



## 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](mailto:advertise@hearstmediact.com)**

Rev. 7/17/2014



# Increase your household penetration to 60% in the most desirable zip codes in Fairfield County

Increase your reach in the most important zip codes in the market! Zip codes are determined by those most purchased by pre-print advertisers with a total distribution of up to 50,000 non-subscribers every Saturday and Sunday.

YES! Your Essential Shopper is part of our Select Insert program for non-subscribers. Your inserts are delivered Saturday and Sunday to only the most desirable non-subscriber households in the market area.

Using advertisers and trade associations as sources, Yes! includes articles with a shopping focus that cover both national and local retailers. This engaging editorial environment assures excellent readership.



**YES! rates are priced at \$5.00 per inch per publication.**

Ad	Size	Price
<b>Premium Position</b> <b>Front Page Strip</b>	<b>6 col x 3"</b>	<b>\$150.00 per week</b>
Quarter Page	3 col x 10"	\$150.00
Half page (Horizontal only)	6 col x 10"	\$300.00
Full page inside	6 col x 20"	\$600.00
Full page back	6 col x 20"	\$800.00

**Pricing includes color**

**Sunday Publishing Date**  
**ROP Deadline:**  
 Fridays, 10 Days Prior

**Inserts Deadline:**  
 Wednesdays, 12 Days Prior

**DISCOUNTS**

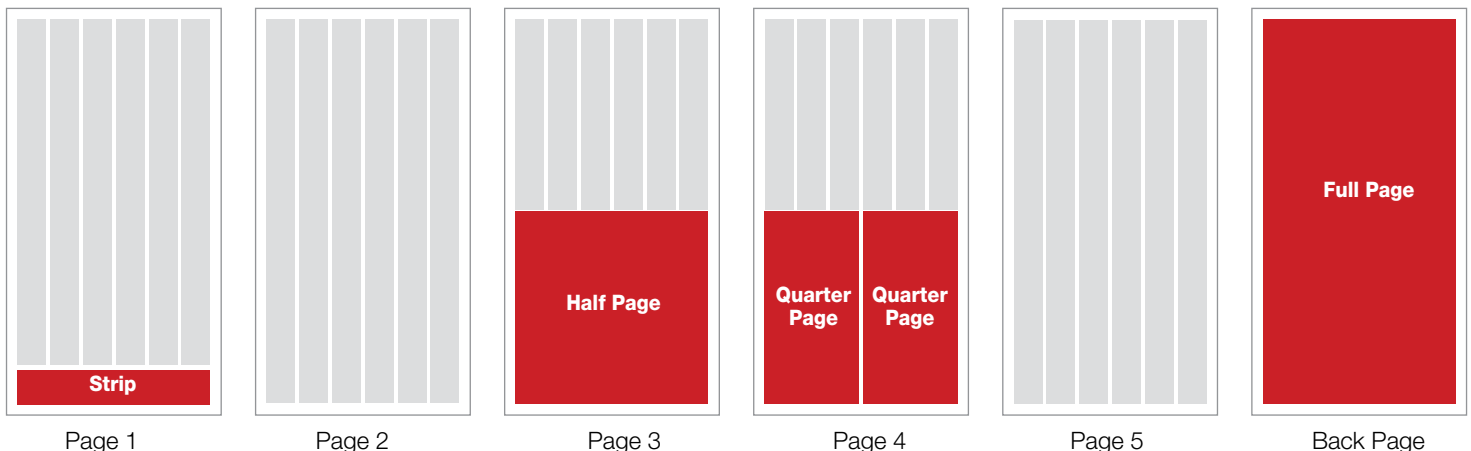
**4x**

**8x**

**12x**

**Save 5%   Save 10%   Save 12%**  
 Combo Buy, All Papers: **Save 5%**

Available Advertising Space



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### Median HH Income of Hearst Media CT Total Market: \$70,556

#### CONNECTICUT POST

Zip	Town	Median Income	HHs	HD/SC	YES!	Total	Penetration
06468	Monroe	\$112,628	6,903	2,365	1,795	4,160	60%
06484	Shelton	\$88,347	15,710	4,984	4,399	9,383	
06611	Trumbull	\$111,915	12,684	4,650	2,917	7,567	
06614	Stratford	\$79,155	13,351	4,853	3,204	8,057	
06824	Fairfield	\$135,862	11,029	3,494	3,088	6,582	
06825	Fairfield	\$104,988	7,056	2,518	1,693	4,211	
06460	Milford	\$81,837	16,174	3,637	6,146	9,783	
06461	Milford	\$92,988	5,368	1,119	2,094	3,213	
<b>Total</b>			88,275	27,620	25,600	53,220	

#### THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total	Penetration
06470	Newtown	\$124,828	5,641	1,422	1,974	3,396	60%
06482	Sandy Hook	\$118,287	3,812	528	1,754	2,282	
06801	Bethel	\$92,682	7,197	2,282	2,015	4,297	
06804	Brookfield	\$115,000	6,536	2,266	1,634	3,900	
06877	Ridgefield	\$151,352	9,218	1,520	4,240	5,760	62%
<b>Total</b>			32,404	8,019	11,341	19,360	

#### THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total	Penetration
06820	Darien	\$193,432	6,802	1,463	2,585	4,048	60%
06840	New Canaan	\$185,888	7,114	876	3,415	4,291	
06903	Stamford	\$171,779	4,994	1,411	1,598	3,009	
06905	Stamford	\$97,645	8,510	2,203	2,893	5,096	
<b>Total</b>			27,420	5,953	10,420	16,444	

#### GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total	Penetration
06807	Cos Cob	\$162,755	2,771	715	887	1,602	58%
06830	Greenwich	\$114,489	9,752	2,247	3,608	5,855	60%
06831	Greenwich	\$135,031	5,479	1,095	2,192	3,287	
06870	Old Greenwich	\$190,649	2,675	740	856	1,596	
06878	Riverside	\$162,373	2,686	785	833	1,618	
<b>Total</b>			23,363	5,582	8,375	13,957	

Source: Admall, Bureau of Labor Statistics

Source: NAA "How America Shops & Spends, 2013"

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