

Connect to Consumers throughout **Connecticut**.



HEARST CONNECTICUT MEDIA GROUP

Our Audience



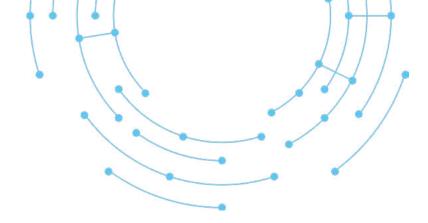
Our print & online products reach more than a half-million area decision-makers each week.

The Hearst Connecticut Media Group is publisher of 10 dominant daily newspapers in Connecticut — covering Fairfield, New Haven, Litchfield, Middlesex, Hartford and Tolland counties. Our 22 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.





Mhy 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.

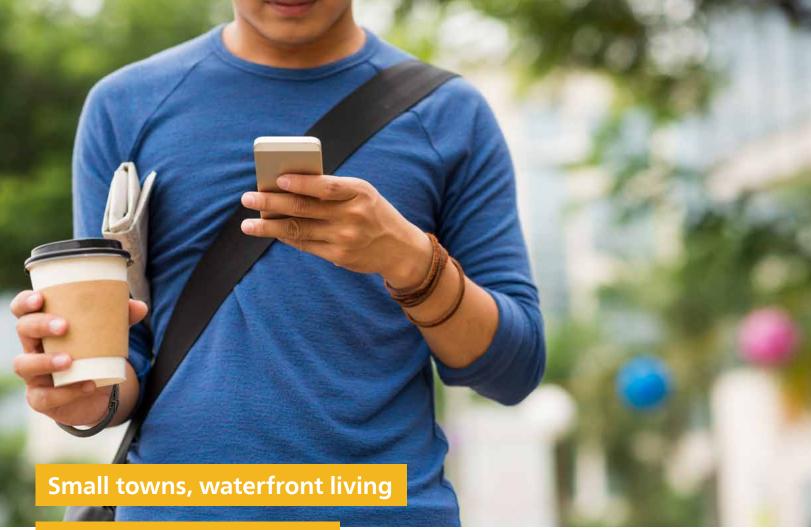
We're part of one of the largest, most diversified media companies in the world – Hearst's major interests include magazine, newspaper and business publishing, cable networks, television and radio broadcasting, Internet businesses, TV production, newspaper features distribution, business information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



and urban sophistication

make up a diverse and expanding

market in which to do business.

#1

reach across Connecticut

1M WEEKLY PRINT READERS 3.3M

MONTHLY

LOCAL WEBSITE

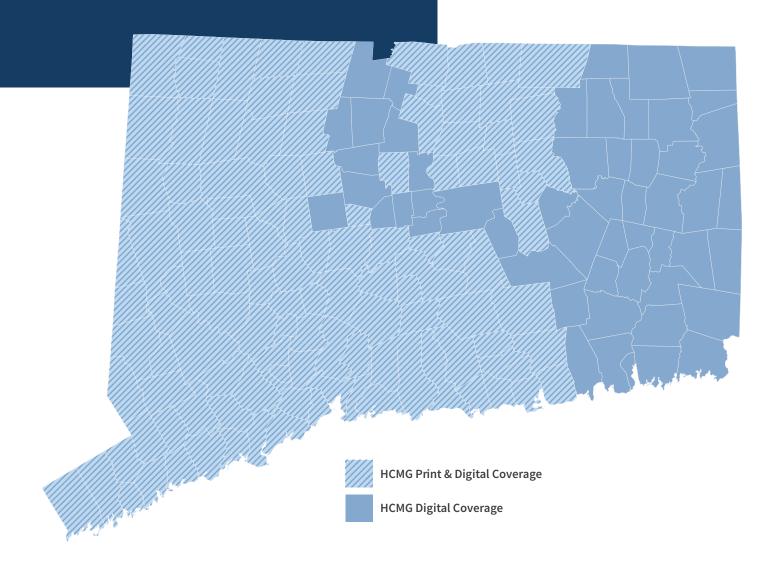
VISITORS

- Ranked 4th in the US for advanced (graduate) degrees.
- Per capital personal income (\$89,945).
- Home to 15 Fortune 500 companies as well as influential business decision-makers.
- 1.3M Connecticut adults are in white-collar occupations.

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

HCMG Media Kit | 2025

We have Connecticut covered.



Our **10 daily** and **22 weekly** newspapers cover central, southwestern and coastal Connecticut.

DAILY NEWSPAPERS

Connecticut Post
Greenwich Time
Journal Inquirer
Meriden Record-Journal
New Haven Register
Republican-American
Stamford Advocate
The Middletown Press
The News-Times
The Norwalk Hour

MONTHLY MAGAZINE

DANAEORO ADVOCATE

Connecticut Magazine

WEEKLY NEWSPAPERS

Berlin Citizen
Cheshire Citizen
Cheshire Herald
Citizen's News
Fairfield Citizen
Litchfield County Times
New Canaan Advertiser
New Milford Spectrum
North Haven Citizen
Shelton Herald
Shoreline Times
Southington
& Plainville Citizen

The Post
The Register Citizen
The Ridgefield Press
The Trumbull Times
The Wilton Bulletin
Town Times
West Hartford News

The Darien Times
The Milford Mirror



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. 46.6% 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 2023; 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.

Hearst Direct Express

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.







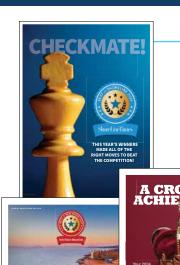
(TMC) Shared Mail

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.



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special sections



Best of

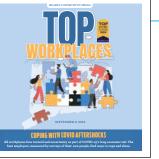
Our "Best of" sections cater to local market favorites. They include Best of New Haven and Best of the Shoreline.



Education

Outlook

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.



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!





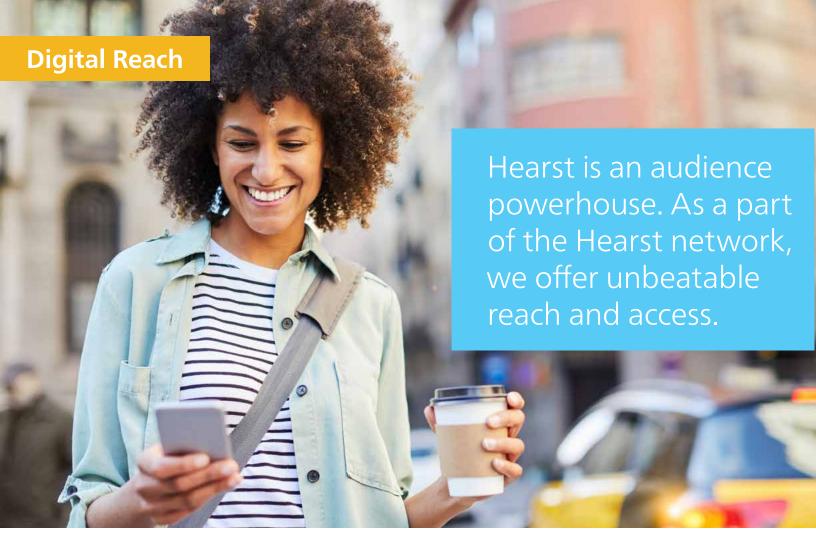




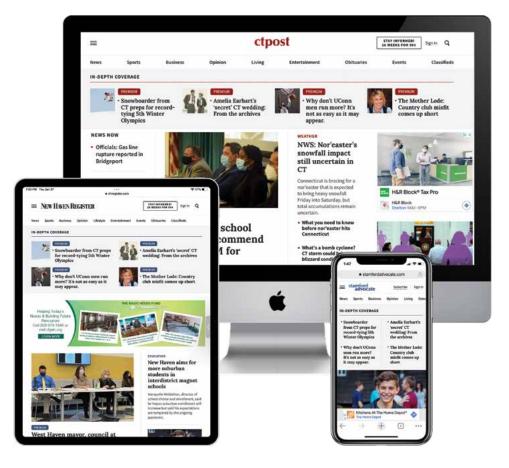












HCMG Media Kit | 2025









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. Benefits include premium position, logo, fully customizable text and links, photo or video.

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.

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



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, brandsafe 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.

Digital Marketing



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. Our reputation experts craft professional responses to review with you before posting.



MARKETING AUTOMATION

We link your email to import existing contacts and continuously add to your customer list. We turn missed opportunities like old clients, review shoppers, and even one-time buyers, into loyal customers by automatically delivering the right sequence of targeted messages at the right time to your contacts.



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.



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