



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. 6/24/2016

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
	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

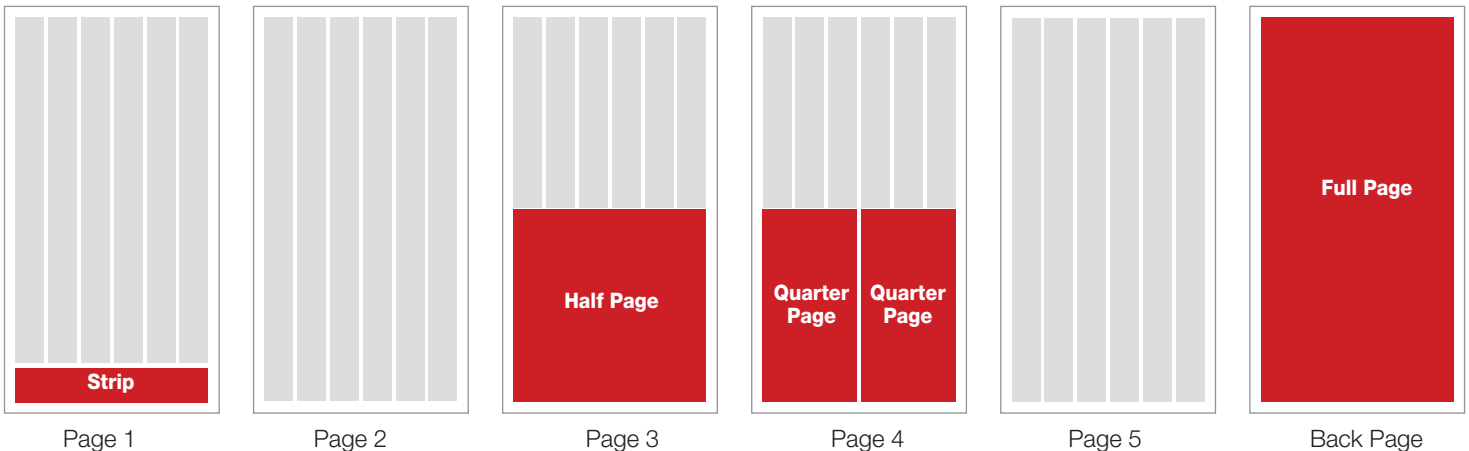
Pricing includes color

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 50% 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	1,824	1,532	3,356
06484	Shelton	\$98,637	15,644	4,043	3,563	7,606
06611	Trumbull	\$124,693	12,832	3,592	2,563	6,155
06614	Stratford	\$88,137	13,651	4,036	2,754	6,790
06615	Stratford	\$65,079	6,946	1,580	1,744	3,324
06824	Fairfield	\$151,266	11,120	2,710	2,768	5,478
06825	Fairfield	\$114,267	7,129	2,041	1,565	3,606
06460	Milford	\$88,401	16,227	2,643	4,968	7,611
06461	Milford	\$102,958	5,339	873	1,762	2,635
06606	Bridgeport	\$62,272	17,671	1,974	6,722	8,696
Total			113,533	25,316	29,941	55,257

THE NEWS-TIMES

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06470	Newtown	\$131,769	5,840	611	2,304	2,915
06482	Sandy Hook	\$132,124	3,928	343	1,602	1,945
06801	Bethel	\$102,049	7,179	1,124	2,406	3,530
06804	Brookfield	\$127,580	6,405	1,142	2,023	3,165
06877	Ridgefield	\$169,040	9,280	678	3,927	4,605
Total			32,632	3,898	12,262	16,160

THE ADVOCATE

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06820	Darien	\$214,027	6,640	677	2,592	3,269
06902	Stamford	\$76,700	23,653	1,673	5,676	7,349
06903	Stamford	\$193,699	5,076	1,063	1,453	2,516
06905	Stamford	\$111,417	8,563	1,101	2,782	3,883
06906	Stamford	\$91,027	4,252	315	1,271	1,586
Total			48,184	4,829	13,774	18,603

GREENWICH TIME

Zip	Town	Median Income	HHs	HD/SC	YES!	Total
06807	Cos Cob	\$174,627	2,753	455	927	1,382
06830	Greenwich	\$123,327	9,854	1,391	2,258	3,649
06831	Greenwich	\$151,633	5,497	869	1,133	2,002
06878	Riverside	\$179,530	2,686	569	756	1,325
Total			20,790	3,284	5,074	8,358

Source: Admall, Bureau of Labor Statistics

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

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