

2020 MEDIA KIT



Newsday

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LONG ISLAND'S MULTIMEDIA POWERHOUSE

For 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 over 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, hyper-local Long Island news coverage.



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. Over 15 colleges and universities welcome over 100,000 students to LI 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 ninety percent of the area's workforce is small business, Long Island is also 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 18–34	21%
Adults 35–49	19%
Adults 50+	61%
Median Age (years among 18+)	54

Marital Status

Married	52%
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Level of Education

College Educated	67%
College Graduate	40%
Any Post Graduate	20%

Occupational Summaries *(among employed)*

White Collar	76%
Blue Collar	24%
Management, Business & Financial Operations	17%
Professional & Related Occupations	33%

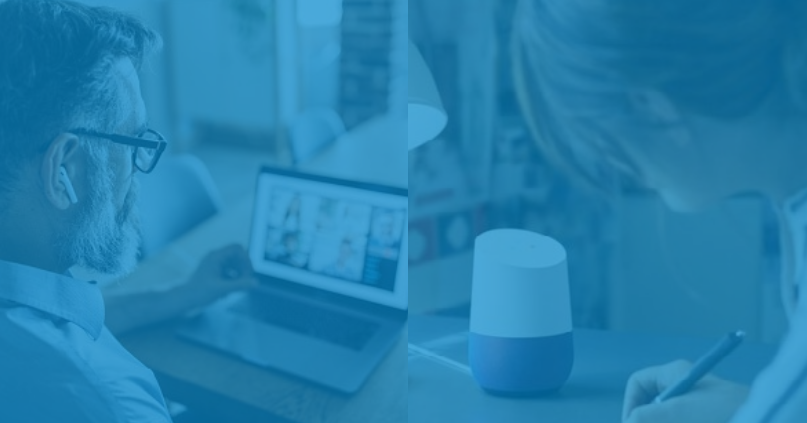
Household Income

\$50,000+	80%
\$75,000+	68%
\$100,000+	52%
Median HH Income	\$118,588

Household Composition

Children in Household	26%
Own Residence	71%
Median Market Value of Owned Home	\$540,159





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

Print

Digital

Video

Experiential



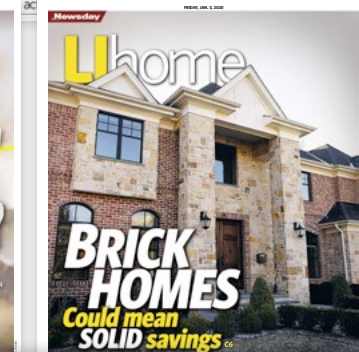
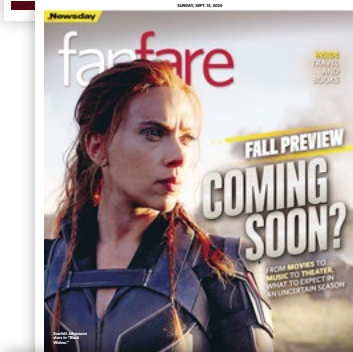
Print

Newspaper

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

- 19 Pulitzer Prizes for award-winning journalism
- 94% home delivery subscribers
- 7 regional zones for targeted delivery

Source: AAM Audit Report, 12 months ending 9/30/19.



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
- **FeedMe** — Thursday
- **LI Home** — Friday
- **exploreFUN** — Saturday
- **LI Life** — Sunday
- **fanfare** — Sunday
- **Act2** — Sunday

Preprints

Preprints and coupons are a great way to attract new customers, stimulate trial and increase sales. At Newsday, we are committed to delivering valuable preprints to our readers, while also delivering valuable solutions that protect the integrity of our partners' products.

- Print and deliver a variety of direct-to-home print materials
- Total market coverage or key saturation by date/area
- Targeted distribution of circulars, catalogs, product samples, and other inserts (within postal regulation guidelines)



Unique Print Opportunities

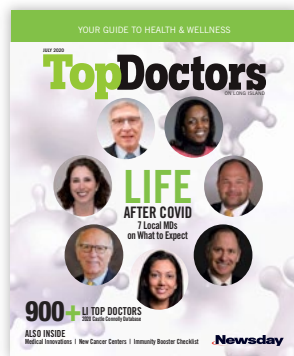
- Variety of direct-to-home print materials
- Total market coverage or key saturation by date/area
- Polybagged print and deliver for FSIs, circulars, product samples, and other inserts
- Coverwraps, cover stickers, outer hang tags, and toppers
- Supplied or Newsday Media Group-created

Niche Publications

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

Feed Me—4x per year

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

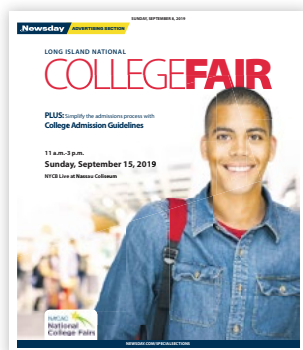


HealthLink/Top Doctors—9x per year

- 8 themed health and wellness sections annually
- Full-run distribution
- Annual Top Doctors magazine features over 800 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 section



Colleges/Education—5x per year

- Education-themed special sections for undergrads, grads, continuing ed and transfer students
- Stand-alone sections in Nassau/Suffolk home delivery copies
- Inserted in newsstand copies and in Queens editions

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 & Queens counties
- Perfect-bound directory format

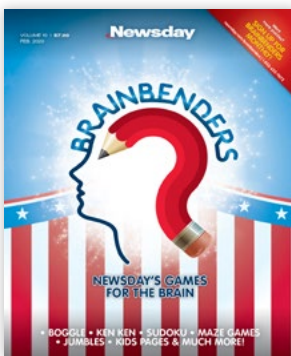


Eat Shop Live—8x per year

- Special section devoted to what's happening on Long Island
- Delivered within Newsday's popular LI Life (Sunday distribution)

Long Island at Home—2x per year

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



Brain Benders

- Delivered monthly to over 52,000 opt-in subscribers
- Special 64-page premium edition delivered to home subscribers
- Puzzles and games for all age and skill levels

Smart Parenting Long Island—4x per year

- Informative guide to raising kids across all ages and stages
- Strategically-timed distribution throughout the year
- Content features include health, education, travel, retail and more



Hometown Shopper

Hometown Shopper & HometownShopperLI.com

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

Where Commerce Meets Community

- Full-color, full tab publication to virtually all LI Homes
- Includes major supermarket and drug store circulars
- Nearly 1 million circulation delivered weekly
- 79 editions for hyper-local targeting

Source: AAM Audit Report, 12 months ending 9/30/19



Hometown Shopper Downloadable Paper

- All 79 e-Editions available online weekly
- Links to Hometown Shopper's Extraordinary Times social platforms

Extraordinary Times

- Facebook group to highlight businesses that are going above and beyond to help the Long Island community during the coronavirus pandemic
- Article in weekly Hometown Shopper features local business' extraordinary efforts to help their community



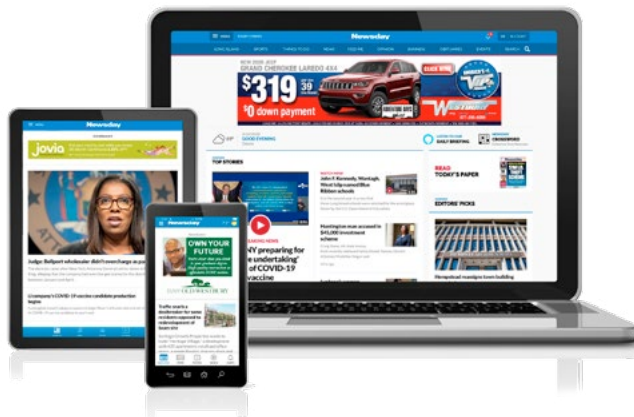
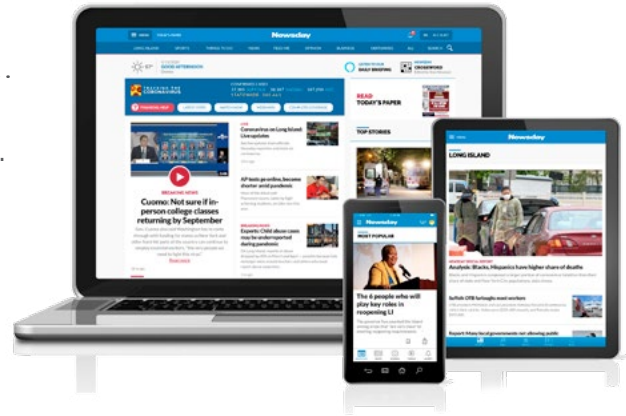
Digital

Newsday.com

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

- **61.2 million** average monthly page views
- **4.5 million** average monthly unique visitors
- **98,123** average monthly unique app users

Source: Adobe Analytics, Q2 2020



Newsday Display Advertising

- High-profile, premium ad positions
- In-banner video
- Over 70% viewability

Source: Adobe Analytics, Q2 2020

Newsday Reach Extension Programs

- Target by demographics, behavior, interest, intent
- Contextual (Content) Targeting
- Geo-Fence Targeting/Geo-Conquest Targeting
- Re-Targeting
- Mobile Location Re-Targeting
- Over-The-Top/Connected TV



Programmatic Direct

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

Newsday Downloadable Paper

Newsday's e-Edition generates **nearly 61,000** average uniques and **38.7 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 available for full- and half-page ads only. Client to supply ads with embedded hot links; up to 5 hot links.

Source: Adobe Analytics, Q2 2020



Newsletters & Alerts

- Topical and timely
- Newsletters:
 - Breaking News Alerts
 - Morning Update
 - Afternoon Update
 - Coronavirus Update
 - Daily Business
 - Sports Now
 - Homes
 - Family
 - Real Estate
 - The 1600—Politics
 - Best Bets
 - The Classroom
 - Feed Me
 - High School Sports
 - Long Island Community
 - Entertainment
 - The Point—Opinion
 - Travel
 - Weather Alerts



Newsday App for Apple TV® and Roku®

- The Newsday TV app delivers dynamic multimedia content on Apple TV and Roku. Featured content includes the latest news, sports, food, entertainment and lifestyle videos 24/7
- Marketers may take advantage of this preferred viewing mode with branded content themed to specific areas of interest

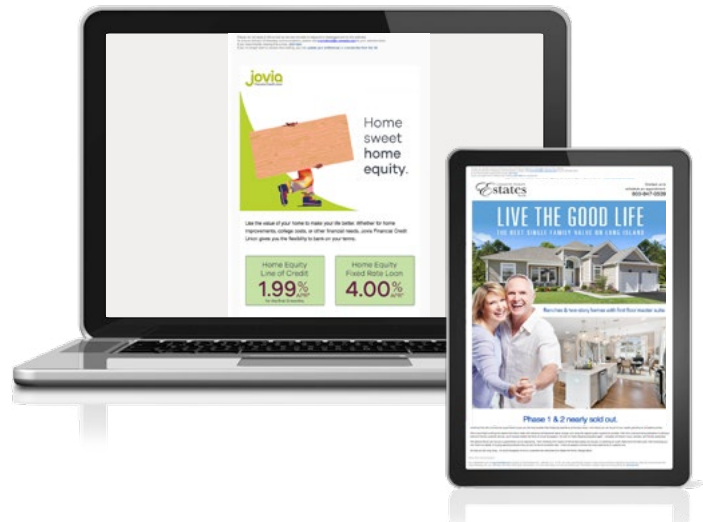


Digital Marketing Services

- Full service website development & internet marketing solutions for small businesses
- Strategies to increase web presence, expand customer base and drive revenue
- Search engine optimization brings website to the top of Google, Yahoo and Bing searches
- Social Media Management and targeted email marketing packages manage and monitor digital marketing programs
- Reputation Management monitors your business reputation to ensure the continued strength and success of your brand

Email Marketing

- Direct-to-device communication to opt-in recipients
- 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 drivers including display and social media retargeting



Classified

Newsday acts as a powerful conduit between buyers and sellers with our print and digital content.

Homes

Newsday Homes offers a diverse mix of can't-miss, local real estate content that encourages user engagement and an effective advertising environment.

- Connects consumers to local content, commerce and communities in print and digital
- Reach active and local home buyers
- Digital display opportunities target real estate buyers and sellers
- Special real estate sections print every Friday and regional sections every Sunday



Automotive

Newsday Cars targets car buyers with response-generating cross-platform automotive marketing programs.

- Dedicated print auto section on Fridays
- Digital display opportunities target automotive intenders
- High-impact pre-roll and display ad units throughout content



Recruitment

Newsday Jobs is powered by Real-Time Job Matching Technology™, the largest recruitment network in North America. Newsday Jobs in both print and digital reaches your most qualified candidates.

- Connects employers and job seekers across thousands of websites
- Get up to 5x the qualified response with optimized performance
- Recruitment print section every Sunday
- Special recruitment-themed features available throughout the year



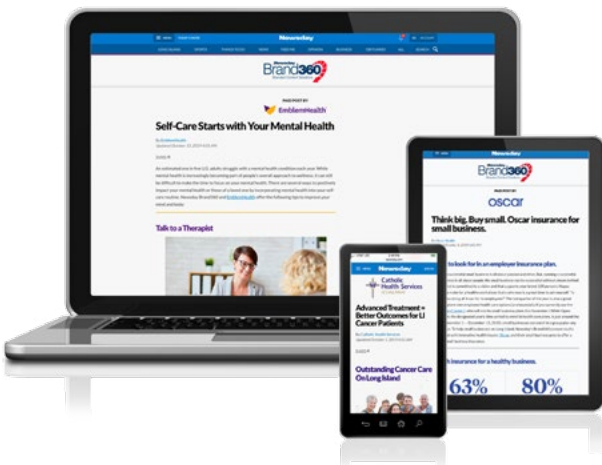
Newsday Brand360

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



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
- Quizzes and Polls

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 Sections – 2-12 Pages
- High-Impact Units – 4-page Pop-Ups and Coverwraps

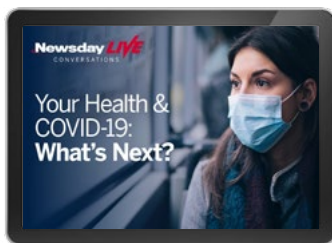


Virtual Events (Online Programs)

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

Business

- Keeps Long Islanders informed about business trends and forecasts, small business issues and provides 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

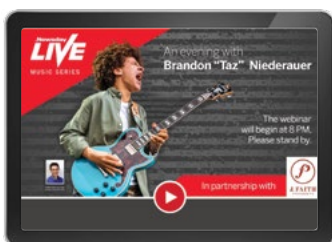


NextLI

- Newsday's 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 & coming performers as well as music legends to the Long Island audience



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