

Hartford Courant

media group

2019 Media Solutions



A dark, blue-tinted background image showing a group of people in a meeting. Several hands are raised in the air, suggesting an interactive session or a brainstorming meeting. The text is overlaid on the left side of the image.

WE ARE A TRUE MULTI-CHANNEL MARKETING PARTNER

We offer reach that resonates with your ideal consumer and creates brand relationships while driving revenue to your bottom line.

“Content. Credibility. Commerce.

These are the three pillars of strength that we focus on when striving for your marketing success. Being aligned with the Hartford Courant Media Group you can be assured that your brand and message is well represented. I'd like to welcome you as a partner as we help you meet all of your marketing and revenue goals.

– Andrew Julien – Publisher & Editor In Chief The Hartford Courant Media Group

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market profile

Hartford / New Haven DMA

Hartford Metro (3 counties), New Haven Metro (1 county), New London Metro (1 county)

Ranked #32 in population, **Ranked #8** in Household Income

60%

College
Educated

63%

Are Employed

48%

Are Married

62%

Own A
Home

market profile

Rankings Among Top 77 DMA's In The Country

15

Home Value

7

Post-Grad
Degrees

16

Hispanic
Population

5

Age 50+

Legacy Media Solutions

UNPARALLELED BRANDS

Hartford Courant Media Group Is The Dominant Media Option In The Market

HCMG reaches **87%** of all Metro Hartford adults with its print, digital and direct mail products

In a typical week, Hartford DMA adults who read The Courant or visit HCMG websites tend to be more affluent and educated



Hartford Courant

The Hartford Courant is the largest newspaper in Connecticut and the 59th largest daily newspaper in the U.S. The Courant covers local issues that impact Connecticut residents as well as breaking national and regional stories. The Courant has the reputation of being the most trusted news source.

135,609

**Average Sunday
Circulation**

92,998

**Average Weekday
Circulation**

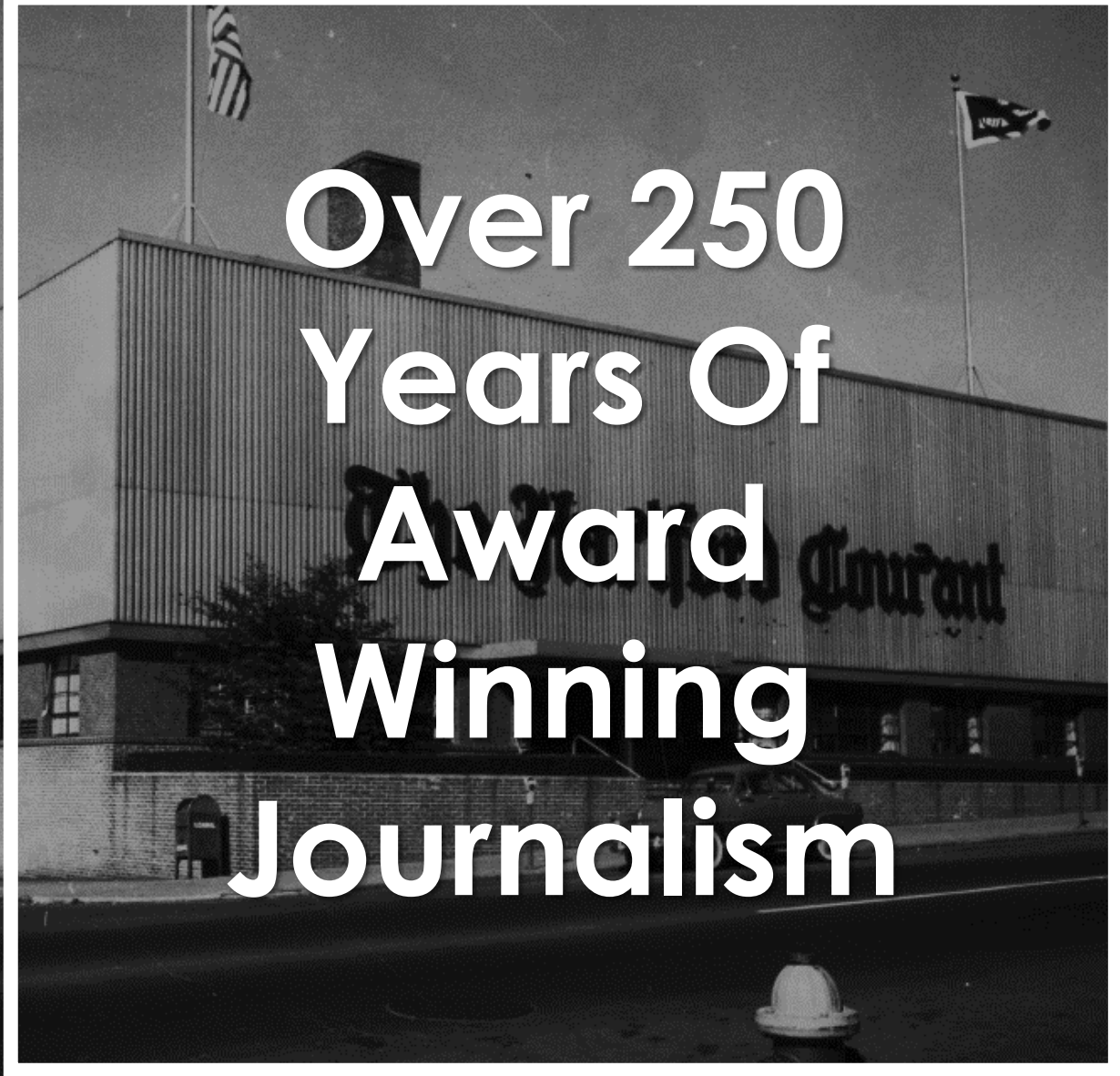
403,278

**Average Sunday
Readership**

275,147

**Average Weekday
Readership**

Source: AAM Q1 2018.



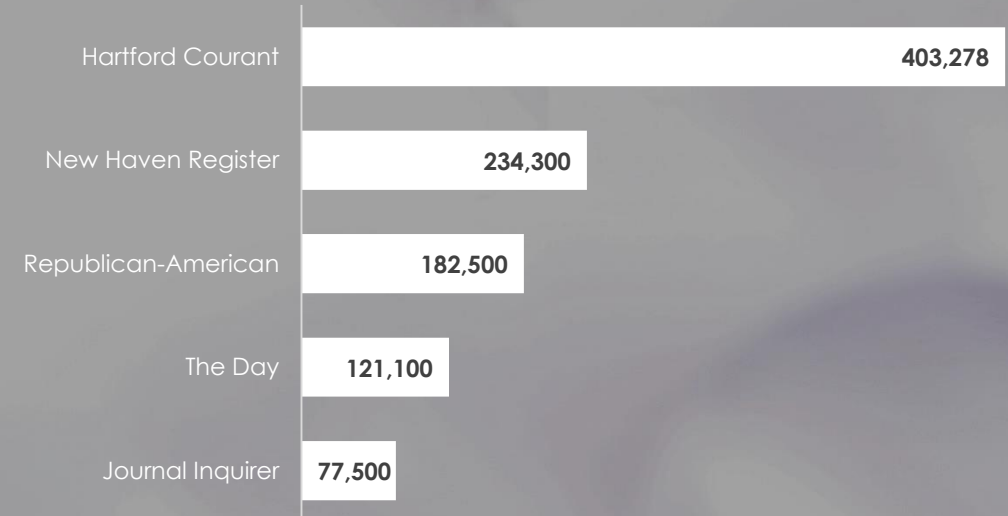
Over 250
Years Of
Award
Winning
Journalism

Competitive Landscape

Hartford Courant

is Connecticut's leading newspaper

Sunday/Weekend Readership



A man in a dark suit, white shirt, and patterned tie, wearing glasses, is looking down at a newspaper he is holding. The background is a blurred outdoor scene with a building.

The Hartford Courant Audience

67%

Are College
Educated

10%

More likely to own their
home than the average
Connecticut resident

\$70,980

Average Household Income
23% Over \$100,000

76%

Are Ages 18-64

SPECIALTY PUBLICATIONS

CTNOW

A weekly publication with 350,000 Readers, CTNOW provides the hottest weekly entertainment destinations that our readers have come to rely on. Our Hartford area edition serves as a weekly go-to guide for the latest in entertainment interests including music venues, comedy shows, hottest restaurants and family fun.

Hartford
MAGAZINE

Hartford Magazine is the leading lifestyle media brand that explores Greater Hartford and the people and places that make it unique. Delivered to the most affluent and educated readers in the area, the magazine's tone and flavor reflects and inspires its readers by providing exclusive insight into the best the region has to offer in Dining, Entertainment, Culture, Fashion, Shopping, Travel, Home Decor, Real Estate, Sports, Business and Automotive.

Courant
Community

The largest weekly newspaper in Connecticut, Courant Community reaches over 400,000 readers weekly. Providing strong hyper-local news content to the communities through 17 weekly editions. What's going on out there is in Courant Community.

HIGH-IMPACT ADVERTISING OPTIONS

AD NOTES

Spadea



Wrap

Digital Media Solutions

CREATING OPTIMIZATIONS DELIVERING RESULTS

Actionable Insights & Advice

Delivered actionable insights to improve day-to-day business operations. We'll share our observations about your performance and offer strategic advice to get more customers, spend less money, and build your reputation in the flooring niche.

Ongoing Relationship

Our team provides our full support on an ongoing relationship basis to deliver a level of interaction and involvement that you will not see on a one-off project relationship.

Cohesive Image

We'll assist in creating a cohesive image that reflects your business's personality that draws in new customers and retains consumer loyalty. People buy from companies and brands they trust, and we aim to create that sense of trust from business to customer.

High Quality Leads

Every aspect of the design, build, and structure is to generate highly targeted leads. Not all leads are created equal; the time and money it takes to acquire and nurture them adds up. We'll help generate qualified leads and weed out the rest, saving you time, reducing costs-per-acquisition, and increasing conversions.



TARGETING OPTIONS

An aerial photograph of a suburban neighborhood with several houses, trees, and a street. Five red location pins are placed on the image, indicating specific geographic locations. The pins are located on a street on the left, a house in the center, a house on the right, a house at the bottom center, and a house on the bottom right.

GEOGRAPHIC

Target any geographic location down to the zip code level

CONTEXTUAL

Place your ad adjacent to relevant content

DEMOGRAPHIC

Serve your ad exclusively to users who fit your target demographic

BEHAVIORAL

Follow your target audience throughout the site by utilizing hundreds of behavioral targets

1ST & 3RD PARTY

Create audience segments that leverage online and offline behaviors

RETARGETING

Target past visitors of your site

IP TARGETING

Cookie-free IP-targeting solution, matching physical addresses with extreme precision

OWNED & OPERATED COURANT.COM

#1 Digital News Platform
in Connecticut

CONTEXTUAL

Ensuring your brand is aligned with the most relevant and engaging content.

Delivers a broad range of consumers, from a general news audience to a focus on features, including entertainment, the arts, sports, home and garden and more.

CREDIBLE

Placing your message alongside a trusted brand and renowned editorial.

Offers brand safety for your message in a 'news and information' environment, including transparent placement and reporting not available through networks.

CUSTOMIZABLE

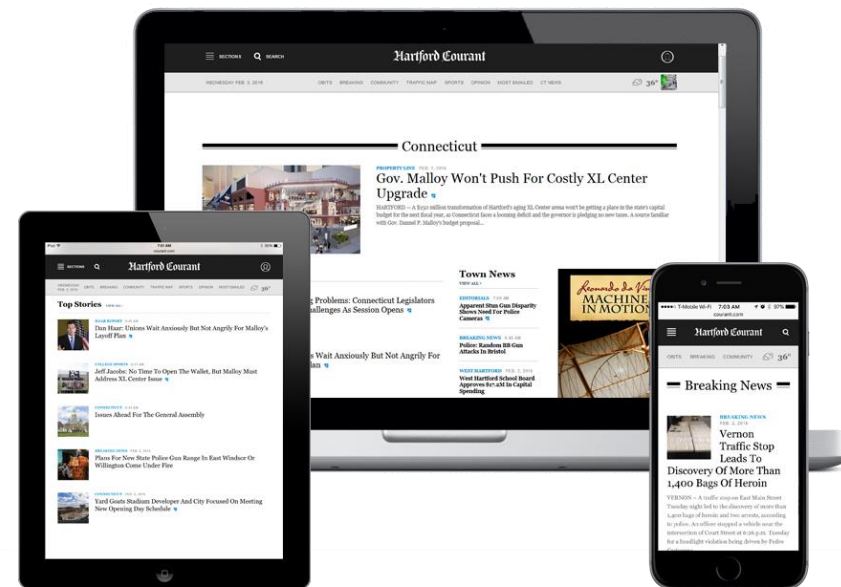
Creating a targeted environment to ensure efficiency.

Provides industry-leading targeting, including geographic, demographic, behavioral, contextual, daypart and more, plus custom targeting built by request.

COMPREHENSIVE

Delivering a full portfolio of traditional and cutting-edge digital opportunities.

Digital product offerings are fully customizable, including rich media, sponsored content, video, sponsorships, dynamic display, premium positioning and additional custom opportunities.



Reaching More Connecticut Residents
than any other local news site.

- 2.3 million monthly unique visitors
- 22 million monthly page views
- Average of 4.2 minutes per visit
- 50% of all traffic comes from mobile

SOCIAL MEDIA ADVERTISING



Increasing brand awareness is about telling people what makes your business valuable.

Look for ways to get people interested in your product or service, such as sign-ups for your newsletters or local events for your business.

Tracking how many people saw your ad, and then actually went and purchased the product you were advertising is an important way to measure campaign success.



PROGRAMMATIC SOLUTIONS

Power your campaigns with automated technology, precise targeting, and buying tools across any channel or device. **Programmatic** media buying, **marketing** and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system.



MULTI-TACTIC APPROACH

Choose a variety of tactics to reach your audience.



FLEXIBLE BUDGET SHIFTING

Proactive budget shifting between tactics allows for performance optimizations.



OPTIMIZE TOWARDS A GOAL

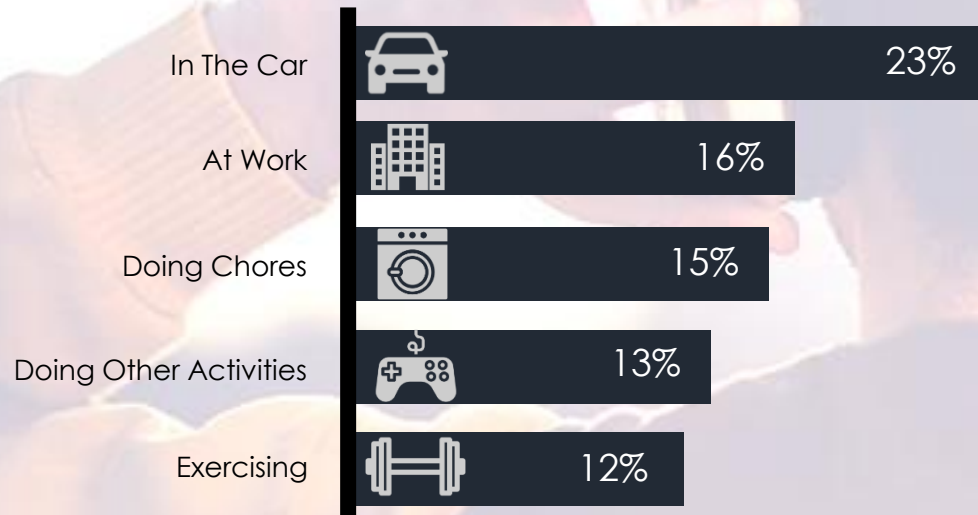
CTR, CPC, eCPM,
Conversions

Programmatic media buying, **marketing** and advertising is the algorithmic purchase and sale of advertising space in real time. During this process, software is used to automate the buying, placement, and optimization of media inventory via a bidding system.

PODCASTS & PROGRAMMATIC AUDIO

- Providing another way to reach your audience in a hands free environment
- Wide variety of targeting segments (age, gender, location, interests, etc...)
- Non-skippable formats available, ensuring the message is heard

Where Do Consumers Listen?



WEATHER.COM ADVERTISING

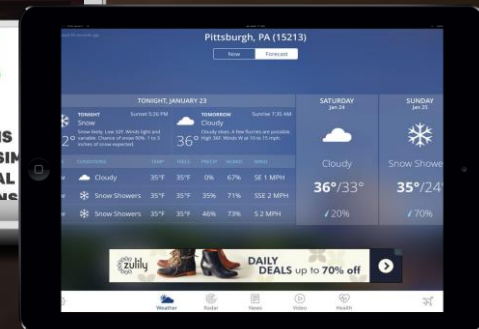
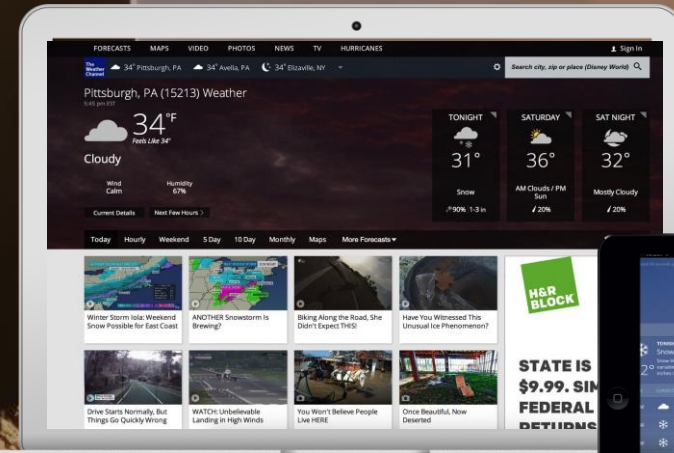
The
Weather
Channel



WEATHER UNDERGROUND

IBM Watson Advertising™

The Weather Company, one of the world's largest weather platforms, offers the most accurate, personalized, and trusted data and insights in the world. And now, as part of IBM's Watson and Cloud Platform, we're enhancing our suite of innovative solutions and helping marketers turn data into actionable intelligence.



Hartford Courant | STUDIO
media group | 1847

CUSTOM E-MAIL MARKETING

Ad Mail - 1st party data

Ad-mail Blasts to Hartford Courant Subscribers

Ad mails can serve as a great addition to online or mobile campaigns or stand on their own with strong delivery.

60,000 e-mails sent out to the Hartford Courant subscribers with a very special offer

3rd Party E-mail Blast

Target Your Message

Geographically, demographically and by lifestyle Target the right prospects

Email campaigns deliver your message to exactly the consumers you want to reach using hundreds of targeting options

CONTENT MARKETING

Content marketing can take on various forms, however, it is simply using story-telling to promote your brand, foster loyalty or align yourself as the subject matter expert.

- Leverage the authority of **courant.com** to develop, publish and promote your content.
- Extend reach to your target audience with **native ads** on our site network.
- Reach and influence **Facebook** users to build your community with useful, engaging content.
- Elevate your **Google** exposure with content that educate and informs.

60%

of consumers are more open to online ads that **TELL A STORY** than ones that simply sell a product

88%

of brand recall among consumers viewing native advertisements

33%

content credibility boost if content appears on a credible news website

Source: IAB Edelman Berland Study; giveitanudge.com/88-brand-recall-on-custom-native-ads/

SEARCH ENGINE OPTIMIZATION MANAGEMENT

- Making your website is properly optimized to rank higher on all major search engines
- Focus more on specific search keywords
- Optimize for Google, Bing & Yahoo search engines
- Organic traffic is free traffic, so it is important to invest in SEO maintenance strategies
- We track direct conversions in Google Analytics
- We track lift in organic search traffic

SEARCH ENGINE ADVERTISING

Why?

- Reach an audience that is presently searching for your products or services
- Use focused keyword/ad group strategies to draw attention to every desired landing location on the website
- SEM accounts for the largest share of digital advertising spend
- Search engines are the first place people go to learn more about your products or services
- Over 50% of mobile searches lead to a purchase

How?

- Place conversion pixels on your website via Google Tag Manager
- Track assisted and direct conversions as well as phone calls

1.3 Billion searches are performed on Google daily
50% of all search traffic comes from a mobile device

DATA ANALYTICS & TAG MANAGEMENT



Google Analytics



Google Tag Manager

Google Analytics (GA) Access

- Assists in assessing the quality of website traffic being generated by every tactic
- Enhances our ability to evaluate performance and determine future budget allocations.

Google Tag Manager (GTM) Placement

- Enables us to place additional tracking/conversion tags on your website to
- Tally campaign metrics that will contribute to helping us measure ROI by document Key Performance Indicators (KPIs).

Experiential Marketing

STUDIO 1847 EVENTS

We produce Signature and Custom Events throughout the year. Today's events are all about creating memorable and interactive experiences for guests and sponsors alike. We work with clients every day to help create innovative experiences for a variety of audiences elevating their events above all expectations. Years of event experience along with the resources of the Hartford Courant Media Group. We offer clients a fully integrated, 360° approach to consumer/attendee engagement leveraging print, digital, social and event assets. We reach over 80% of the market.

We invite your brand to get a ticket in.

STUDIO 1847

We deliver customized activation experiences from start to finish – specializing in Travel, Culinary, Business and Health events. Clients have the opportunity to sponsor by category.

SIGNATURE SERIES



Hartford Courant Travel Show
5,500 Attendees

Hartford Courant's Travel Show is Connecticut's largest consumer travel expo, hosting more than 5,000 attendees and over 100 exhibiting destinations. The show serves as a travel planning guide, with show-only deals, giveaways, sampling and fun!



One Day University
Est. 400 Attendees

Every university has a few professors who are wildly popular. At One Day U, we work closely with these professors to develop the most engaging talks that inform and inspire our adult "students-for-a-day." The professors who teach at One Day U have won countless teaching awards and earned the highest possible ratings from their students on campus



Pink Party
3,500 Attendees

Each October, more than 3,500 people fill the streets of West Hartford's Blue Back Square to kick off Breast Cancer Awareness Month with The Hartford Courant's Pink Party. Blue Back Square goes pink for a night, hosting this block-party event with live music, dancing, breast cancer survivor fashion show, dance performances, food sampling, pink carpet photo-shoots, raffles and much more.



Top Workplaces
550 Attendees

The Top Workplaces event publicly recognizes the most dynamic and supportive local companies, based solely on employee surveys. This awards ceremony and networking event celebrates the best in the cities business community. C-Level executives and employees will network and share their stories of success.

Targeted In-Home Solutions

Insert Solutions

Every week the Hartford Courant Media Group distributes **438,235** packages to consumer who do not Subscribe to the Hartford Courant.

The TMC is delivered on Thursdays and Friday of every week.

Advertisers have the option to purchase the Subscriber and TMC Distribution to saturate a specific Zip Zone (could be an individual Zip Code, or a Cluster of Zip Codes).

TMC is delivered by U.S. Postal Service and Carriers.

- The post office delivered quantity 273,180
- Alternative carrier delivery is 165,055

2 regular jackets are used for the wrap the inserts for the TMC program:

- CTShopsHere, which is a broadsheet, similar size as the newspaper
- Courant Community, which is a tabloid size
- 11 times a year we use ValuMail wrap, a shared mail product, to wrap the inserts.

The collage features several retail inserts and advertisements. At the top left is a 'CTShopsHere' insert with a 'Buy, Sell, Save' tagline. Below it is a 'courant.com' insert featuring 'Beat the Heat with these HOT PRICES!' and various furniture deals. To the right is a 'Hartford.com' insert with a QR code and a list of categories. At the bottom right is a 'SHOP SMART' insert with a 'See Inside' call to action. The background of the collage is a photograph of a modern house with a large garage door.

Direct Mail

Tribune Direct knows what it takes to maximize your direct mail return on investment. It starts with a comprehensive understanding of your objectives and target audience. Add that to an efficient process and our responsive staff, and your guaranteed your offer is received on-time, at the right time.

- Direct Mail, Direct Response
- Strategy & Design
- Data & Analytics
- Production Channels
- Online Services
- Technology Solutions



We Know Your Business We Know Media

- Powerful Brands
- Customized Solutions
- Unmatched Reach Capabilities
- Targeted Audience Delivery
- Multi-Media Synergy With Greater Cost And Time Efficiencies
- Maximize Visibility, Generate Leads, Engage Customers

Let us connect you
to your customers

