



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. 2/10/2015



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.

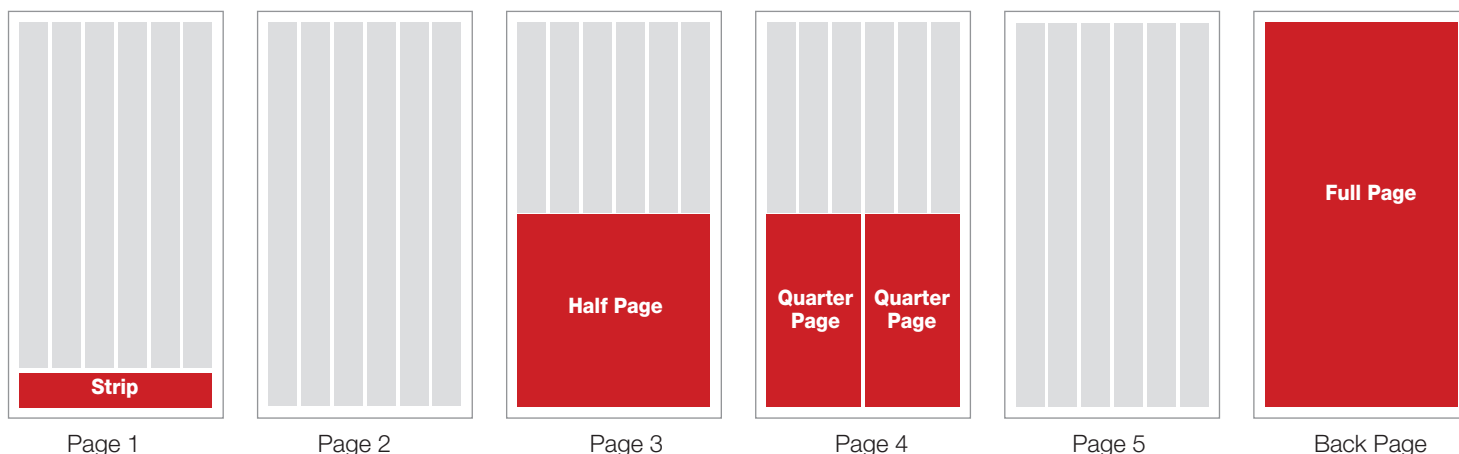


	Ad	Size	Price
Premium Position	Front Page Strip	6 col x 3"	\$150.00 per week
	Quarter Page	3 col x 10"	\$150.00
	Half page (Horizontal only)	6 col x 10"	\$250.00
	Full page inside	6 col x 20"	\$500.00
	Full page back	6 col x 20"	\$500.00

Pricing includes color

Sunday Publishing Date
ROP Deadline:
 Fridays, 9 Days Prior
Inserts Deadline:
 Wednesdays, 11 Days Prior

Available Advertising Space



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Rev. 2/13/2015



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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	2,280	1,897	4,177
06484	Shelton	\$94,646	15,695	4,845	4,450	9,295
06611	Trumbull	\$119,137	12,789	4,268	3,092	7,360
06614	Stratford	\$84,862	13,617	4,694	3,270	7,964
06824	Fairfield	\$145,264	11,000	2,972	3,090	6,062
06825	Fairfield	\$109,987	7,048	2,291	1,988	4,279
06460	Milford	\$85,056	16,117	3,357	5,609	8,966
06461	Milford	\$98,774	5,366	1,077	1,951	3,028
Total			88,535	25,784	25,347	51,131

THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06470	Newtown	\$127,120	5,761	1,278	2,276	3,554
06482	Sandy Hook	\$125,687	3,905	493	1,821	2,314
06801	Bethel	\$98,492	7,137	2,141	1,984	4,125
06804	Brookfield	\$122,781	6,338	2,031	1,625	3,656
06877	Ridgefield	\$162,420	9,267	1,195	3,940	5,135
Total			32,408	7,138	11,646	18,784

THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06820	Darien	\$210,242	6,639	868	2,311	3,179
06902	Stamford	\$74,669	23,373	1,928	5,897	7,825
06903	Stamford	\$187,710	5,070	1,227	1,562	2,789
06905	Stamford	\$107,347	8,595	1,296	2,523	3,819
06906	Stamford	\$87,280	4,262	408	1,171	1,579
Total			47,939	5,727	13,464	19,191

GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06807	Cos Cob	\$169,143	2,767	565	896	1,461
06830	Greenwich	\$117,865	9,726	1,505	2,415	3,920
06831	Greenwich	\$146,793	5,387	1,057	1,185	2,242
06878	Riverside	\$172,163	2,652	688	888	1,576
Total			20,532	3,815	5,384	9,199

Source: Admall, Bureau of Labor Statistics

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

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