

2026 MEDIA KIT



Newsday

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LONG ISLAND'S MULTIMEDIA POWERHOUSE

For 85 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	48%
Women	52%

Age

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

Marital Status

Married	52%
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Level of Education

College Educated	69%
College Graduate	43%
Any Post Graduate	21%

Occupational Summaries *(among employed)*

Employed Full-Time or Part-Time	59%
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Household Income

\$50,000+	83%
\$75,000+	71%
\$100,000+	62%
Average HH Income	\$132,037

Household Composition

Children in Household	24%*
Own Residence	73%
Average Market Value of Owned Home	\$746,497



Source: Nielsen Scarborough 2024 (Release 2). Base: Nassau and Suffolk Counties Integrated Newspaper Audience

*Relatively Unstable: 36 – 70 Respondents

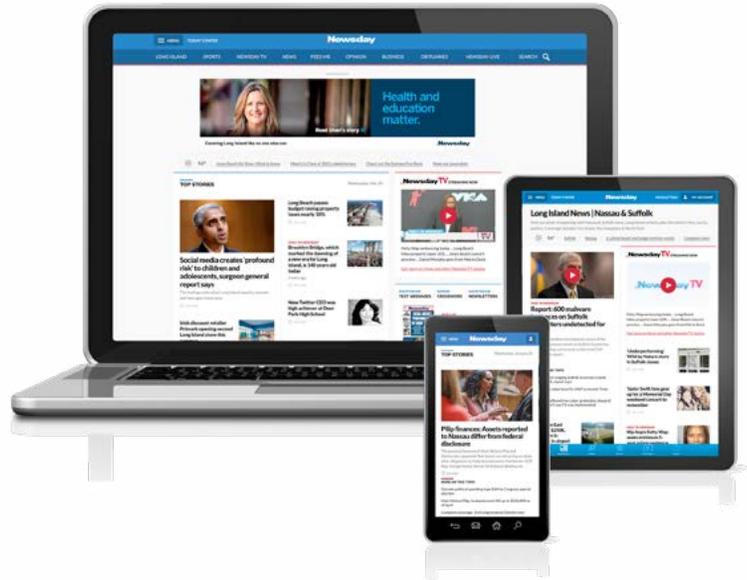
Digital

Newsday.com

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

- **51 million** average monthly page views
- **2.1 million** average monthly unique visitors
- **80%** of overall digital traffic comes from mobile devices

Source: Adobe Analytics, Q3 2025



Newsday Display Advertising

- High-profile, premium ad positions
- In-banner video
- Over **85%** viewability

Source: Google Internal Data, July 2024

Programmatic Direct

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



Newsday Downloadable Paper

Newsday's e-Edition generates nearly 122,000 average uniques and 39 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

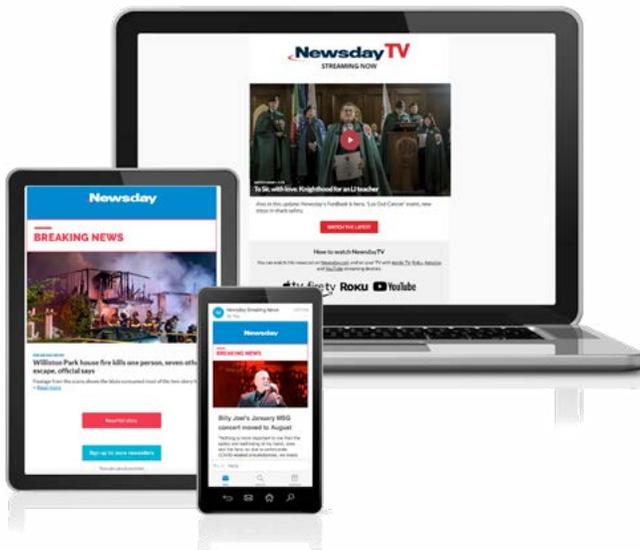
* Some limitations to the Front Cover Adjacency ad unit apply. Ask your Newsday Sales Representative for details. Strip ad under advertiser ROP ad available for full- and half-page ads only. Client to supply ads with embedded hot links; up to 5 hot links.

Source: Adobe Analytics, Q3 2025



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
 - Getting Away (Travel)
 - In Case You Missed It
 - In Memoriam
 - Nassau News This Week
 - Newsday Live Events
 - Newsday TV
 - Newsday TV Streaming Now
 - 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 sponsorship of 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 85 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 9/30/24



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.

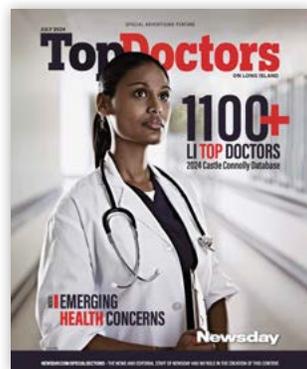
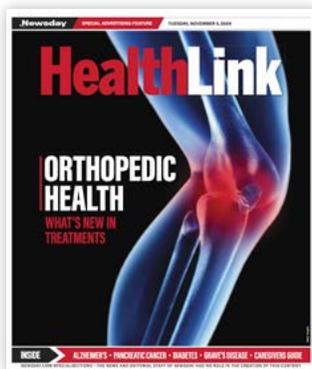
- **LI Business**—Daily
- **exploreLI**—Monday thru Friday
- **Style**—Monday
- **Health**—Tuesday
- **Pets**—Tuesday
- **Tech**—Tuesday
- **Feed Me**—Thursday
- **LI Real Estate**—Friday
- **exploreFUN**—Saturday
- **LI Life**—Sunday
- **fanfare**—Sunday
- **Act2**—Sunday

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 companion to the Newsday.com Feed Me channel
- Perfect-bound, glossy publication

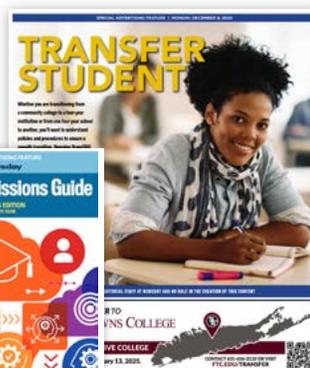
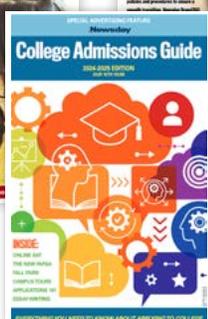


HealthLink/Top Doctors—8x per year

- 7 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



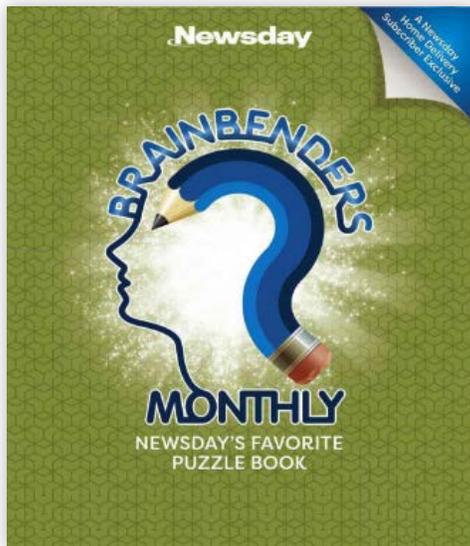
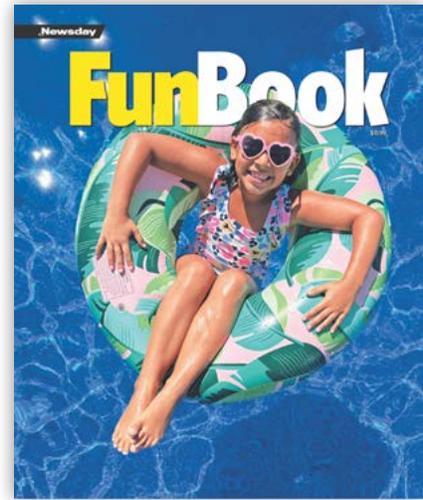
Colleges/Education—9x per year

- Full-Run distribution (except College Guide)
- College Guide is distributed to students, parents and guidance counselors across Long Island as a print and online resource* via The New York State School Counselors Association, Long Island libraries and digital guide distribution to Nassau and Suffolk County LI STEM HUB programs.

*Distribution details are subject to change.

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



Brain Benders—Monthly

- Delivered monthly to over 47,000 opt-in subscribers
- Special 64-page premium edition delivered to home subscribers
- Puzzles and games for all age and skill levels

Down the Aisle—1x 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



Newsday Inserts and Direct Mail

Newsday's direct response tactics target your best prospects.

Newsday Inserts

- High-impact, free-standing print ad units inserted in Newsday
- Client-supplied or Newsday-produced
- Zoned distribution for hyper-local, affordable targeting



Solo Mail (Direct Mail)

- Fully turnkey direct mail solution
- In-home distribution targeted to the carrier route level
- Strategic and creative development services are available

Long Island Shared Mail

- Saturation distribution via USPS
- Available to 100% of households on Long Island

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



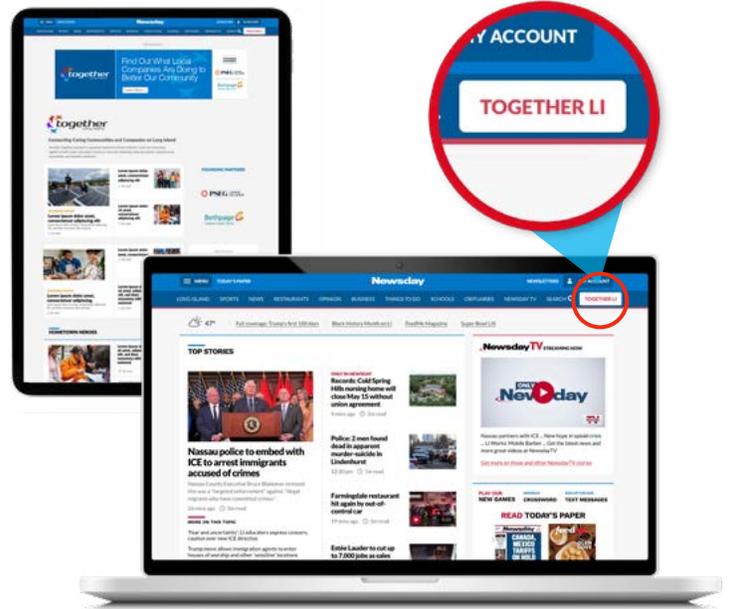
Together Long Island

Cause-related marketing initiative designed to shine a light on the good works of businesses and institutions who have a stake in Long Island and highlight what they are doing to move the community forward.



Hub & Forum

- Interactive hub on Newsday.com connects companies, causes and the community to issues that impact Long Islanders
- Button on the Newsday.com navigation bar for easy access



Partner Articles and Content

- Custom sponsored content within the hub educates, informs, inspires and entertains
- Additional editorial content offers insight and information on community developments and charitable endeavors

Newsday Productions

Newsday Productions offers a range of staging options, state-of-the-art equipment, and an award-winning production team to ensure the success of every type of multimedia project – from ideation through post-production, with streaming video and recording capabilities. Facility spaces 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

Connect with Long Islanders at in-person Newsday Live events.

Category-exclusive sponsorship opportunities available at popular events featuring notable authors, musicians, culinary masters and others for real time and on-demand viewing.



Newsday Signature Events

A celebration of Long Island high school students and the communities that support them.

Annual Marching Band Festival

Annual Marching Band Festival, the largest celebration of high school music programs on Long Island for over 60 years, offers interactive on-site event sponsorship opportunities targeted to parents and students.



Cheer Fest

Newsday's annual Cheer Fest competition is a celebration of school spirit, athleticism, and local pride! This live consumer sporting event showcases cheer squads from high schools across Nassau and Suffolk counties. Long Islanders come together, cheer on the students and enjoy the camaraderie that defines our communities. Sponsorships available.



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

newsday.com