



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

Rev. 10/12/2016

Connecticut Post | The News-Times
The Advocate | The Hour | Greenwich Time

HEARST *media services*



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.



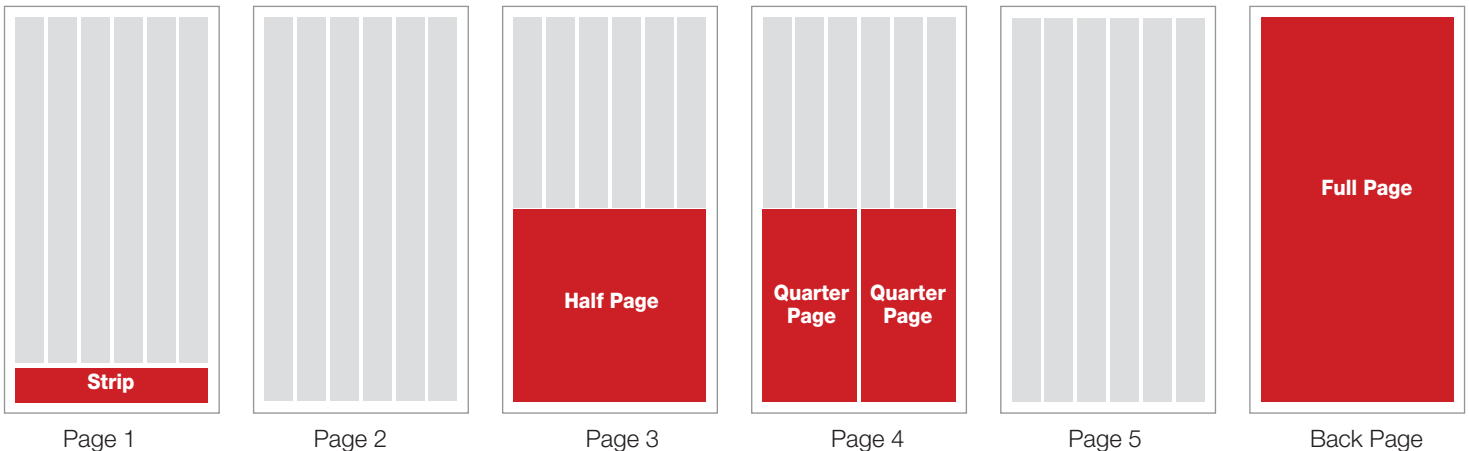
	Ad	Size	Price	
Premium Position	Front Page Strip	6 col x 3"	\$150.00 per week	Pricing includes color
	Quarter Page	3 col x 10"	\$150.00	
	Half page (Horizontal only)	6 col x 10"	\$250.00	
	Full page inside	6 col x 20"	\$500.00	
	Full page back	6 col x 20"	\$500.00	

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 50% penetration.

Median HH Income of Hearst Media CT Total Market: \$100,000+

CONNECTICUT POST

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06468	Monroe	\$129,786	6,809	1,792	1,526	3,318
06484	Shelton	\$101,917	15,508	4,019	3,532	7,551
06611	Trumbull	\$128,744	12,767	3,509	2,551	6,060
06614	Stratford	\$90,309	13,541	3,955	2,736	6,691
06615	Stratford	\$66,220	6,895	1,529	1,731	3,260
06824	Fairfield	\$158,107	10,913	2,628	2,753	5,381
06825	Fairfield	\$117,337	7,096	1,973	1,554	3,527
06460	Milford	\$91,207	16,064	2,631	4,944	7,575
06461	Milford	\$106,354	523	872	1,748	2,620
06606	Bridgeport	\$61,167	17,601	1,901	6,690	8,591
Total			107,717	24,809	29,765	54,574

THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06470	Newtown	\$135,765	5,622	594	2,298	2,892
06482	Sandy Hook	\$136,267	3,852	329	1,599	1,928
06801	Bethel	\$105,380	7,021	1,080	2,391	3,471
06804	Brookfield	\$131,829	6,361	1,110	2,011	3,121
06877	Ridgefield	\$175,216	9,210	662	3,918	4,580
Total			32,066	3,775	12,217	15,992

THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06820	Darien	\$226,405	6,183	631	2,588	3,219
06902	Stamford	\$76,326	23,121	1,617	5,658	7,275
06903	Stamford	\$200,700	5,077	1,043	1,444	2,487
06905	Stamford	\$114,488	8,521	1,087	2,769	3,856
06906	Stamford	\$92,644	4,283	310	1,264	1,574
Total			47,185	4,688	13,723	18,411

GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06807	Cos Cob	\$183,185	2,823	456	920	1,376
06830	Greenwich	\$126,140	9,683	1,362	2,245	3,607
06831	Greenwich	\$156,261	5,422	853	1,125	1,978
06878	Riverside	\$184,754	2,704	567	748	1,315
Total			20,632	3,238	5,038	8,276

Source: Admall, Bureau of Labor Statistics

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

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