

2024 MEDIA KIT



Newsday

MISSION STATEMENT	2
WHO WE ARE	
Market.....	3
Audience Profile/Composition	4
WHAT WE OFFER	
DIGITAL	
Newsday.com	6
Newsday Display Advertising.....	6
Programmatic Direct	6
Newsday Downloadable Paper.....	7
Newsletters & Alerts	7
Newsday TV	7
Newsday Reach Extension Campaigns.....	8
Digital Marketing Services.....	8
Email Marketing	8
PRINT	
Newspaper	9
Themed Sections	9
Niche Publications.....	10,11
Hometown Shopper	12
NEWSDAY BRAND360	
Video	13
Digital	13
Print.....	13
NEWSDAY PRODUCTIONS	
Studio 2 Immersive Audience Space.....	14
High Fidelity Podcast Booth	14
Photography Studio	14
NEWSDAY LIVE	15

LONG ISLAND'S MULTIMEDIA POWERHOUSE

For over 80 years, local businesses as well as nationally recognized brands have turned to a single source to market their products and services to the affluent Long Island, New York market: Newsday.

Today, Newsday has evolved from a multigenerational newspaper to a multimedia powerhouse – engaging its audience 24/7, 365 across all platforms: digital, video, podcast, mobile, social, experiential events, virtual programs, creative, production and print.

Neighbor, watchdog, small business supporter and local community advocate, Newsday reaches nearly half of all households on Long Island. With nearly a **1 million weekly audience**, Newsday's multimedia content is internationally recognized and has been honored with 19 Pulitzer Prizes for award-winning journalism and unsurpassed, hyperlocal Long Island news coverage.

The trust that Newsday inspires among consumers extends to our marketing partners, as well. Advertisers in Newsday enjoy the halo effect of being a part of something bigger – the Newsday brand – that's embedded in the lifestyle, culture and concerns of Long Island. Both residents and businesses rely on us across all our platforms for the best in news and lifestyle information – and for the products and services to live their best lives. That's why Newsday continually evolves to meet the needs of our advertisers with exciting marketing options – like branded content, video and events – to impact local businesses, engage consumers and drive sales. As a neighbor, as well as an advertising partner, Newsday knows that your success is our success.



NASSAU

SUFFOLK

Long Island

An Important Market Within the New York Market

The largest island in the contiguous United States, Long Island is home to nearly 3 million residents and some of the most affluent areas in the country. A suburb of New York City, Long Island's two counties, Nassau and Suffolk, are the most densely populated and second-most populous counties in New York State outside of New York City.

Education is an important part of Long Island life. More than 15 colleges and universities welcome over 100,000 students to Long Island campuses. High school students often feature prominently as winners of the Intel International Science and Engineering Fair and similar STEM-based academic awards. Cold Spring Harbor Laboratory in the Town of Oyster Bay, the Brookhaven National Laboratory in the Town of Brookhaven, and the Old Westbury campus of New York Institute of Technology are globally prominent life sciences research institutions.

The Island also plays a prominent role in American business, with growing workforces in health and education, technology and manufacturing, business services and hospitality. While 90% of the area's workforce is small business, Long Island also is the headquarters to some of the best-known publicly traded companies.

Our Audience

Newsday Print/Digital Weekly Audience

Gender

Men	47%
Women	53%

Age

Adults 18–54	49%*
Adults 55+	51%
Median Age (Years)	56

Marital Status

Married	57%
---------	-----

Level of Education

College Educated	74%
College Graduate	44%
Any Post Graduate	24%

Occupational Summaries *(among employed)*

Employed Full-Time or Part-Time	58%
---------------------------------	-----

Household Income

\$50,000+	85%
\$75,000+	78%
\$100,000+	62%
Average HH Income	\$138,359

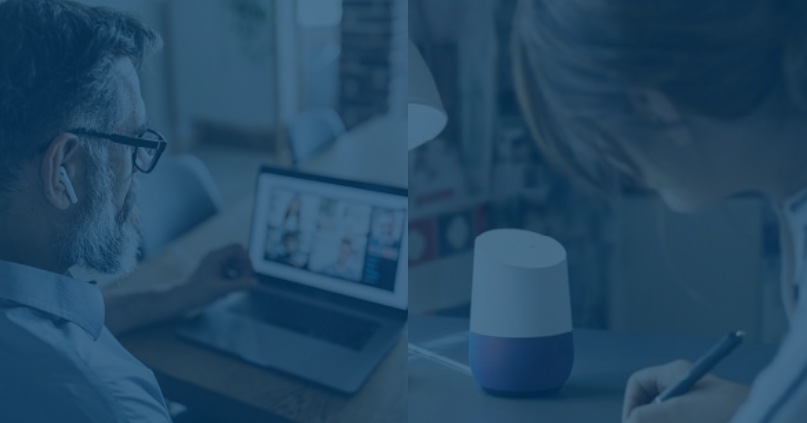
Household Composition

Children in Household	30%*
Own Residence	80%
Average Market Value of Owned Home	\$726,193



Source: Nielsen Scarborough 2023 (Release 2). Base: Nassau and Suffolk Counties Integrated Newspaper Audience

*Relatively Unstable: 36 – 70 Respondents



Newsday brands reach virtually every household on Long Island, wherever they are and whenever they want.



Digital
 Print
 Video
 Experiential



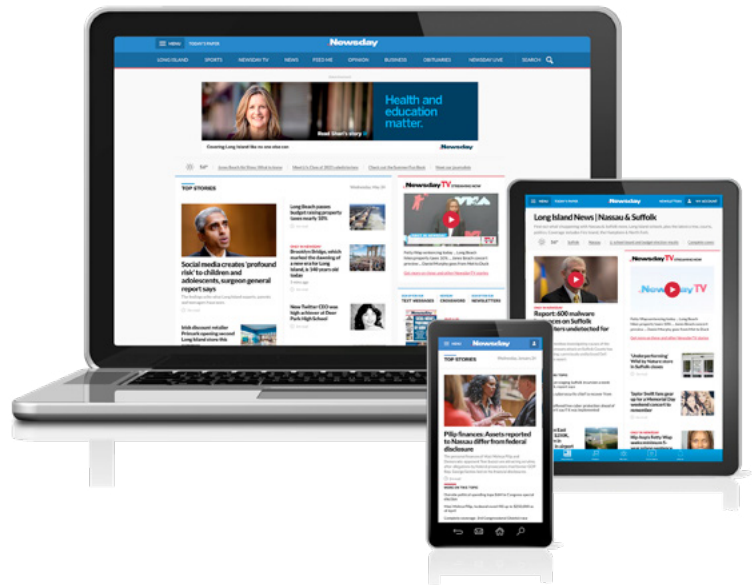
Digital

Newsday.com

Newsday.com is Long Island's trusted source for news and information with exciting interactive features and extensions.

- **56 million** average monthly page views
- **2.8 million** average monthly unique visitors
- **82%** of overall digital traffic comes from mobile devices

Source: Adobe Analytics, Q4 2023



Newsday Display Advertising

- High-profile, premium ad positions
- In-banner video
- Over 82% viewability

Source: Google Ad Manager

Programmatic Direct

- Scalable, automated solutions that optimize budgets
- Regional and hyperlocal
- Private Marketplace



Newsday Downloadable Paper

Newsday's e-Edition generates nearly 95,000 average uniques and 43.1 million average page views monthly. Advertising opportunities include:

- Front Cover Adjacency—Full-page ad unit commands immediate attention
- Targeted strip ad placements including front cover, under advertiser ROP ad, and/or section front*
- Hot Links & Hot Spots—Clickable ads to your website, photo gallery, videos and/or e-commerce products
- Cover sticky note translated to leaderboard

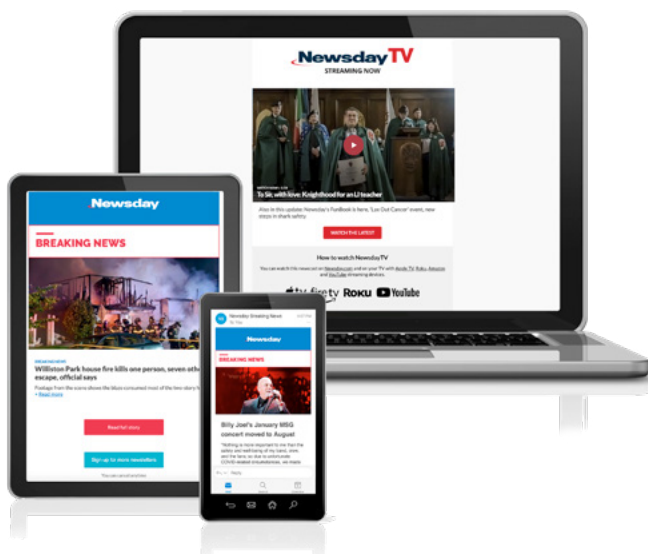
* Some limitations to the Front Cover Adjacency ad unit apply. Ask your Newsday Sales Representative for details. Strip ad under advertiser ROP ad available for full- and half-page ads only. Client to supply ads with embedded hot links; up to 5 hot links.

Source: Adobe Analytics, Q4 2023



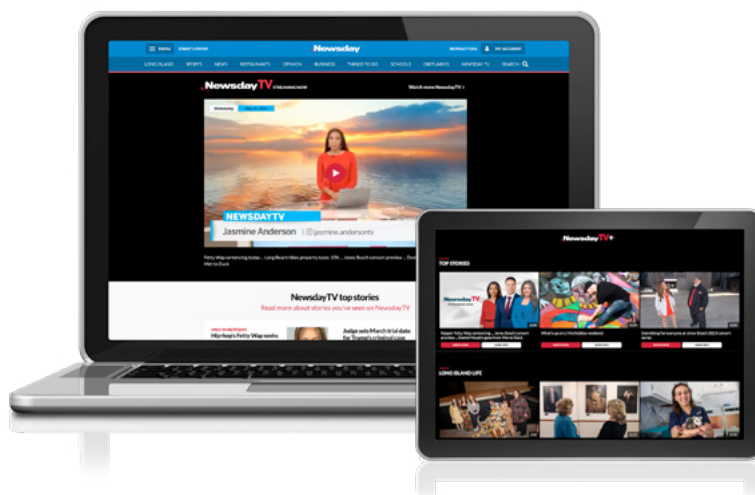
Newsletters & Alerts

- Topical and timely
- Newsletters:
 - Morning Update
 - Afternoon Update
 - Best Bets
 - Breaking News Alerts
 - The Classroom
 - Community Newsletter
 - Daily Business
 - Entertainment
 - Health
 - Holiday Happenings
 - Faces of Long Island
 - Feed Me
 - Family
 - For Subscribers Only
 - High School Sports
 - In Case You Missed It
 - In Memoriam
 - Nassau News This Week
 - Newsday Live Events
 - Newsday TV
 - Newsday TV Streaming
 - Offers and Discounts
 - The Point
 - Top Stories
 - Points East
 - Real Estate
 - Sports Now
 - Suffolk News This Week
 - Upbeat



Newsday TV

- Newsday TV delivers dynamic multimedia content, including news, sports, food, entertainment, documentaries and lifestyle videos 24/7
- Marketers may take advantage of this preferred viewing mode with branded content themed to specific areas of interest



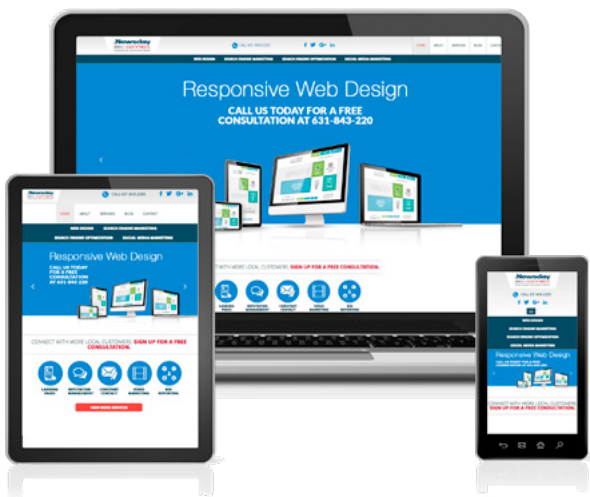
Newsday Reach Audience Extension Campaigns

- Target by Demographics, Behavior, Interest, Intent
- Contextual (Content) Targeting
- Geo-Fencing/Geo-Recency Targeting
- Re-Targeting
- Keyword Targeting
- Over-The-Top (OTT)/Connected TV (CTV)
- Streaming Audio



Digital Marketing Services

- Customized website development and protected website server hosting, with monthly maintenance and support
- Strategies to increase web presence, generate leads and drive revenue
- Search Engine Optimization (SEO) campaigns to increase first page, organic rankings on Google, Bing and Yahoo
- Search Engine Marketing (SEM) and Manage Pay-Per-Click (PPC) ads on Google and Bing to generate immediate leads
- Targeted, Social Media Marketing campaign options to get in front of your specific audience, on Facebook, Instagram and other social media platforms
- Reputation Management monitors your business's online reputation to ensure that you're informed of reviews left about your business and that your business's local listings are claimed and accurate



Email Marketing

- Targeted Email Marketing campaigns to get your business's email in the inbox's of your ideal audience
- Engage your best prospects and generate leads, drive traffic and stimulate sales
- Reach the right consumer with audience targeting: Geo-targeting, demo-targeting, special interest, or category
- Amplify your email marketing program with social media ads and display re-targeting



Print

Newspaper

For over 80 years, Newsday has been one of the biggest, best-known and beloved brands on Long Island.

- 19 Pulitzer Prizes for award-winning journalism
- 95% of print circulation is home delivered
- 7 regional zones for targeted delivery
- **Zoned preprint** opportunities are available

Source: AAM News Media Statement, 6 months ended 9/30/23



Themed Sections

Each day, Newsday offers topical content of interest to Long Islanders. Covering home, family, business and entertainment, Newsday themed sections help Long Islanders live their best lives.

- **LI Business**—Daily
- **exploreLI**—Monday thru Friday
- **Style**—Monday
- **Health**—Tuesday
- **Pets**—Tuesday
- **Tech**—Tuesday
- **Feed Me**—Thursday
- **LI Real Estate**—Friday
- **exploreFUN**—Saturday
- **LI Life**—Sunday
- **fanfare**—Sunday
- **Act2**—Sunday

Niche Publications

Newsday offers a variety of topical and themed content across a diversity of special interest features and sites:

Feed Me—4x per year

- Newsday’s magazine for Long Island food lovers
- Print and companion to the Newsday.com Feed Me channel
- Perfect-bound, glossy publication



HealthLink/Top Doctors—9x per year

- 8 themed health and wellness features annually
- Full-run distribution
- Annual Top Doctors magazine features over 1,000 listings and delivers to home subscribers

Living Well—2x per year

- Targeted content focused on 50+ adults, their families and caregivers
- Features informative and entertaining articles to plan and enjoy an active life
- Multi-page advertising feature



Colleges/Education—12x per year

- Full-Run distribution (except College Guide)
- College Guide delivered to educational institutions

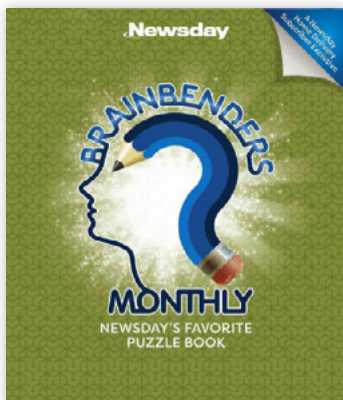
FunBook—2x per year (Summer & Fall)

- Directory of what to do and where to go in and around Long Island
- Distributed to home subscribers in Nassau, Suffolk and Queens counties
- Perfect-bound directory format



Ask the Expert—2x per year

- Full-color, special pull-out feature
- Matching advertorial with full- and half-page ads
- Full-run distribution in Nassau and Suffolk counties



Brain Benders

- Delivered monthly to over 49,000 opt-in subscribers
- Special 64-page premium edition delivered to home subscribers
- Puzzles and games for all age and skill levels

Down the Aisle—2x per year

- Informative guide for brides & grooms and their families
- Strategically-timed distribution throughout the year
- Content features venues, entertainment, formal wear, jewelry, travel, real estate, home improvement and more



Hometown Shopper

Hometown Shopper & HometownShopperLI.com

Long Island's only 100% full-color, full-tab weekly publication delivered to most Long Island homes.

Where Commerce Meets Community

- Full-color, full-tab publication to most LI homes
- Includes most major supermarket and other key circulars
- Nearly 1 million circulation delivered weekly
- 80 editions for hyperlocal targeting

Source: AAM News Media Statement, 6 months ended 9/30/23



Hometown Shopper Downloadable Paper

- All 80 e-Editions available online weekly
- Links to Hometown Shopper social platforms



Hometown Shopper Social Media Groups

- Facebook and Instagram groups that highlight Long Island businesses



Newsday Brand360

Brand360, Newsday's branded content studio, offers clients and their agencies strategic marketing programs that leverage the strength of the Newsday brands, as well as our full portfolio of cross-platform products. Our turnkey opportunities are custom-designed to meet each marketer's individual objectives and deliver measurable results. By lending partners the equity and influence of our brands, we enable them to acquire and build stronger, more meaningful relationships with existing, and altogether new, customers.

Video

Newsday Brand360 makes it easy to successfully showcase local businesses using talking head interviews/testimonials, product demonstrations, facility tours, short tutorials and more.

- Custom professional video production on location or in studio
- Video embedded in Brand360 article page
- Display and headline links on Newsday.com drive users to custom content
- Comprehensive promotion driving to creative, along with robust social media campaign



Print

Brand360 in print offers content-rich vehicles designed to create impact, build relationships, communicate the unique value of a brand, product or service, and inspire target audiences in support of your strategic goals.

- Custom Magazines – 12-48 pages
- Special Features – 2-12 pages
- High-Impact Units – 4-page Pop-Ups
- Contests and Sweepstakes

Digital

Branded content is an effective way to capture digital consumers' attention in authentic and organic ways. Brand360 offers a variety of interactive formats to engage target audiences.

- Articles
- Photo Galleries and Listicles
- Video Productions
- Contests and Sweepstakes



Newsday Productions

With new state-of-the-art equipment, Newsday Productions offers a range of staging and equipment options that ensures the success of every type of multimedia project – from studio to live audience, creative through post-production, streaming video and live events. Facility spaces are utilized by Newsday LIVE and may be rented independently, or multiple spaces may be used per project depending on need and goals.

Studio 2 Immersive Audience Space

- Built for corporate meetings, intimate performances, small conferences, corporate events – or for any need where a presentation should feel more like an experience
- 2,600-square-foot, 186-seat multimedia theater space boasts 5.1 Surround Sound Audio
- Four robotic cameras and a fully customizable lighting grid
- Multiple in-studio digital screens for customizable display and a massive 32' x 9' stage screen
- Dedicated control room
- Events may be live, virtual and/or live streamed



High Fidelity Podcast Booth

- Our podcast facilities make it easy for businesses to take advantage of the demand for serialized audio
- Soundproof booth equipped for recorded programming
- Expert audio team can impact your efforts with creative services such as writing, voiceover talent and sound effects

Photography Studio

- Our in-house photography studio offers businesses the equipment and expertise to create highly stylized commercial images
- Product shots, portraits and headshots, catalog work, social media, and image libraries for use in digital and print
- 1,500-square-foot studio offers multiple shooting zones customized with lighting and backdrops, including green screen
- Team to assist with propping, styling, model selection, hair, make-up, and catering
- Video is also available in the photography studio
- Full-, half- and multi-day shoots

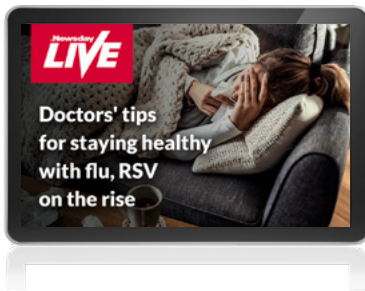


Newsday LIVE

Under the Newsday LIVE banner, Newsday hosts a calendar of live and virtual events to educate, inform and entertain both business and consumer audiences. These events also offer opportunities for sponsorship and sampling.

Business

- Keeps Long Islanders informed about business trends and forecasts, small business issues and support for local entrepreneurs
- Overview of state and local resources and guidelines to help small business owners

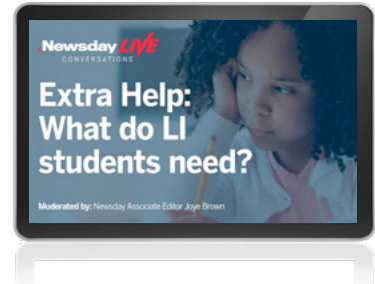


Health

- Provides up-to-the-minute information on health and wellness, globally and on Long Island
- Interviews with experts in their fields
- Addresses physical, mental and emotional health issues

Education

- Covers timely issues related to education on Long Island – from kindergarten through continuing education
- Topical reports on school safety, distance learning, and funding from both educator and parental perspectives



nextLI

- Newsday digital platform for research and social discussion surrounding issues of importance to Long Island consumers and businesses
- Forum for Long Islanders to discuss the future and foster consensus around ways to make the region competitive, affordable and welcoming

Author Series

- In-depth conversations with best-seller writers and novelists
- Introduces authors to a wider audience



Music Series

- One-on-one interviews and exclusive performances
- Promotes up-and-coming as well as music legends to the Long Island audience



6 Corporate Center Drive, Melville, New York 11747
631.843.2500 | advertising@newsday.com

newsday.com