

Added Reach for Black Friday and After-Christmas Sales with publications on Thursdays!



**Our Additional Holiday
Publications are on
Thursday, November 27th
and December 25th.**

One of the Nation's wealthiest markets just became more profitable for advertisers!

Reach more desirable households in Fairfield County with **Yes! Your Essential Shopper** as an extension of The Hearst Connecticut Media Group as our Sunday Select Market Coverage vehicle.

Increase your reach in our most important retailing zip codes that are the most utilized by preprint advertisers supported by high disposable income levels and have traffic patterns to, or are a part of, major shopping areas.

According to the NAA, 81% of adults have responded to print newspaper advertising in the past 30 days, and our **YES!** targeted delivery allows for readers to take advantage of shopping opportunities from both national and local advertisers.

**To advertise, contact your Hearst Media Consultant or
contact 203-330-6238 or advertise@hearstmediact.com**

Rev. 10/6/2014