



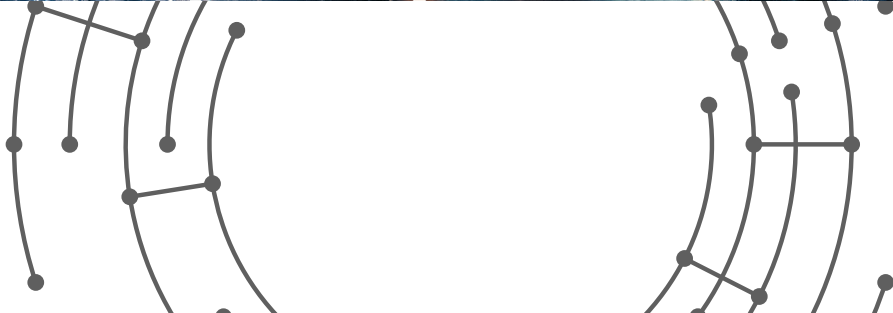
2023

MEDIA KIT

Connect to Consumers
throughout **Connecticut**.



Rev. 1/10/23



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 13 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.



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.



HEARST



"A hallmark of this company has been an ability to embrace change, rarely giving up on anything we are good at."

STEVEN R. SWARTZ
President & CEO, Hearst



Small towns, waterfront living

and urban sophistication

make up a diverse and expanding

market in which to do business.

#1

reach
across 4
counties

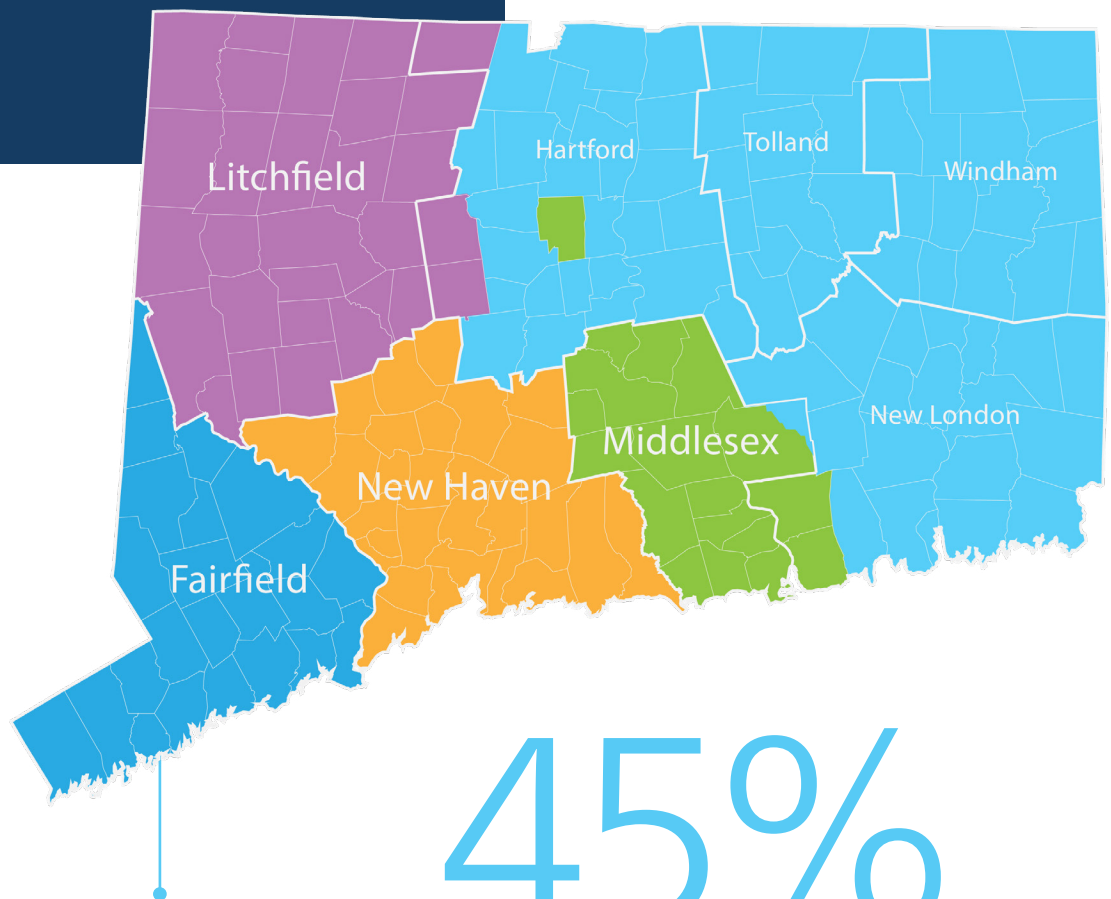
1.1M
WEEKLY
PRINT READERS

3.1M
MONTHLY
LOCAL WEBSITE
VISITORS

- Ranked 4th in the US for advanced (graduate) degrees.
- Per capita personal income #1 in the US (\$79,771).
- Home to 14 Fortune 500 companies as well as influential business decision-makers
- 82.55% of Connecticut adults are in white-collar occupations.

Sources: Nielsen Scarborough, Fortune.com, Point2Homes.com, US Census

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.

45%
reach in four
counties across
Connecticut

Source: Nielsen Research 2021; Print & Digital Audience

print coverage

Our **8 daily** daily and **13 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

MONTHLY MAGAZINE

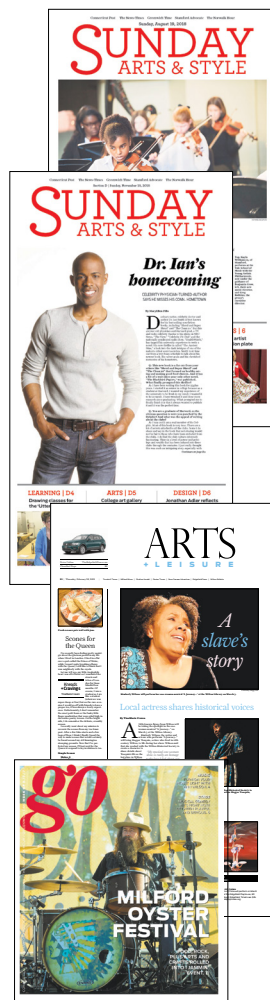
Connecticut
magazine

WEEKLY NEWSPAPERS

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



weekly 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. 42.5% of our 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: Nielsen Research 2021; Connecticut Print and Digital Audience

A&L— Publishes Thursday

Arts & Leisure features exhibits, theater, dance, film, music and entertainment that is happening in our communities. It appears in 7 of our weekly community newspapers.

GO— Publishes Thursday

Connecticut's Premier Entertainment Publication.

Appears in the five Fairfield County dailies and NHR only.

more 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.



New Haven Register
Savings Express



Valley
Savings Express

(TMC) Shared Mail

Hearst CT Media Group's TMC products (Total Market Coverage) are four-page shells that provide a "jacket" to house the single sheet inserts and circulars. It is distributed to our non-subscribers so when partnered with our core products, you can effectively deliver to 100% of the market.

Newspaper special sections



Best of

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



Education

We produce a variety of Education-themed special sections geared towards parents in our communities.



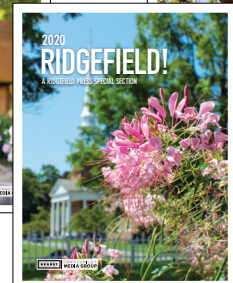
Top Workplaces

A special publication that seeks to honor and recognize some of the best companies to work for throughout Connecticut.



Real Estate

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



Answerbooks

These publications contain important and useful information for the local residents and are used as reference guides all year long.

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

Our Magazines

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!



Connecticut
magazine

Targeted Distribution

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

500+
newsstands
in Connecticut



2x
a year

The Connecticut Bride®
connecticutmag.com/the-connecticut-bride

Digital Reach

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



Digital Marketing

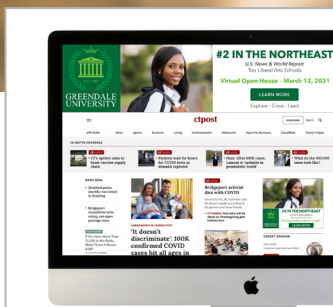
Hearst CT Media Group's news sites are the #1 source for news and information in central, southwestern and coastal CT.



News Website	Pageviews	Total Visits
CTInsider.com	3,158,008	2,286,776
CTPost.com	2,948,337	1,590,796
NHRegister.com	1,778,889	1,071,100
NewsTimes.com	1,689,208	910,437
StamfordAdvocate.com	1,321,203	631,963
MiddletownPress.com	844,117	597,397
TheHour.com	823,405	571,800
GreenwichTime.com	667,473	344,047
CTInsider.com/GametimeCT	596,197	403,940
RegisterCitizen.com	354,637	241,142
CTInsider.com/Hartford	271,067	244,777
DarienTimes.com	227,077	179,908
CTInsider.com/Fairfield	194,790	165,915
CTInsider.com/ConnecticutMagazine	152,707	244,777
TrumbullTimes.com	139,882	113,494
CTInsider.com/Westport	112,139	97,321
NCAAdvertiser.com	102,666	74,028
theRidgefieldPress.com	94,879	58,985
MilfordMirror.com	91,539	75,517
CTInsider.com/Shoreline	84,014	74,638
WiltonBulletin.com	79,906	68,163
SheltonHerald.com	60,596	43,470
CTInsider.com/LitchfieldCounty	24,976	21,729
CTInsider.com/NewMilford	5,550	4,570
CTInsider.com/WestHartford	2,427	2,255

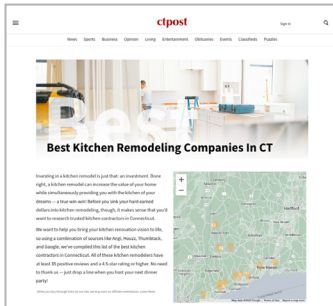
Source: Google Analytics December 2022

Digital Marketing



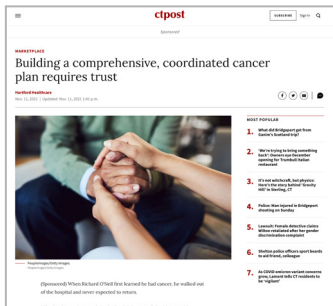
DISPLAY BANNERS

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.



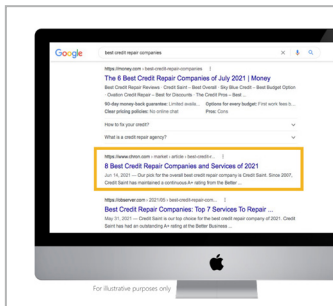
LOCALMARKET+ ENHANCED LISTINGS

Leverage our domain rank to be part of a top search result for your industry! Professional HCMG curators determine which businesses are included using independent research. These curated lists help consumers save time and money when they shop by discovering local businesses for their needs. Benefits include premium position, logo, fully customizable text and links, photo or video, add a coupon or offer, lead generation capabilities and more.



NATIVE ADVERTISING

Our native content teams specialize in developing custom native advertising programs that enriches, empowers, and adds value to the lives of readers. We craft your story in the same look, feel and tone as our editorial allowing your message to be seamlessly integrated across our news site experience.



SEO STUDIO SPONSORED CONTENT

Drive organic traffic and leads by posting your branded content within Hearst's sitemap. This form of sponsored content is formatted for SEO and published on our sites, leveraging the credibility and brand awareness of Hearst Newspapers' sites to grow traffic to your sponsored content.

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!



STREAMING AUDIO

Take your campaign to the next level by engaging listeners as they are tuned in to their favorite playlists and podcasts. Target hard-to-reach Millennials and "on the go" audiences utilizing non-skippable, brand-safe programmatic advertising.



VIDEO CREATION

Compel buyers with the power of video. Boost your marketing strategy with professionally recorded video content that builds trust and differentiates your brand through one of the most influential content formats.



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.



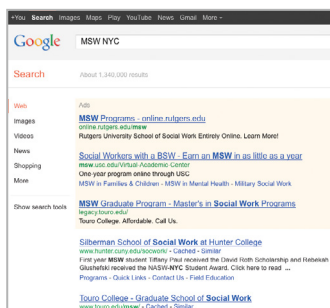
ADVANCED AUDIENCE TARGETING

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.



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.





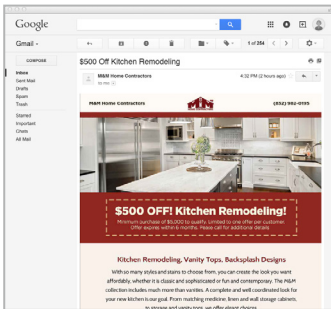
SOCIAL MEDIA MANAGEMENT (SMM)

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.



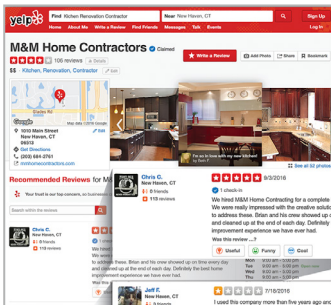
FACEBOOK & INSTAGRAM ADVERTISING

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.



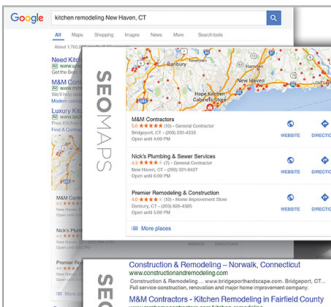
EMAIL MARKETING

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.



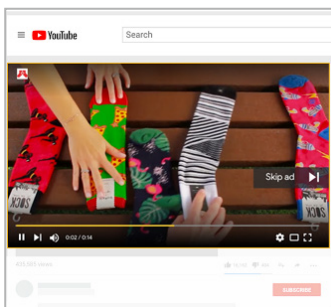
REPUTATION MANAGEMENT

We maximize your online reputation by building your local online listings across top directories and review websites. Our monitoring feature notifies you when a new review is posted, allowing for a timely response. Combine Yelp campaigns with reputation management for a strategic, multi-channel approach to propel your brand online.



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.



YOUTUBE/TRUEVIEW

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



Connect to Consumers
throughout **Connecticut.**



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