



## 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, 79% 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. 3/30/2015



# Increase your household penetration 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.

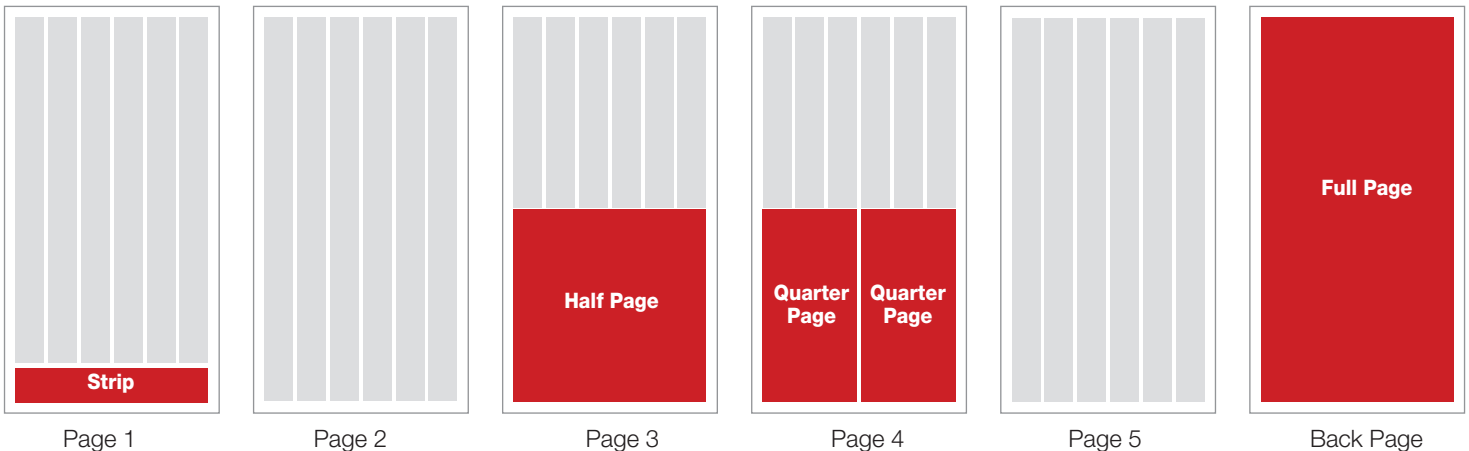


|                         | <b>Ad</b>                   | <b>Size</b>       | <b>Price</b>             |
|-------------------------|-----------------------------|-------------------|--------------------------|
| <b>Premium Position</b> | <b>Front Page Strip</b>     | <b>6 col x 3"</b> | <b>\$150.00 per week</b> |
|                         | Quarter Page                | 3 col x 10"       | \$150.00                 |
|                         | Half page (Horizontal only) | 6 col x 10"       | \$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, 9 Days Prior  
**Inserts Deadline:**  
 Wednesdays, 11 Days Prior

### Available Advertising Space



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According to the NAA, 79% 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     | 6,762   | 2,085  | 2,017  | 4,102  |
| 06484        | Shelton    | \$94,646      | 15,718  | 4,536  | 5,027  | 9,563  |
| 06611        | Trumbull   | \$119,137     | 12,925  | 4,150  | 3,701  | 7,851  |
| 06614        | Stratford  | \$84,862      | 13,085  | 4,364  | 3,625  | 7,989  |
| 06615        | Stratford  | \$79,404      | 7,304   | 1,830  | 2,638  | 4,468  |
| 06824        | Fairfield  | \$145,264     | 11,628  | 3,015  | 4,064  | 7,079  |
| 06825        | Fairfield  | \$109,987     | 7,440   | 2,108  | 2,414  | 4,522  |
| 06460        | Milford    | \$85,056      | 16,125  | 3,472  | 6,404  | 9,876  |
| 06461        | Milford    | \$98,774      | 5,607   | 979    | 2,383  | 3,362  |
| 06606        | Bridgeport | \$62,272      | 16,702  | 2,528  | 7,548  | 10,076 |
| <b>Total</b> |            |               | 113,296 | 29,067 | 39,821 | 68,888 |

### THE NEWS-TIMES

| Zip          | Town       | Median Income | HHs    | HD/SC | YES!   | Total  |
|--------------|------------|---------------|--------|-------|--------|--------|
| 06470        | Newtown    | \$127,120     | 5,632  | 1,189 | 2,236  | 3,540  |
| 06482        | Sandy Hook | \$125,687     | 4,038  | 426   | 1,994  | 2,420  |
| 06801        | Bethel     | \$98,492      | 7,090  | 2,023 | 2,342  | 4,365  |
| 06804        | Brookfield | \$122,781     | 6,087  | 1,908 | 1,823  | 3,731  |
| 06877        | Ridgefield | \$162,420     | 9,005  | 1,115 | 4,352  | 5,467  |
| <b>Total</b> |            |               | 31,852 | 6,661 | 12,747 | 19,408 |

### THE ADVOCATE

| Zip          | Town     | Median Income | HHs    | HD/SC | YES!   | Total  |
|--------------|----------|---------------|--------|-------|--------|--------|
| 06820        | Darien   | \$210,242     | 6,990  | 823   | 3,247  | 4,070  |
| 06902        | Stamford | \$74,669      | 23,834 | 1,881 | 5,756  | 7,637  |
| 06903        | Stamford | \$187,710     | 5,079  | 1,161 | 1,778  | 2,939  |
| 06905        | Stamford | \$107,347     | 8,191  | 1,194 | 3,230  | 4,424  |
| 06906        | Stamford | \$87,280      | 3,381  | 358   | 1,564  | 1,922  |
| <b>Total</b> |          |               | 47,475 | 5,417 | 15,575 | 20,992 |

### GREENWICH TIME

| Zip          | Town      | Median Income | HHs    | HD/SC | YES!  | Total |
|--------------|-----------|---------------|--------|-------|-------|-------|
| 06807        | Cos Cob   | \$169,143     | 2,587  | 493   | 972   | 1,465 |
| 06830        | Greenwich | \$117,865     | 10,627 | 1,502 | 2,322 | 3,824 |
| 06831        | Greenwich | \$146,793     | 5,366  | 957   | 1,302 | 2,259 |
| 06878        | Riverside | \$172,163     | 2,717  | 623   | 922   | 1,545 |
| <b>Total</b> |           |               | 21,297 | 3,575 | 5,518 | 9,093 |

Source: Admall, Bureau of Labor Statistics

Source: NAA "How America Shops & Spends, 2014"

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Rev. 10/1/2015