

2019 MEDIA KIT



Newsday

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DELIVERING AN EXCLUSIVE AUDIENCE OF LOYAL READERS

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For over 75 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 into more than a newspaper, engaging its audience 24/7 and on the platforms of their choice: print, digital, data and experiential marketing. Newsday offers unparalleled coverage with a **1.1 million weekly audience**, reaching nearly half of all households on Long Island. Newsday has been honored with 19 Pulitzer Prizes for award-winning journalism and unsurpassed coverage of national, international and local news stories.

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The Market

An island with big buying power

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. According to Forbes magazine, **more than 25 of the nation's wealthiest zip codes are located on Long Island and in New York City.** Considered one of America's largest gateways, Long Island boasts America's busiest commuter railroad, 3 commercial airports, 9 bridges, 13 tunnels and ferry services to surrounding states. The Island plays a prominent role in American business, with growing workforces in health and education, technology and manufacturing, business services and hospitality. Long Island is also the headquarters of some of America's best known publicly traded companies.

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Median Household Income	\$100,933
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Consumer Expenditures Per Household	\$87,498
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Retail Store Sales Per Household	\$29,051
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No One Reaches Long Island Adults Like Newsday

Weekly Cume Newspaper Readership Nassau & Suffolk Counties

Newsday	810,080
<i>NEW YORK POST</i>	273,653
<i>The New York Times</i>	210,281
DAILY NEWS	206,331

Source: Scarborough NY, 2018 (Release 2), Base: Nassau & Suffolk Counties

Daily Long Island Circulation—Print Only

Newsday	156,224
<i>NEW YORK POST</i>	27,289

Source: Newsday and NY Post AAM Audit Reports, 12 months ended 9/30/18.
Note: New York Daily News AAM Audit Report not available at this time.

Sunday Long Island Circulation—Print Only

Newsday	193,022
<i>NEW YORK POST</i>	25,567

Source: Newsday and NY Post AAM Audit Reports, 12 months ended 9/30/18.
Note: New York Daily News AAM Audit Report not available at this time.



93%
HOME DELIVERY
SUBSCRIBERS

Our Audience

Newsday Print/Digital Weekly Audience

Gender

Men	47%
Women	53%

Age

Adults 18–34	23%
Adults 35–49	21%
Adults 50+	56%
Median Age (years among 18+)	53

Marital Status

Married	56%
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Level of Education

College Educated	70%
College Graduate	39%
Any Post Graduate	17%

Occupational Summaries *(among employed)*

White Collar	44%
Blue Collar	17%
Management, Business & Financial Operations	10%
Professional & Related Occupations	21%

Household Income

\$50,000+	75%
\$75,000+	59%
\$100,000+	43%
Median HH Income	\$107,939

Household Composition

Children in Household	29%
Own Residence	77%
Median Market Value of Owned Home	\$494,600



Print

Newspaper

Newsday is one of the biggest and best-known brands on Long Island. For more than 75 years, our print publication has been the newspaper of choice for nearly 1 million readers each week.

- 19 Pulitzer Prizes for award-winning journalism
- Reaches nearly half of all Long Island adults
- 93% home delivery subscribers
- 7 zones for targeted delivery
- More weekly average readership than any New York daily

Sources: Scarborough NY, 2018 (Release 2). Base: Nassau & Suffolk Counties; AAM Audit Report, 12 months ending 9/30/18.



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
- **Kidsday**—Monday thru Saturday
- **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

From receipt to response, Newsday's Quality Assurance Process is your assurance of secure preprint distribution. Preprints and coupons are a great way to attract new customers, stimulate trial and increase sales. But they can also be a target for fraud and misuse. That's why it's important to entrust your preprints to a distribution vendor with an outstanding record of control and security.

At Newsday, we take the utmost care to ensure your preprints are continually monitored from the time they enter our warehouse until the time they are distributed to consumers. We are committed to delivering valuable preprints to our readers, while also delivering valuable solutions that protect the integrity of our partners' products.

- World-class quality assurance program deters preprint theft and misuse
- Virtually error-proof preprint insert production and delivery*
- 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)

* Source: AAM Insert Verification Service, Process Audit 11/09/18.



Comps are for representational purposes only.

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:

HometownShopper—Weekly

- Full-color, full tab publication to all LI homes
- Includes major supermarket and drug store circulars
- Nearly 1 million circulation delivered weekly
- 79 local editions, 200 sub-zones for hyper targeting

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

Long Island Living—6x per year

- Delivered direct to select Newsday subscribers in Nassau and Suffolk counties
- Drop-shipped to prime retail locations, hospitality destinations and local events across Long Island
- Perfect-bound magazine format

Feed Me—4x per year

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

Brain Benders

- Delivered monthly to over 42,000 opt-in subscribers
- Special 64-page premium edition delivered to home subscribers
- Puzzles and games for all age and skill levels

Colleges/Education—5x per year

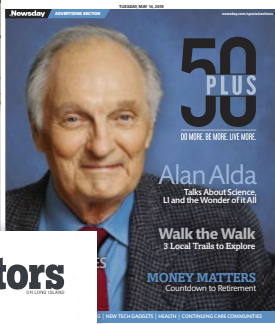
- Education-themed special sections for undergrads, grads, continuing ed and transfer students
- Stand-alone sections in Nassau/Suffolk home delivery copies
- Inserted in newsstand copies and in Queens editions





Eat Shop Live/What's Happening on LI—8x per year

- Delivered to Newsday Sunday subscribers
- Bulk drops at select supermarket locations
- Long shelf life for long-term results



50 PLUS—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, bright white advertising section
- Special consumer event companion guide



HealthLink/Top Doctors—10x per year

- 9 themed health and wellness sections annually
- Full-run distribution
- Annual Top Doctors magazine features over 800 listings and delivers to home subscribers



Long Island at Home—2x per year

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



Travel Expo Event Guide—February 17, 2019

- Multi-page special advertising section
- Bonus distribution at the Expo
- Distributed to Newsday readers the Sunday before the 2019 Newsday AAA Travel Show Expo



Top Long Island Workplaces—October 2019

- Recognizes Long Island's top workplaces as selected by research company, Energage
- Distributed in conjunction with annual Top Workplaces event

Classified

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

Homes

Newsday Homes offers can't-miss curb appeal and encourages user engagement with a dynamic advertising environment.

- Connects consumers to local content, commerce and communities
- Newsday Homes appears in print and digital
- Reach active and local home buyers
- Special real estate print sections 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 and Sundays
- Digital display opportunities target automotive intenders
- High impact pre-roll and display ad units throughout content

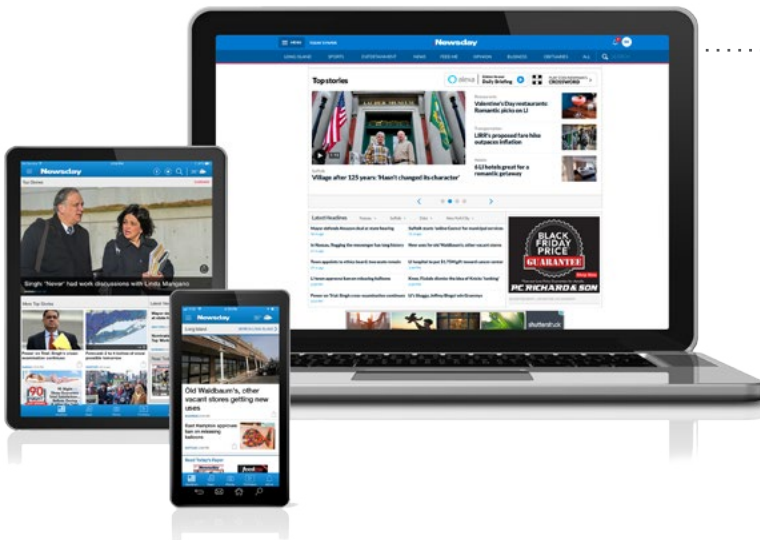
Recruitment

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
- Special recruitment print section every Sunday
- Bi-annual (Spring & Fall) Jobs Fair connects active job seekers with many of Long Island's top companies



Digital



Newsday.com and Newsday App

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

- **53.3 million** average monthly page views
- **5.0 million** average monthly unique visitors
- **107,344** average monthly unique app users

Source: Adobe Analytics, Q1 2019

Newsday Downloadable Paper

Newsday's e-Edition generates **68,000** average uniques and **27 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, Q1 2019



Feed Me

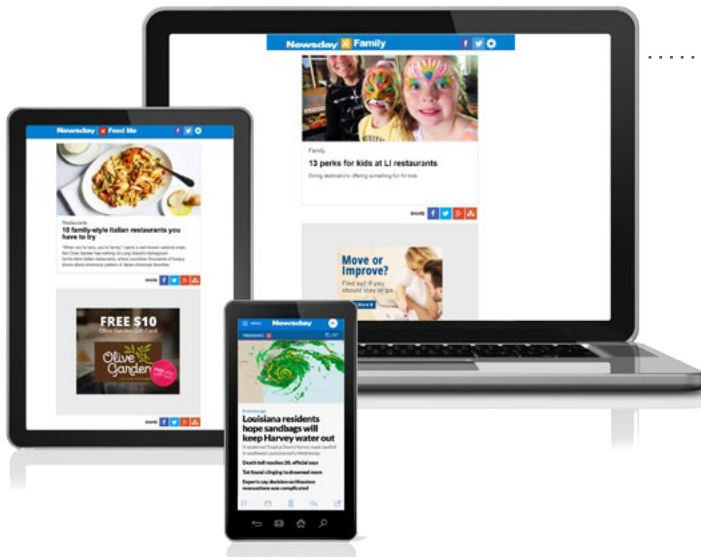
Feed Me, a foodie favorite, brings the Island's leading chefs and new and budget dining experiences to life.

- Mouthwatering video series on Newsday.com, Apple TV, ROKU, Facebook Watch and YouTube
- Complements Newsday's already comprehensive print, digital and experiential coverage, including Feed Me, Newsday's quarterly perfect-bound, glossy magazine
- Exclusive sponsorship opportunity includes banner and pre-roll brand ads and logo inclusion



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



Newsletters & Alerts

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

AdMail/Email

- Direct-to-device communication to opt-in subscribers
- Dedicated and multi-brand eblasts may contain live links and downloadable coupons
- Target demographically and geographically
- Limited to one AdMail per week



Newsday Connect

- 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



Data and Analytics

- Reach Audience Extension
 - Contextual (Content) Targeting
 - Geo-Fence Targeting/Geo-Conquest Targeting
 - Re-Targeting
 - Mobile Location Re-Targeting
- Third-Party Data
 - Search Behaviors
 - Demographics
 - Interest/Intent

Programmatic Direct

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



Event & Experiential Marketing

As an important part of the local community, Newsday Media Group hosts a variety of signature events throughout the year. These live consumer events are available for sponsorship and often include a charitable element as part of Newsday's commitment to give back to the communities we serve. In addition, Newsday Media Group creates custom business-to-business and business-to-consumer events, each designed to create awareness, convey information and stimulate response for our sponsors.

2019 Events*

Newsday's calendar of events provides unique opportunities for one-on-one interaction between sponsors and their best customers.



Event: **Newsday AAA Travel Expo**

Date: **February 23, 2019**

Location: **NYCB Live, Home of the Nassau Veterans Memorial Coliseum**

- Newsday and AAA—two of Long Island's biggest brands—are joining forces for the largest travel expo on Long Island in 2019!
- This event allows guests to experience travel and lifestyle vendors who are local, state and global, all under one roof
- Designed to reach Long Island's audience who spent \$2.6 billion on vacations annually

Source: Scarborough NY, 2018 (Release 2), Base: Nassau & Suffolk Counties



TAKE YOUR CAREER
TO THE NEXT LEVEL

Event: **Jobs Fair**

Date: **April & October 2019**

Location: **Newsday Corporate Headquarters***

- Bi-annual event where hundreds of qualified job seekers connect with talent recruiters
- Centrally-located venue drives candidates and companies from across Long Island
- Exhibitors report on-the-spot hiring for entry-level thru highly-skilled professional positions



Event: **Top Long Island Workplaces**

Date: **October 23, 2019**

Location: **Crest Hollow Country Club, Woodbury, NY**

- Event identifies Long Island's leading companies celebrated in an exclusive, invitation-only awards dinner in October
- Unique opportunity for marketers to promote their businesses peer-to-peer and network with key decision makers
- Guarantees select marketers a seat at the table where relationships are formed and deals are made



Event: **Marching Band**
Date: **October 15-17, 2019**
Location: **Mitchell Field Athletic Complex**

- Long Island's largest community event, now in its 57th year
- The three-night, one-of-a-kind, October event is the largest celebration of high school music programs in Nassau and Suffolk counties
- Over 40 marching bands perform for thousands of area parents and music lovers
- A great way to brand your company as a supportive member of the community



Event: **50+ Expo**
Date: **November 9, 2019**
Location: **Suffolk County Community College Sports & Exhibition Complex***

- Informative and entertaining Expo targeted to Long Island's active agers, their families and caretakers
- One-day only event filled with interactive booth exhibits, stage presentations and informative demonstrations
- Over 1 million adults 50+ call Long Island home; Newsday reaches two-thirds of these active and affluent consumers

Source: Scarborough NY, 2018 (Release 2); Base: Nassau & Suffolk Counties

Event: **Newsday LIVE**
Date: **Ongoing**
Location: **Newsday Corporate Headquarters***

- In this intimate Newsday LIVE forum, Newsday invites Long Island residents to join us for in-depth coverage of issues that are important to the Long Island community
- Guests learn from local experts, meet Long Island notables and share information on topics ranging from history and politics to education and the arts, entertainment and sports
- Several events held throughout the year

Event: **All-Long Island Sports Awards**
Date: **December 2019, April 2020, June 2020**
Location: **Newsday Corporate Headquarters***

- Held 3x per year, Newsday honors Long Island's best high school athletes and coaches of the season
- Connect one-on-one with nearly 400 athletes, coaches and their families at this invitation-only event
- Complements Newsday's comprehensive High School Sports coverage including latest news, scores, schedules and HS Sports opt-in newsletter



*Subject to change.

Brand360—Custom Content Studio

Branded content represents an increasingly popular and effective means of promotion for marketers. Custom content in the form of articles, photo listicles and video productions helps marketers bring their brands to life. Storytelling—using this print and/or digital form of advertising—is more organic, authentic and memorable, with compelling copy and visuals that increase viewability and shareability. With branded content/native advertising, marketers control the media and the messaging to offer actionable information about their brands.

Custom Print & Digital Content

- Print and/or digital article pages turn custom-created or supplied information into a one-time or series of educational and informative content
- Photo listicles are ideal for graphically depicting aspirational and action-oriented tips, posing and answering questions, or providing detailed instruction
- Video galleries reinforce messaging with entertainment and information for tutorials, step-by-step instructions, client testimonials, location tours and more



Live Events—Consumer and B-to-B

- Signature and custom events bring brands to life and promote interaction
- Align with Newsday and amNewYork's branded events to leverage interest and attendance
- Newsday's Brand360 may also work with you to create custom consumer and/or B-to-B events

Contests & Sweepstakes

- Highly interactive, shareable across social networks, and serve as excellent publicity for your brand
- Offers measurement, data capture, and name collection



Print Editorial & Special Sections Calendar

January

HealthLink: Healthy Start, Healthy You	1/8/19
NEW Feed Me	1/27/19

February

Eat Shop Live: What's Happening on LI	2/3/19
NEW Long Island Living	2/8/19
HealthLink: Heart Health	2/12/19
NEW Travel Expo Guide	2/17/19
Presidents' Forum (Colleges)	2/17/19
Brain Benders (Premium)	2/18/19

March

LI Travel Guide	3/5/19
Spring Open House	3/17/19
Eat Shop Live: What's Happening on LI	3/17/19
HealthLink: Spring Health	3/19/19
MLB Preview EDITORIAL FEATURE	3/28/19
Long Island Living	3/29/19

April

Long Island at Home	4/7/19
HealthLink: Technology & Innovation	4/9/19
2019 Auto Show Guide	4/14/19
Eat Shop Live: What's Happening on LI	4/14/19
NEW Feed Me	4/28/19

May

NEW Long Island Living	5/3/19
LI Life Gardening EDITORIAL FEATURE	5/5/19
NEW Nurses Week Salute	5/6/19
HealthLink: Women's Health	5/7/19
PGA Golf Guide EDITORIAL FEATURE	5/12/19
50 PLUS	5/14/19
Spring/Summer FunBook	5/19/19

June

HealthLink: Men's Health	6/4/19
Cross Sounder	6/7/19
Eat Shop Live: What's Happening on LI	6/9/19
LI Life Graduation EDITORIAL FEATURE	6/9/19
Long Island Living	6/21/19

July

NEW Feed Me	7/21/19
Top Doctors Magazine	7/23/19
Top 100 Restaurants	7/26/19
EDITORIAL - runs July - Sept Every Friday - 10 weeks)	

August

Eat Shop Live: What's Happening on LI	8/11/19
HealthLink: Family Health	8/13/19

September

NFL Season Preview EDITORIAL FEATURE	9/5/19
Long Island Living	9/6/19
College Admissions Guide	9/10/19
Long Island at Home	9/15/19
National College Fair	9/22/19
Eat Shop Live: What's Happening on LI	9/22/19

October

HealthLink: Fall Health	10/1/19
Fall/Winter FunBook	10/6/19
50 PLUS	10/8/19
Fall Open House	10/13/19
NEW Feed Me	10/27/19
Top Long Island Workplaces	10/27/19

November

HealthLink: Winter Wellness	11/5/19
Eat Shop Live: What's Happening on LI	11/10/19
Shopper's Survival Guide	
LI Life EDITORIAL FEATURE	11/24/19
Ultimate Holiday Gift Guide EDITORIAL FEATURE	11/27/19
Small Business Saturday	11/29/19
NBA Season Preview	TBD

December

Celebrate EDITORIAL FEATURE	12/5/19
Long Island Living	12/6/19
Eat Shop Live: What's Happening on LI	12/15/19
Holiday Lights Issue 1	12/15/19
Holiday Lights Issue 2	12/22/19

Note: Dates subject to change.



National	T: 631.843.2723
Classified	T: 631.843.3188
Local Retail	T: 631.843.2500
Local Inside Media Sales	T: 631.843.4050
Direct Marketing	T: 631.843.2723
Advertising Special Sections	T: 631.843.2630
Event Marketing	T: 631.843.2907
Newsday Connect	T: 631.843.2200

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