



## 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.

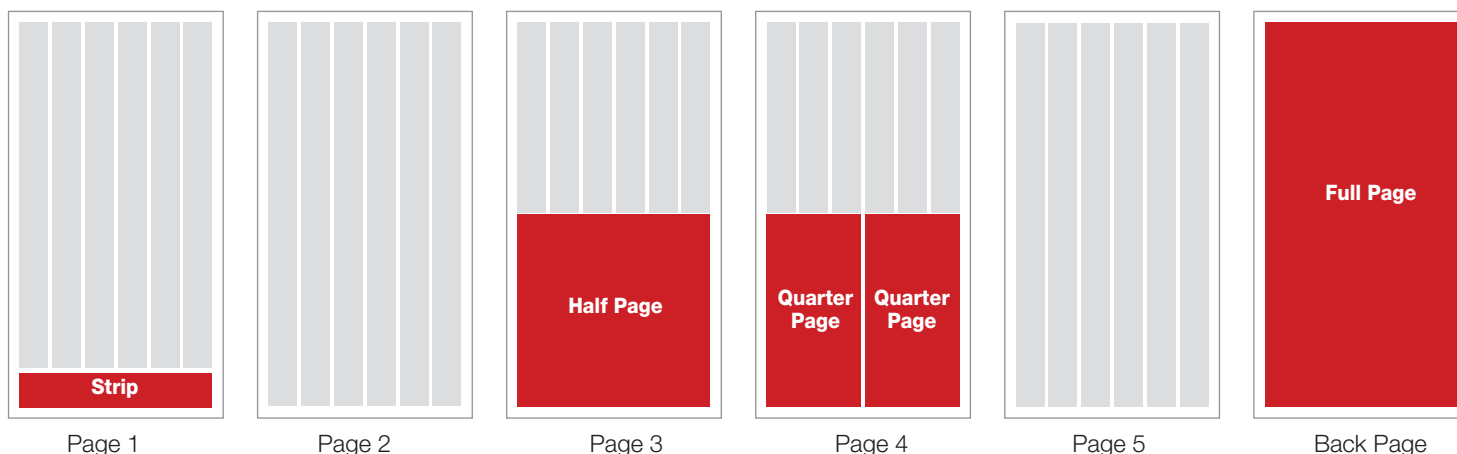


	<b>Ad</b>	<b>Size</b>	<b>Price</b>
<b>Premium Position</b>	<b>Front Page Strip</b>	<b>6 col x 3"</b>	<b>\$150.00 per week</b>
	Quarter Page	3 col x 10"	\$150.00
	Half page (Horizontal only)	6 col x 10"	\$250.00
	Full page inside	6 col x 20"	\$500.00
	Full page back	6 col x 20"	\$500.00

**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 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	6,903	2,267	1,790	4,057
06484	Shelton	\$94,646	15,695	4,972	4,459	9,431
06611	Trumbull	\$119,137	12,789	4,489	3,266	7,755
06614	Stratford	\$84,862	13,617	4,801	3,050	7,851
06824	Fairfield	\$145,264	11,000	3,661	3,316	6,977
06825	Fairfield	\$109,987	7,048	2,345	2,119	4,464
06460	Milford	\$85,056	16,117	3,684	5,991	9,675
06461	Milford	\$98,774	5,366	1,083	2,281	3,364
<b>Total</b>			88,535	27,302	26,272	53,574

#### THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06470	Newtown	\$127,120	5,761	1,304	2,075	3,379
06482	Sandy Hook	\$125,687	3,905	486	1,937	2,423
06801	Bethel	\$98,492	7,137	2,176	2,078	4,254
06804	Brookfield	\$122,781	6,338	2,043	1,609	3,652
06877	Ridgefield	\$162,420	9,267	1,197	4,206	5,403
<b>Total</b>			32,408	7,206	11,905	19,111

#### THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06820	Darien	\$210,242	6,639	956	3,064	4,020
06902	Stamford	\$74,669	23,373	2,003	5,845	7,848
06903	Stamford	\$187,710	5,070	1,240	1,672	2,912
06905	Stamford	\$107,347	8,595	1,284	2,921	4,205
06906	Stamford	\$87,280	4,262	388	1,535	1,923
<b>Total</b>			47,939	5,871	15,037	20,908

#### GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06807	Cos Cob	\$169,143	2,767	521	951	1,472
06830	Greenwich	\$117,865	9,726	1,538	2,369	3,907
06831	Greenwich	\$146,793	5,387	1,028	1,170	2,198
06878	Riverside	\$172,163	2,652	665	887	1,552
<b>Total</b>			20,532	3,752	5,377	9,129

Source: Admall, Bureau of Labor Statistics

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

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