HEARST *media services*

Strategic Marketing Made Simple

A division of Hearst Connecticut Media Group

Our print & online products reach more than a half-million area decision-makers each week.

The Hearst Connecticut Media Group is publisher of the five dominant daily newspapers in Fairfield County — the *Connecticut Post*, *The News-Times* in Danbury, *The Advocate* in Stamford, *The Hour* in Norwalk, and the *Greenwich Time*.

With the largest news gathering team in the state, Hearst's Connecticut news products have a serious journalistic commitment to provide local, watchdog and investigative reporting that impacts the communities they serve.

Six weekly publications – *Darien News*, *Fairfield Citizen*, *New Canaan News*, *The Spectrum, Westport News* and *Wilton Villager* – provide hyper-local coverage to key towns in our market.

In addition to its journalistic commitment, Hearst recognizes its responsibility to help its advertising customers grow their businesses by offering the most cost-effective and targeted opportunities to reach new customers.

Why Hearst?

- We're part of one of the largest, most diversified media companies in the world – Hearst's major interests include magazine, newspaper and business publishing, cable networks, television and radio broadcasting, Internet businesses, TV production, newspaper features distribution, business information and real estate.
- A national company with a local focus – Our team of media specialists knows our products and our market better than anyone else, and are prepared to deliver innovative solutions for businesses of any size.
- We offer marketing without borders. Our audience delivery capabilities don't stop at our core market; we can bring any message to any customer across the country, from DMA to zip-code level.

Full Print & Online Coverage

Full print, online and direct mail opportunities through Hearst Connecticut's network of media coverage.

Dailies

CONNECTICUT POST
THE NEWS-TIMES
THE ADVOCATE
The Hour
GREENWICH TIME

Weekly Features:
Sunday Arts & Style
GO-Thursday
Diversions-Friday

Special Sections

Education Outlook
Back to School
Summer Fun
Camps
Boating & Marinas
Real Estate Showcases
Plus More...

Digital

ctpost.com
newstimes.com
stamfordadvocate.com
The Hour.com
greenwichtime.com
CLASSIFIED MARKETPLACE

Community Weeklies

DARIEN NEWS
FAIRFIELD CITIZEN
NEW CANAAN NEWS
THE SPECTRUM
WESTPORT NEWS
WILTON VILLAGER

Hearst Direct Express
Targeted Delivery

Savings Source

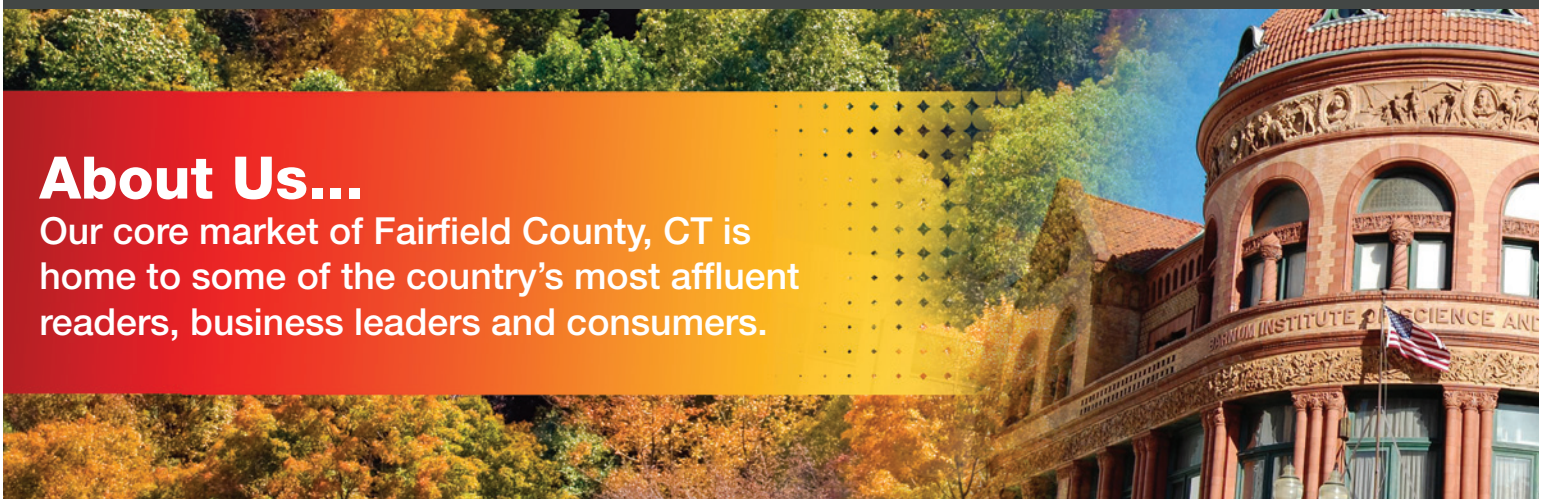
Our direct marketing solutions can bring your message to every household in the market, or a targeted selection of your best potential customers. We offer design, print and delivery options to suit every size business and budget, with attractive, high-impact AdNotes, single sheets, menus, booklets and more. Our direct mail program can put custom-designed postcards, self-mailers and letters into the households you're looking to reach.

SUNDAY
ARTS & STYLE

Every Sunday, our arts & style publication will feature the better things in life, from home and fashion to food and films.

Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 240,000+ Sunday readers have household incomes of $100,000 or more, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Source: Scarborough 2016, R1



About Us...

Our core market of Fairfield County, CT is home to some of the country's most affluent readers, business leaders and consumers.

Country estates, waterfront living and urban sophistication make up a diverse and expanding market in which to do business.

- Part of the New York DMA, the largest media market in the US; New York City is easily accessible in less than 90 minutes via Interstate 95 or Metro-North Railroad.
- $19 billion in annual consumer spending.
- 75% more likely than the overall US population to have an advanced degree.
- Median HH income of $83,300, 28% higher than the rest of Connecticut.
- Home to 17 Fortune 500 companies as well as influential business decision makers.
- 72% of employed adults are in white-collar occupations.

Our print coverage area also includes portions of New Haven and Litchfield counties in Connecticut, and Westchester and Putnam counties in New York.

Source: 2016, Scarbourough

CT Local Websites

Our core websites and national partnerships offer unbeatable reach and access.

Our five daily and six community sites are together the #1 source for news and information in southwestern Connecticut.

Monthly Traffic	Monthly Page Views	Monthly Unique Visitors
CTPost.com	9,147,657	941,982
NewsTimes.com	6,754,898	600,992
StamfordAdvocate.com	5,670,238	525,088
GreenwichTime.com	2,332,084	231,260
TheHour.com	1,637,773	290,927
Community Websites	913,898	229,125
Total traffic*	26,666,077	2,676,748

*Source: Omniture, Dec 2016, R2

SOUTHERN CT JOBS

In partnership with Monster.com, a national employment listings site of over 7 million open positions, we bring local employers together with quality local candidates.

inGear ingearct.com

Cars, trucks, SUVs – if it's got four wheels, local buyers can find it here, where they're looking close to home or statewide.

ct house hunter

Local experts put you in touch with a place to call home, whether looking for a starter home, waterfront property, luxury real estate or a rental, searchable by amenities, price and area.

HEARST 411

Connecticut's premier online business directory, with listings by category on all our daily and weekly digital news sites. Featured listings include a landing page for photos, contact info and other important information about your business or service.

Digital Marketing

We offer customized audience solutions for every business, service & institution. Let us help you get found!

Display Banners

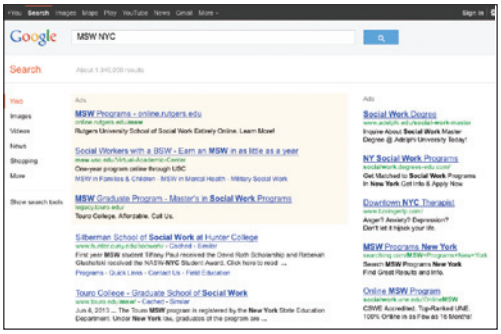
Our core websites generate 26 million page views each month, with over 2 million unique visitors. We offer both standard ad positions and high-profile Rich Media opportunities to bring your message to local consumers.

Custom Websites

We can help you transform and optimize your current site or build you a whole responsive new site – multiple levels of service and customization are available.

Mobile

More consumers than ever are using their smartphones to make purchasing decisions on the go. We can help put your message in front of them when they do.



SEM (Search Engine Marketing)

Have our team of experts manage your SEM to increase your ranking in paid search results on Google, Yahoo & Bing. We will work within your ad budget and pace your campaign to ensure a consistent ad presence.

facebook
LinkedIn
Google+
Pinterest
Instagram

Social Media Management (SMM)

We will set up and/or enhance your business presence on popular social networking sites such as Facebook, Twitter, Google+ and LinkedIn. Multiple service levels available.

Advanced Audience Targeting

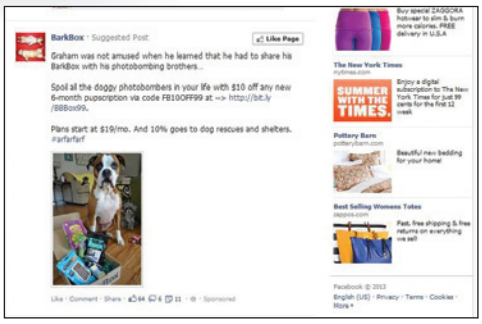
We can customize your campaign to just the right audience on a network of over 10,000 national sites, based on geographic, demographic and online search behavior criteria.

Email Marketing

Target new customers by geography, interest and demographics, or stay in touch with your current customer database. Detailed reporting allows you to track open rates and click-throughs to your site.

Reputation Management

First we list you on 40+ different websites, then we collect every review, tweet and online mention of your business. We can pen a response for you or ping you to take action. Either way you can spend time running your business while we look after your reputation.



Facebook Advertising

Let us help you effectively leverage the power of Facebook by targeting age, gender, education level and interests. Sponsored posts appear in user's News Feed; banner ads are visible at all times on right-hand side of page.

YouTube/TrueView

We can help you create a YouTube video that will appear in search results in all the major search engines.

THE POWER OF TOWER

For advertisers who are looking to take their digital marketing to a national or multi-market level, our Tower Digital Agency combines the experience, assets and technology of the Hearst Corporation with creative thinking and superior audience targeting. For more information, go to www.towerdigitalagency.com or call us at 203-218-0325.

SEO (Search Engine Optimization)

SEO improves your business' presence on "organic" or free search results. Available at several rate levels to suit your needs, all packages include a video and landing page, custom URL and keyword/ geographic targeting to enhance your search ranking.

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