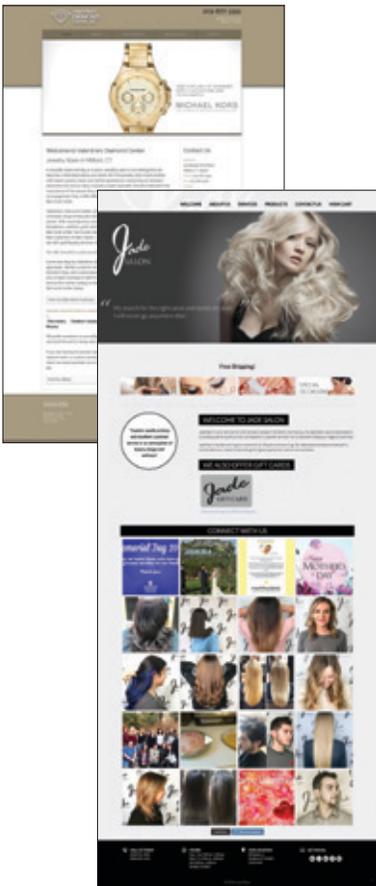
rate of 97% compared to desktop, tablet, & mobile. Access a hard to reach audience like millennials and other cord-cutters!



# DIGITAL MARKETING

## Custom Websites

We can help you transform and optimize your current site or build you a whole responsive new site – multiple levels of service and customization are available.



## Social Media Management (SMM)

We will set up and/or enhance your business presence on popular social networking sites such as Facebook, Twitter, Google+ and LinkedIn. Multiple service levels available.

facebook

LinkedIn



Google+

Pinterest

Instagram

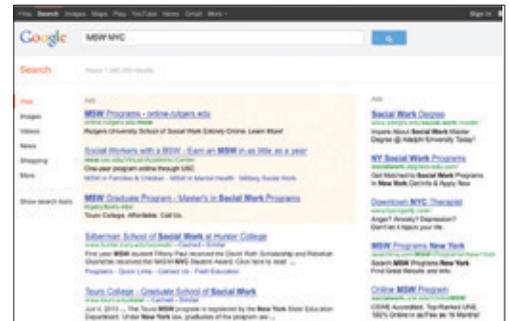


## SEM (Search Engine Marketing)

Have our team of experts manage your SEM to increase your ranking in paid search results on Google, Yahoo & Bing. We will work within your ad budget and pace your campaign to ensure a consistent ad presence.

## Advanced Audience Targeting

We can customize your campaign to just the right audience on a network of over 10,000 national sites, based on geographic, demographic and online search behavior criteria.





# DIGITAL MARKETING

## Email Marketing

Target new customers by geography, interest and demographics, or stay in touch with your current customer database. Detailed reporting allows you to track open rates and click-throughs to your site.



## Reputation Management

First we list you on 40+ different websites, then we collect every review, tweet and online mention of your business. We can pen a response for you or ping you to take action. Either way you can spend time running your business while we look after your reputation.

## Facebook & Instagram Advertising

Let us help you effectively leverage the power of Facebook & Instagram by targeting age, gender, education level and interests. Sponsored posts appear in user's News Feed; banner ads are visible at all times on right-hand side of page.



# DIGITAL MARKETING



## SEO (Search Engine Optimization)

SEO improves your business' presence on "organic" or free search results. Available at several rate levels to suit your needs, all packages include a video and landing page, custom URL and keyword/geographic targeting to enhance your search ranking.

## You Tube

### YouTube/TrueView

We can help you create a YouTube video that will appear in search results in all the major search engines.

THE POWER OF  
**TOWER**

For advertisers who are looking to take their digital marketing to a national or multi-market level, our Tower Digital Agency combines the experience, assets and technology of the Hearst Corporation with creative thinking and superior audience targeting.

For more information, go to [www.towerdigitalagency.com](http://www.towerdigitalagency.com) or call us at 203-218-0325.



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203-330-6238 | [advertise@hearstmediact.com](mailto:advertise@hearstmediact.com)  
[www.hearstmediact.com](http://www.hearstmediact.com)