

## **Hearst Connecticut Media Group**

## Strategic Marketing Made Simple

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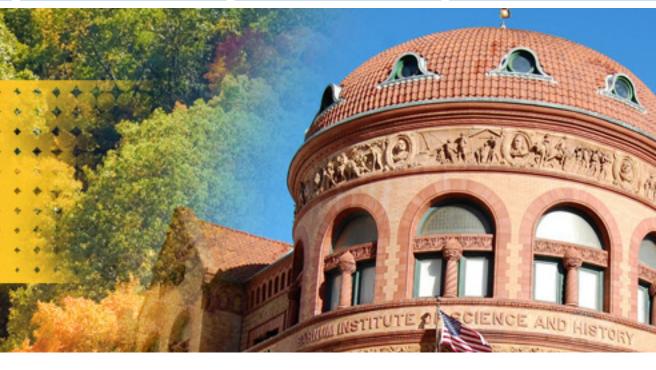
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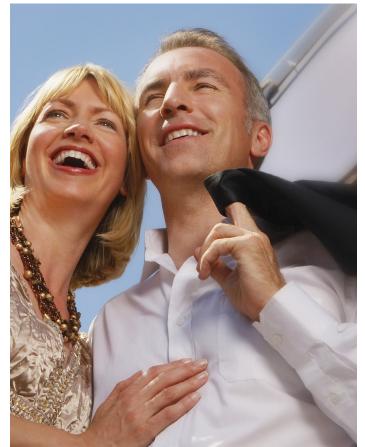
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Our core market of Fairfield County, CT is home to some of the country's most affluent readers, business leaders and consumers.







## **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.

- A national company with a local focus Our team of media specialists know our products and our market better than anyone else, and are prepared to deliver innovative solutions for any size business.
- 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.

Where country charm meets urban sophistication in our core market plus we offer "Marketing without Boundaries."

- Part of the New York DMA, the largest media market in the US
  \$19 billion in annual consumer spending
- 70% more likely than the overall US population to have an advanced degree.
- Median HH income of \$111,000, 40% higher than the rest of Connecticut.
- Home to nine Fortune 500 companies as well as influential business decision makers.
- 72% of employed adults are in white-collar occupations.

Our print coverage area also includes portions of New Haven and Litchfield Counties in Connecticut and Westchester and Putnam Counties in New York.

Call 1-203-330-3238 or contact us here.

Source: 2014 Scarborough

