



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. 9/23/2014



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.

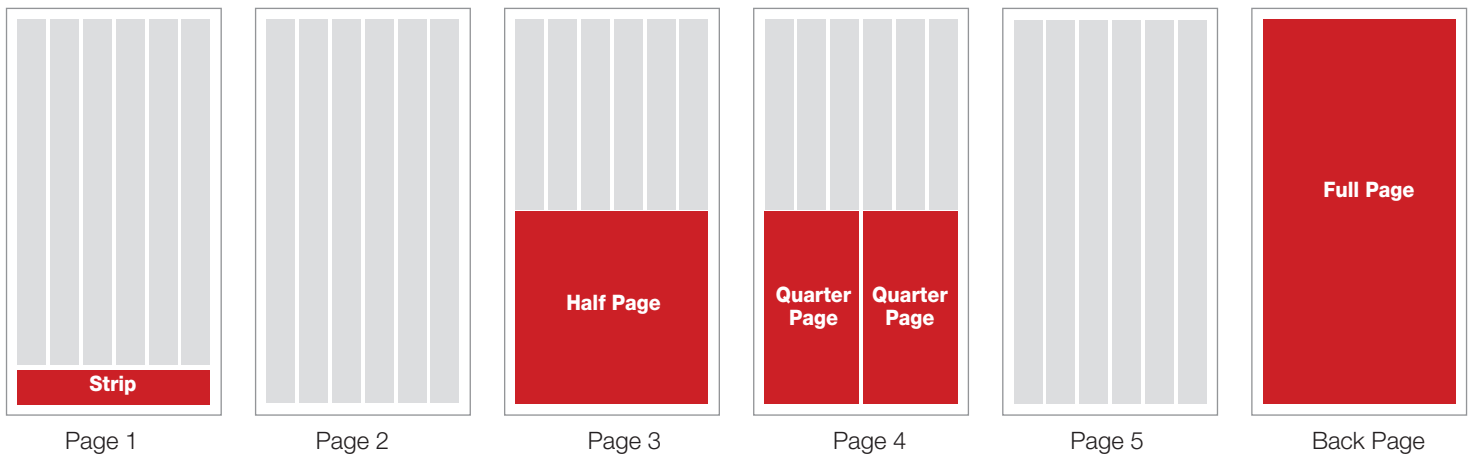


	Ad	Size	Price
Premium Position	Front Page Strip	6 col x 3"	\$150.00 per week
	Quarter Page	3 col x 10"	\$150.00
	Half page (Horizontal only)	6 col x 10"	\$250.00
	Full page inside	6 col x 20"	\$500.00
	Full page back	6 col x 20"	\$500.00

Pricing includes color

Sunday Publishing Date
ROP Deadline:
 Fridays, 10 Days Prior
Inserts Deadline:
 Wednesdays, 12 Days Prior

Available Advertising Space



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According 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. Our goal is to strive for 60% penetration.

Median HH Income of Hearst Media CT Total Market: \$77,800

CONNECTICUT POST

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06468	Monroe	\$120,461	6,903	2,416	1,795	4,211
06484	Shelton	\$94,646	15,695	5,171	4,399	9,570
06611	Trumbull	\$119,137	12,789	4,691	2,917	7,608
06614	Stratford	\$84,862	13,617	4,951	3,204	8,155
06824	Fairfield	\$145,264	11,000	3,969	3,088	7,057
06825	Fairfield	\$109,987	7,048	2,099	1,693	3,792
06460	Milford	\$85,056	16,117	3,736	6,146	9,882
06461	Milford	\$98,774	5,366	1,159	2,094	3,253
Total			88,535	28,192	25,336	53,528

THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06470	Newtown	\$127,120	5,761	1,402	1,974	3,376
06482	Sandy Hook	\$125,687	3,905	521	1,754	2,275
06801	Bethel	\$98,492	7,137	2,277	2,015	4,292
06804	Brookfield	\$122,781	6,338	2,285	1,634	3,919
06877	Ridgefield	\$162,420	9,267	1,333	4,240	5,573
Total			32,408	7,818	11,617	19,435

THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06820	Darien	\$210,242	6,639	1,213	2,585	3,798
06902	Stamford	\$74,669	23,373	2,051	4,678	6,729
06903	Stamford	\$187,710	5,070	1,257	1,598	2,855
06905	Stamford	\$107,347	8,595	1,332	2,893	4,225
06906	Stamford	\$87,280	4,262	412	1,666	2,078
Total			47,939	6,265	13,420	19,685

GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06807	Cos Cob	\$169,143	2,767	609	887	1,496
06830	Greenwich	\$117,865	9,726	1,685	2,418	4,103
06831	Greenwich	\$146,793	5,387	1,012	1,192	2,204
06878	Riverside	\$172,163	2,652	714	878	1,592
Total			20,532	4,020	5,375	9,395

Source: Admall, Bureau of Labor Statistics

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

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Rev. 11/3/2014