



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. 3/28/2016



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.

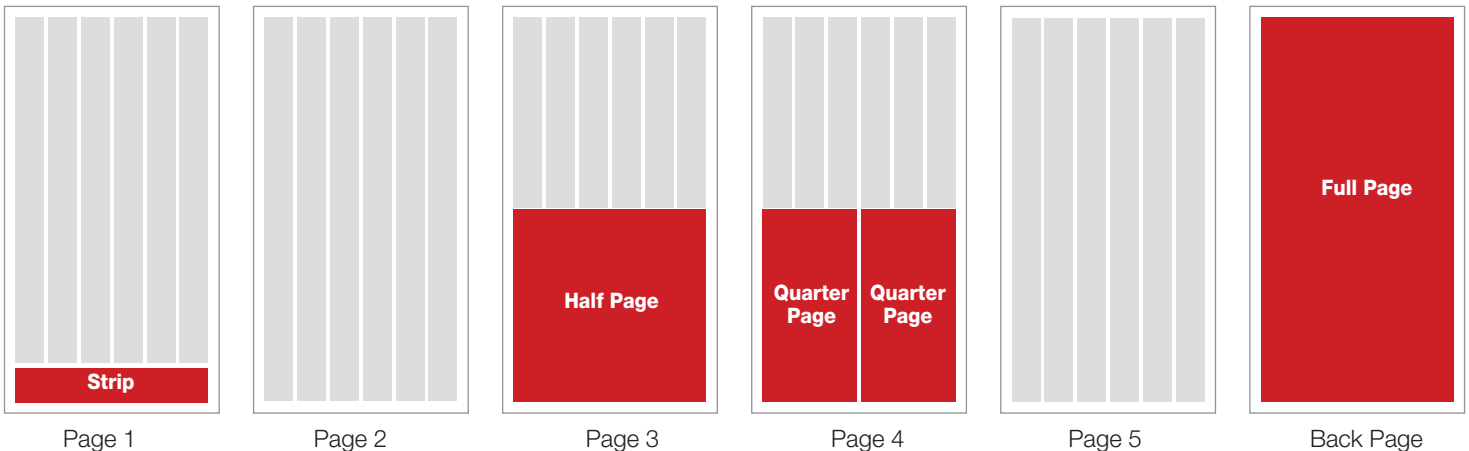


	Ad	Size	Price
Premium Position	Front Page Strip	6 col x 3"	\$150.00 per week
	Quarter Page	3 col x 10"	\$150.00
	Half page (Horizontal only)	6 col x 10"	\$250.00
	Full page inside	6 col x 20"	\$500.00
	Full page back	6 col x 20"	\$500.00

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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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: \$79,700

CONNECTICUT POST

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06468	Monroe	\$125,303	6,974	1,935	2,046	3,981
06484	Shelton	\$98,637	15,644	4,221	5,100	9,321
06611	Trumbull	\$124,693	12,832	3,822	3,763	7,585
06614	Stratford	\$88,137	13,651	4,040	3,641	7,681
06615	Stratford	\$65,079	6,946	1,709	2,587	4,296
06824	Fairfield	\$151,266	11,120	2,768	4,107	6,875
06825	Fairfield	\$114,267	7,129	1,971	2,429	4,400
06460	Milford	\$88,401	16,227	3,263	6,342	9,605
06461	Milford	\$102,958	5,339	888	2,416	3,304
06606	Bridgeport	\$62,272	17,671	2,048	7,590	9,638
Total			113,533	26,665	40,021	66,686

THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06470	Newtown	\$131,769	5,840	620	2,333	2,953
06482	Sandy Hook	\$132,124	3,928	365	2,044	2,409
06801	Bethel	\$102,049	7,179	1,161	2,428	3,589
06804	Brookfield	\$127,580	6,405	1,171	2,078	3,249
06877	Ridgefield	\$169,040	9,280	702	4,806	5,508
Total			32,632	4,019	13,689	17,708

THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06820	Darien	\$214,027	6,640	710	3,308	4,018
06902	Stamford	\$76,700	23,653	1,661	5,766	7,427
06903	Stamford	\$193,699	5,076	1,070	1,813	2,883
06905	Stamford	\$111,417	8,563	1,102	2,791	3,893
06906	Stamford	\$91,027	4,252	325	1,208	1,533
Total			48,184	4,868	14,886	19,754

GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06807	Cos Cob	\$174,627	2,753	454	1,099	1,553
06830	Greenwich	\$123,327	9,854	1,336	2,285	3,621
06831	Greenwich	\$151,633	5,497	876	1,139	2,015
06878	Riverside	\$179,530	2,686	581	961	1,542
Total			20,790	3,247	5,484	8,731

Source: Admall, Bureau of Labor Statistics

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

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