



# DAILY@NEWS

NYDAILYNEWS.COM

*One of New York's most iconic media brands  
In print since 1919, today a multi-platform powerhouse*

THE DAILY NEWS IS COMMITTED TO A WIDE RANGE OF CRITICAL QUALITY OF LIFE ISSUES INCLUDING HOUSING, EDUCATION, HEALTHCARE, JOBS, CRIME, GUN CONTROL, CIVIL RIGHTS, IMMIGRATION AND SAFETY.

**WE WON'T FORGET** **'A VERY GOOD DAY'**

# ZADROGA ACT LIVES



**4 The Daily News literally made the difference. The paper did so much work from the beginning when we were doing this in 2010, editorializing and covering this, really speaking truth to power and shaming people who needed to be.**

**N.Y. SEN. KIRSTEN GILLIBRAND**

**EDITORIAL**  
Shame, shame, shame

**INSULT TO THE INJURED** **Now, now, now**

**Congress OKs health funds** **Pols praise heroes & news**

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Shame, shame, shame

**INSULT TO THE INJURED** **Now, now, now**

**BADEGE OF HONOR FOR GALLY**  
WASH. POST — When Congress passed the Zadroga Act, James Gally, the former Columbia University professor and author of the book "The Zadroga Act," was one of the few people who were there to help us get the bill passed. He has been a hero to us here at the Daily News. We are proud to have him as a member of our editorial board.

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**DAILY NEWS**

**Fight For Their Future**

**Daily News takes comprehensive dive into NYC schools in series**

**NYC + ed = ?**

**SUPPORT OUR MISSION**  
GALVARY HOSPITAL

**EDITOR'S PICKS**

**EXCLUSIVE: Two high-ranking NYPD chiefs under investigation**

**DAILY NEWS**

**Sen. Dianne Feinstein says Daily News 'SHAME ON U.S.' front page 'carries the message' of assault weapons ban**

**EXCLUSIVE: Two high-ranking NYPD chiefs under investigation**

Senator Dianne Feinstein of California speaking before the U.S. Senate asks a blow-up of the "SHAME ON U.S." front page of the New York Daily News during her gun debate speech.

# /SIGNATURE EVENTS

## HOMETOWN HEROES

The Daily News Hometown Heroes in Transit awards showcase NYC Transit bus and subway workers who demonstrate courage, compassion, dedication, selflessness and ingenuity. Our Hometown Heroes in Education awards recognize the work of dedicated

## CITIZENSHIP NOW!

Citizenship NOW! is an annual call-in event providing free confidential citizenship and immigration information to callers. Since the program started, volunteers have helped more than 136,000 callers from New York City and around the country.

## GOLDEN GLOVES

The Daily News Golden Gloves is the largest amateur boxing tournament in the country and produces champions both in and out of the ring. The annual tournament has served as an outlet for youths across New York for the past 89 years.



## SPELLING BEE

The Daily News hosts this annual competition for New York City students over two days and provides the two first-place champions from each day with all-expense-paid trips to compete in the Scripps National Spelling Bee.

## MULTICULTURAL EVENTS

The Daily News participates in a multitude of multicultural events including Harlem Week, the Hispanic Day Parade and Hong Kong Dragon Boat Festival.



# REACHING NEW YORKERS ACROSS ALL PLATFORMS

46.8MM

Monthly UV

7.4MM

New York  
Monthly UV

10.5MIN

Avg. Time Spent

4.1MM

Monthly  
Readers

# 96 YEARS IN PRINT

## #1 READERSHIP

---

in NYC, Brooklyn, Bronx & Queens

## #1 AUDIENCE COVERAGE

---

of readers who shop in Manhattan & use  
coupons more than once per week

## #1 AUDIENCE REACH

---

of households with children, Hispanics,  
African Americans & ages 18-54

# /HIGH IMPACT PRINT OPPORTUNITIES

The Daily News front cover is displayed at over 11,000 retail locations.

## FRONT PAGE STRIP



## FRONT-PAGE NOTE

## SPADEA



## COVER WRAP



# / CUSTOM PRINT OPPORTUNITIES

5 PACK

Front Page

**DAILY NEWS**  
NEW YORK'S HOMETOWN NEWS  
FanDuel  
**THE FANTASY IS OVER**  
AG orders end to daily leagues  
Calls game sites illegal gambling  
PC RICHARD & SON  
APPLIANCE EMPLOYEE PRICING

Page 2

**Blaz sets a public Q&A**  
**Feel my rigor mortis**  
Sex-slime pol Lopez dies at 74  
PC RICHARD & SON  
APPLIANCE EMPLOYEE PRICING

Page 3

**Dolan: Don't get steamed in Java scrap**  
**SACK OF WOE**  
Gisele: Marriage under pressure a few times  
YOU PAY WHAT OUR EMPLOYEES PAY ON APPLIANCES  
NOT A PENNY MORE... NOT A PENNY LESS...  
THERE'S NEVER BEEN A BETTER TIME TO BUY!

Page Facing Back Cover

**AMERICA'S LINE**  
The Wireless HiFi System  
PC RICHARD & SON  
2 YEARS Special Financing

Back Cover

**DAILY NEWS**  
Harper: MLB must learn from NFL mess and make strong domestic violence statement with Reyes  
**BAN HIM 81 GAMES**  
PC RICHARD & SON  
CHANGING THE WAY YOU BUY A MATTRESS

## INTEGRATED ADS

**WOMEN - he's a perky pig**  
BY MARGARET HARTZ  
THE ANTHONY WEINER case...  
Booker: Message clear, he's a twit  
For scandalous pols, hiatus rite of passage  
The perfect gift for every kind of dad

**Text-drive-take-phone plan**  
The problem is that people will...  
L.I. drown horror as he dies trying to save son  
Water worth saved from trench  
The perfect gift for every kind of dad  
Father's Day is June 19th

**NATO nabs pirates & frees 'em**  
The Associated Press  
Iraq ambush kills two G.I.s  
Bounty hunter hit, but no run  
Hi-tech foto ages missing Maddie

**Expect even mmmore.**  
Although some might have you believe it, you don't have to settle for less to save more. It's one thing to pump cheaper gas into a car. It's another thing to put less quality into your child's lunchbox.  
So how's this for appealing? Spend less on groceries while bringing home even more.  
At Target, you can grab cereals, soups, snacks and more at the top of your list less than a cart push away from a fresh set of bowls to serve them in. Or budget-friendly goodies that are tested by a team of food experts, so you can expect less complaining from the most finicky little test critics. Still not satisfied? Our Market Pantry® foods are guaranteed 100% tasty, which means you can hesitate less the next time you want to try something new. So why not put a little extra love onto each plate, while taking a lot less out of your pocket? Because after all, there's nothing more appetizing than that.  
EXPECT MORE. PAY LESS®

# /SPECIAL SECTIONS

## PRINT



## DIGITAL







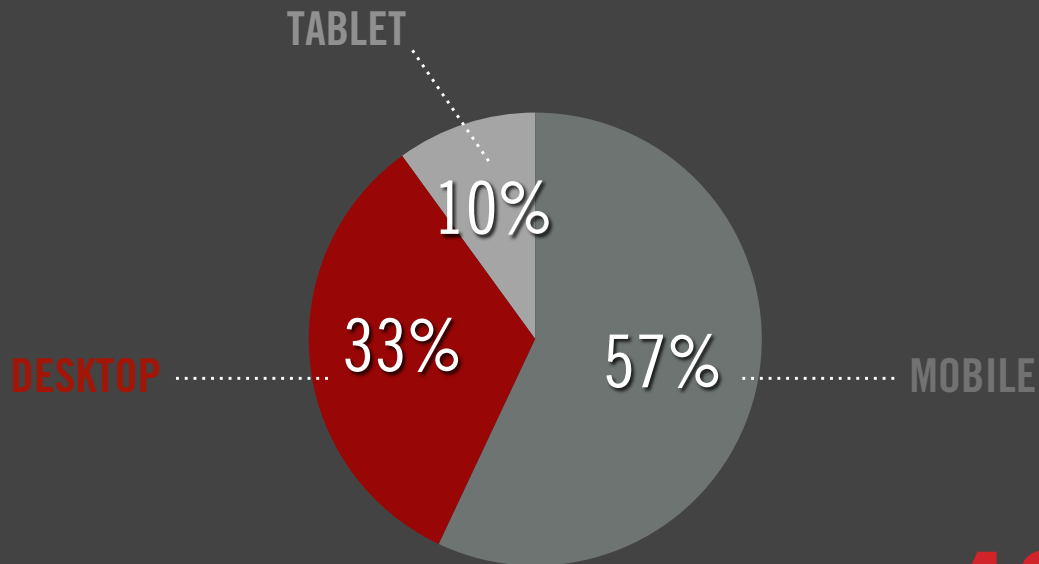
# /OUR DIGITAL AUDIENCE

**39**

MEDIAN AGE

**\$85K**

MEDIAN HHI



**35%**

OF OUR AUDIENCE ARE  
MILLENNIALS AGE 18-34

**46%**

OF OUR AUDIENCE ARE  
GEN XERS AGE 35-54

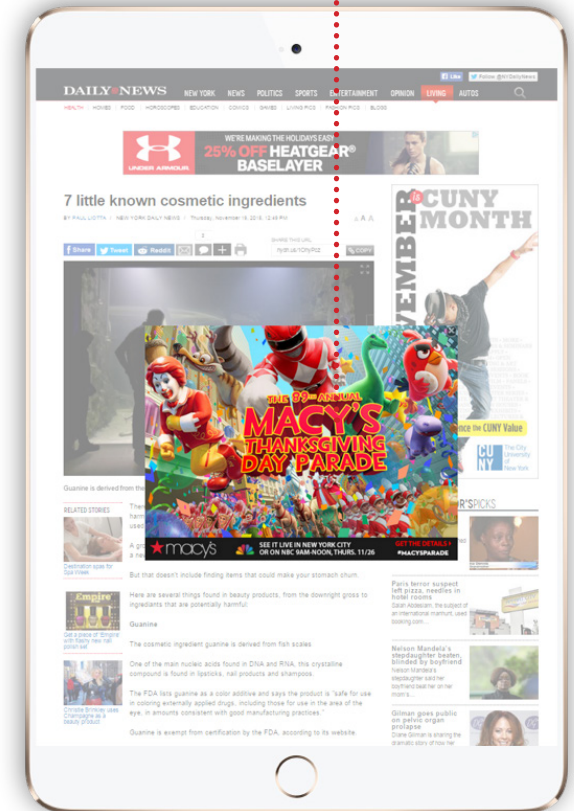
# /HIGH IMPACT DIGITAL DISPLAY

Responsive Skin

Half Page  
300x600

Billboard  
970x250

Interstitial  
640x480



# /VIDEO AD FORMATS

11MM

Monthly Video Views

VIDEO WALL

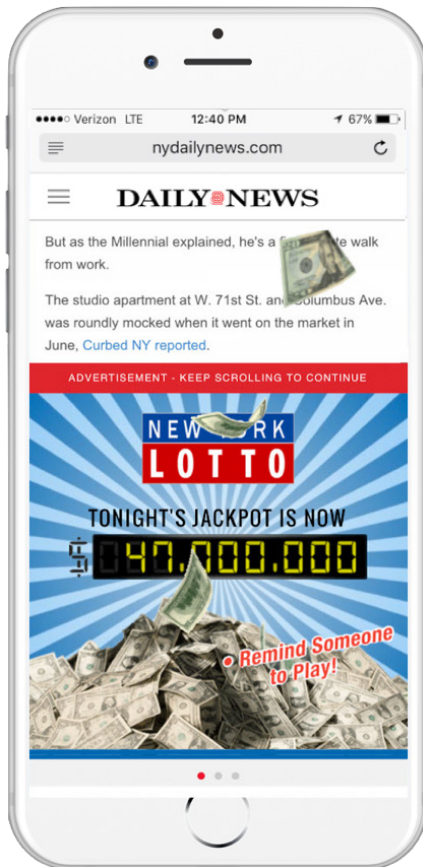
PRE-ROLL

INTERSTITIAL

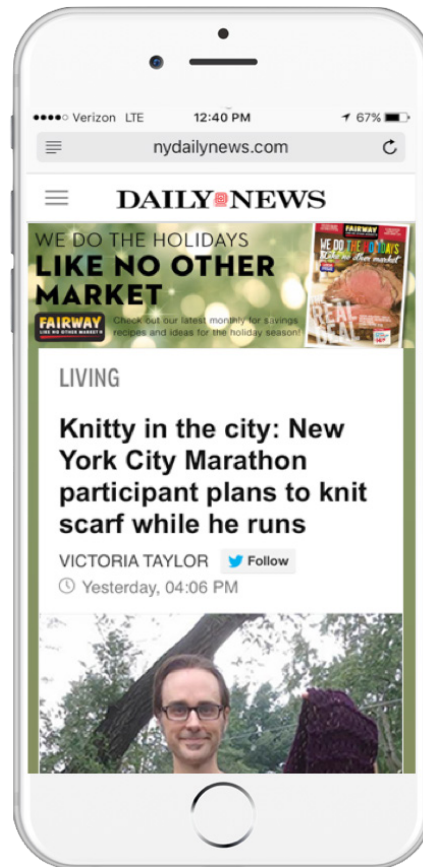


# /HIGH IMPACT ADS: MOBILE SITE

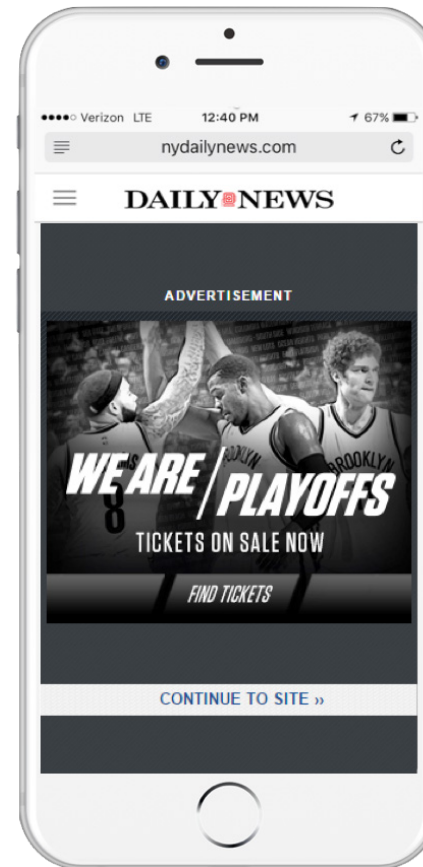
## SCROLLING OVERLAY



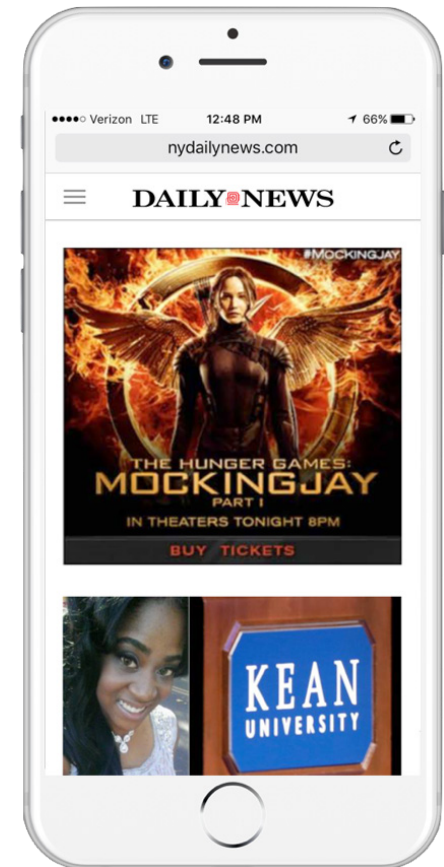
## WRAPPER



## INTERSTITIAL

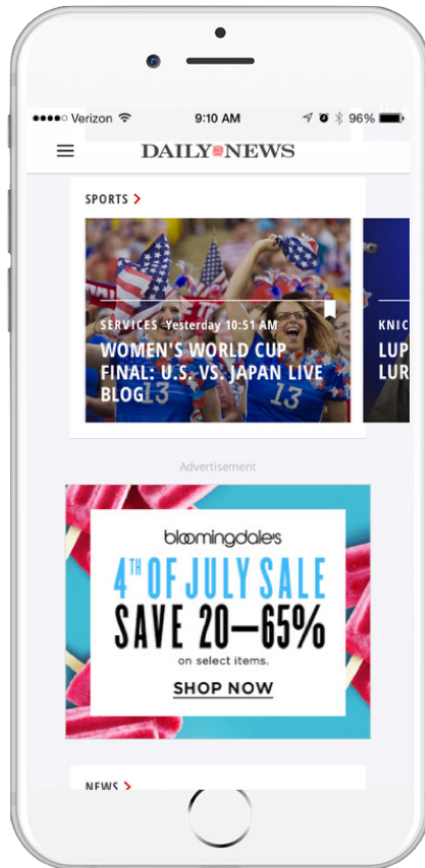


## MARQUEE

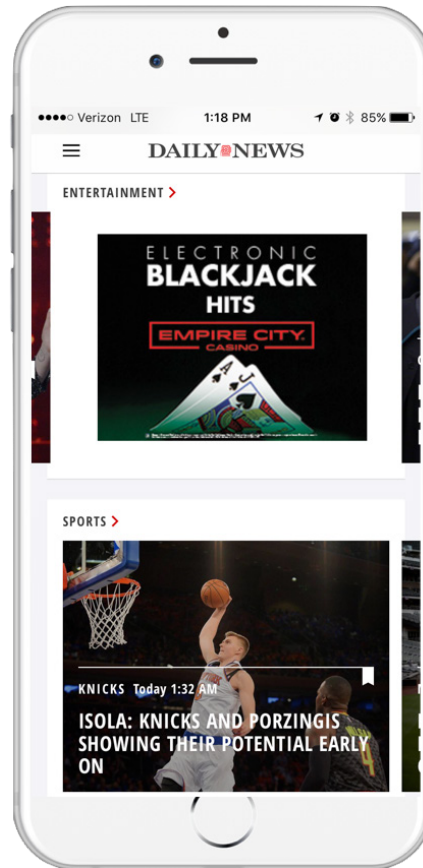


# /HIGH-IMPACT ADS: MOBILE APP

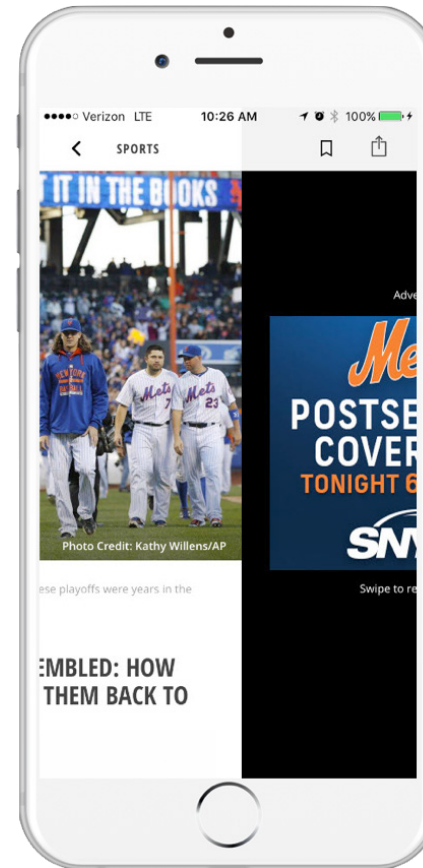
HOME SCREEN



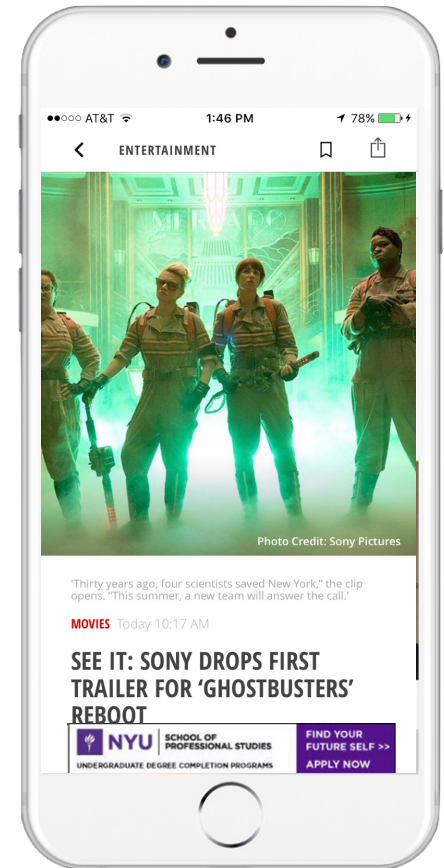
IN-CONTENT CAROUSEL



IN-CONTENT INTERSTITIAL



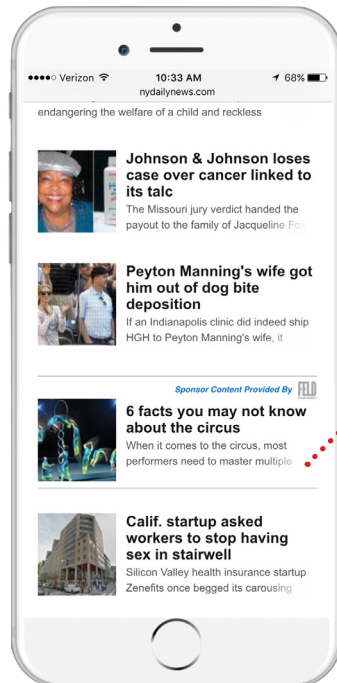
ADHESION BANNER



# /NATIVE

The Daily News Content Studio creates engaging stories that align with your brand's target audience, reaching them when and where they're consuming content.

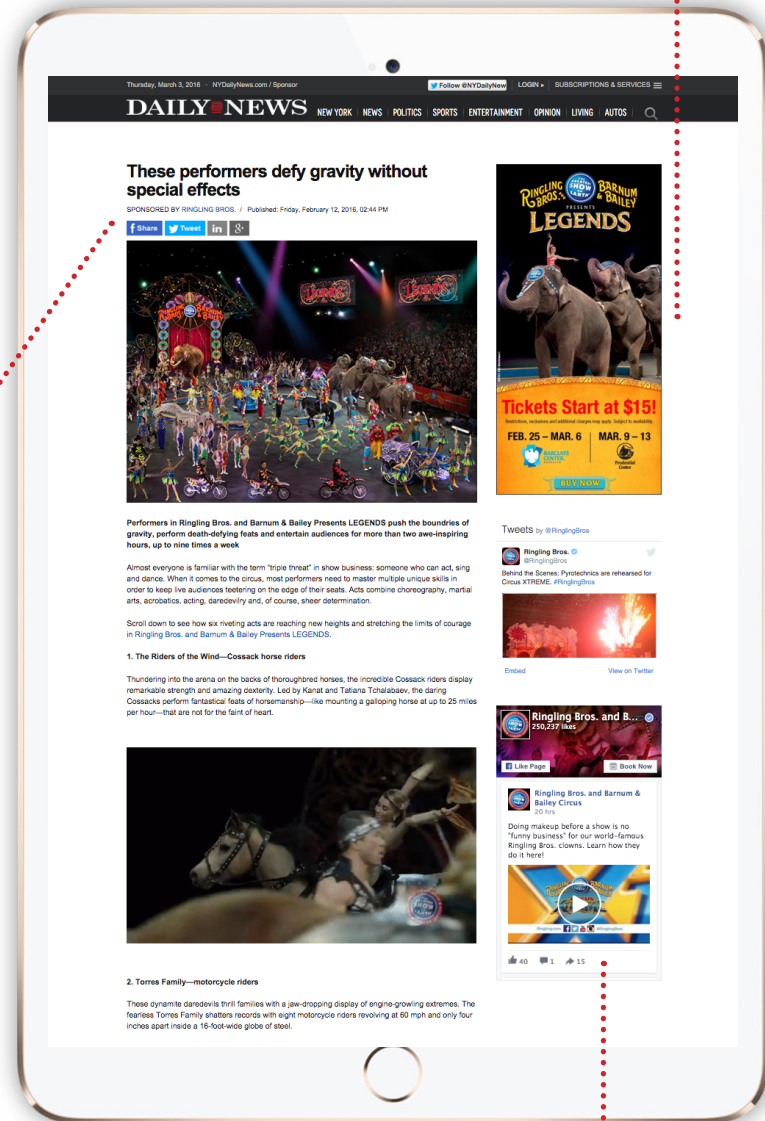
- Content runs seamlessly across all platforms
- Created in a variety of formats including articles, listicles, infographics and videos
- Promotion of content runs across all platforms in highly visible placements
- Creation of content is done by the Content Studio



Mobile site callout

300x600  
OR  
300x250

Partner Branding



Social Media Feeds  
(Facebook & Twitter)

# /TARGETING OVERVIEW

## DEMO

Target by age, gender, HHI, education, ethnicity or children in household



## RETARGETING

Search, site, contextual and look-alike targeting



## BEHAVIORAL

Reach consumers based on their online behaviors - web browsing, search terms, etc.

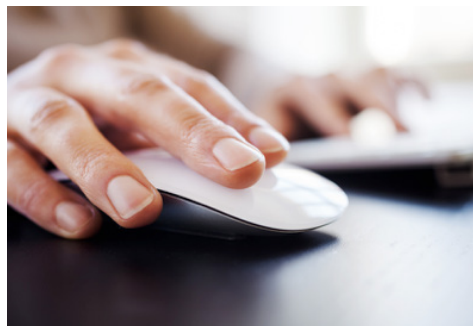


## GEO

Reach consumers by zip code, zone, county, borough, DMA or through geo-fencing

## FIRST-PARTY

Utilize our first-party data to create a custom audience based on a number of interest segments and behaviors such as ad clickers



## AUDIENCE EXTENSION

Reach a specific audience in greater numbers and with more frequency by targeting them across a variety of sites



# / DAILY NEWS PROGRAMMATIC

Whether your goal is to raise brand awareness or drive direct response, the Daily News offers programmatic solutions that deliver powerful results, helping you reach your target audience with ease.

Guaranteed impressions			✓
First look at inventory			✓
High impact ad formats + sponsorships			✓
Video units			✓
Mobile units		✓	✓
High viewability		✓*	✓*
First party targeting		✓†	✓†
# of buyers	Many	Few	One
100% transparency + organic traffic - no bots	✓	✓	✓
<b>FEATURES</b>	<b>Open Exchange (Auction Price)</b>	<b>Private Exchange (Fixed Price)</b>	<b>Programmatic Direct (Fixed Price)</b>

\* 70%+ with ATF placements  
 † Daily News ad clickers, contextual, etc.





# / DATABASE MARKETING

Direct email communications solutions that are targeted for your audience by demo and lifestyle segments.

## CITY/COUNTY UNIQUES

Manhattan	1,133,000
Brooklyn	916,000
Bronx	468,000
Queens	831,000
Staten Island	348,000
Westchester	447,000
Nassau	900,000
Suffolk	638,000

## STATE & NATIONAL UNIQUES

New York	6,908,000
Connecticut	1,456,000
Pennsylvania	5,230,000
New York DMA	8,720,000
National	+200,000,000



## DEMO EXAMPLES (25+ SEGMENTS)

- Age/Gender
- HHI/Net Worth
- Households with Children
- Ethnic Background
- Religion

## LIFESTYLE EXAMPLES (150+ SEGMENTS)

- Homeowners/Renters
- Lifestyle Stage (i.e. new parents/newlyweds/  
college grad/new homeowner)
- Shopping Preferences
- Health & Fitness/Ailment
- Sports
- Travel
- Hobbies/Outdoor Activities
- Social Networking Sites Usage

# /DIGITAL SOLUTIONS OFFERINGS



## LANDING PAGE

An informative business profile on nydailynews.com local business directory with components designed to maximize ROI



## PREMIUM PLACEMENT

Preferred placement in the featured section of our dynamic, search optimized local business directory on nydailynews.com



## WEBSITE

An attractive and easy-to-use website customized with photos, contact information, products and services, etc.



## MOBILE SITE

Connect with consumers on-the-go with custom attractive mobile sites compatible across multiple platforms



## EMAIL

Professional, custom built email templates designed to acquire and effectively grow relationships and repeat sales



## VIDEO

Improve your brand image and promote your business with an engaging online video ad



## SEARCH ENGINE OPTIMIZATION

Improve the volume and quality of traffic to your landing page or website of already-interested consumers searching for your products



## SEARCH ENGINE MARKETING

Effectively reach consumers who are ready to buy through the sponsored links section of Google, Yahoo, Bing, Facebook and YouTube



## SOCIAL MEDIA

We'll help you broadcast your business through the latest social media platforms including Facebook, Twitter, Instagram, Google+ & LinkedIn



## GOOGLE ADS

Advertise your campaigns on Google's exclusive network of high quality media websites, the largest online ad network in the world



## REPUTATION MANAGEMENT

We'll monitor and address all the online comments and reviews about your business



## PERFORMANCE MONITORING

We will monitor your marketing campaigns, phone calls, and website visits and provide real time results



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