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.

Source: Scarborough NY, 2017 (Release 2), Base: Nassau and Suffolk Counties Integrated Newspaper Audience
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.

If Long Island were its own DMA, it would rank #1 for:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>$96,940</td>
</tr>
<tr>
<td>Consumer Expenditures Per Household</td>
<td>$51,470</td>
</tr>
<tr>
<td>Retail Store Sales Per Household</td>
<td>$25,934</td>
</tr>
</tbody>
</table>

Source: Claritas, 2017. *Among the nation’s top DMAs based on population.
No One Reaches Long Island Adults Like Newsday

Weekly Cume Newspaper Readership
Nassau & Suffolk Counties

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Cume</th>
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<tbody>
<tr>
<td>Newsday</td>
<td>920,547</td>
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<tr>
<td>New York Post</td>
<td>326,361</td>
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<tr>
<td>The New York Times</td>
<td>252,469</td>
</tr>
<tr>
<td>DAILY@NEWS</td>
<td>223,050</td>
</tr>
</tbody>
</table>

Source: Scarborough NY, 2017 (Release 2), Base: Nassau & Suffolk Counties

Daily Long Island Circulation—Print Only

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
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</thead>
<tbody>
<tr>
<td>Newsday</td>
<td>197,026</td>
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<tr>
<td>New York Post</td>
<td>29,438</td>
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<tr>
<td>DAILY@NEWS</td>
<td>25,536</td>
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</table>

Source: AAM Audit Report, 12 Months Ending September 2016

Sunday Long Island Circulation—Print Only

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsday</td>
<td>234,693</td>
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<tr>
<td>New York Post</td>
<td>27,927</td>
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<tr>
<td>DAILY@NEWS</td>
<td>33,254</td>
</tr>
</tbody>
</table>

Source: AAM Audit Report, 12 Months Ending September 2016

92% Home Delivery Subscribers
### Our Audience

**Newsday Print/Digital Weekly Audience**

**Gender**
- Men: 54%
- Women: 46%

**Age**
- Adults 18–34: 24%
- Adults 35–49: 22%
- Adults 50+: 54%
- Median Age (years among 18+): 52

**Marital Status**
- Married: 58%

**Level of Education**
- College Educated: 66%
- College Graduate: 39%
- Any Post Graduate: 18%

**Occupational Summaries** (among employed)
- White Collar: 50%
- Blue Collar: 16%
- Management, Business & Financial Operations: 14%
- Professional & Related Occupations: 17%

**Household Income**
- $50,000+: 76%
- $75,000+: 63%
- $100,000+: 45%
- Median HH Income: $107,599

**Household Composition**
- Children in Household: 29%
- Own Residence: 77%
- Median Market Value of Owned Home: $497,581

Source: Scarborough NY, 2017 (Release 2), Base: Nassau–Suffolk Counties
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
- 92% home delivery subscribers
- 7 zones for targeted delivery
- More weekly average readership than any New York daily

Sources: Scarborough NY 2017 (Release 2), Base: Nassau & Suffolk Counties; AAM Audit Report, 12 months ending 9/30/16

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: Alliance for Audited Media (AAM), Insert Verification Service (IVS) 36-month audit, June 30, 2017.

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

Comps are for representational purposes only.
Niche Publications

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

HometownShopper

- 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

- 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
- 2x per year (Summer & Fall)

Long Island Living

- Delivered direct to select Newsday subscribers in Nassau and Suffolk counties
- Drop shipments to prime retail locations, hospitality destinations and local events across Long Island
- Perfect-bound magazine format
- 4x per year

Colleges/Education

- Deliver your message to college-bound, transfer, graduate and professional studies students
- Separate, stand-alone section in Nassau/Suffolk home delivery copies; inserted in newsstand and Queens copies
- 5 full-color themed sections per year
- Annual College Admissions Guide is the ultimate resource for college-bound students and their parents
What’s Happening on Long Island

- Delivered to Newsday Sunday subscribers
- Bulk drops at select supermarket locations
- Long shelf life for long-term results
- 8x per year

50 PLUS

- 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

HealthLink/Top Doctors

- Reach Health & Wellness Enthusiasts with 9 themed sections per year; full-run distribution
- Annual Top Doctors magazine features over 800 listings and delivers to home subscribers

Long Island at Home

- Bright white, full-color, special pull-out section, 2x per year
- Matching advertorial with full and half page ads
- Full-run distribution in Nassau and Suffolk counties

Weddingstyle

- Local bridal guide
- Home and single copy delivery in Nassau, Suffolk, and Queens

Brain Benders

- Delivers monthly to 30k opt-in subscribers
- Special 64-page premium edition delivered to home subscribers
- Puzzles and games for all age and skill levels
Classified

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

Homes

NewsdayHomes offers can’t-miss curb appeal and encourages user engagement with a dynamic advertising environment.

- Connects consumers to local content, commerce and communities
- NewsdayHomes appears in print and digital
- Reach active and local home buyers
- Special real estate print sections every Friday and regional sections every Sunday

Automotive

NewsdayCars 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

NewsdayJobs is powered by Real-Time Job Matching Technology™, the largest recruitment network in North America. NewsdayJobs 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
Digital

Newsday.com and Newsday App

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

- **74.3 million** monthly page views
- **3.9 million** monthly unique visitors
- **Nearly 140,000** monthly unique app users

Source: 1. Adobe Omniture Q4 2017; 2. comScore Q4 2017

Newsday Downloadable Paper

Newsday’s e-Edition generates over **112,000** uniques and **35.5 million** page views monthly. Advertising opportunities include:

- Front Cover Adjacency—Full page ad unit grabs reader attention first
- 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 ad available for full and half page ads only. Client to supply ads with embedded hot links; up to 5 hot links.

Source: Adobe Omniture Q4 2017

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 and ROKU
- Complements Newsday’s already comprehensive coverage of covering three distinct areas: Fine Dining, Cheap Eats, and Meet the Chef
- Exclusive sponsorship opportunity includes banner and pre-roll brand ads and logo inclusion
**NEWSDAY**

**WHAT WE OFFER**

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**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:
  - Newsday Now
  - Breaking News Alerts
  - Daily Business
  - Sports Now
  - Homes
  - Family
  - The 1600—Politics
  - Best Bets
  - Feed Me
  - High School Sports
  - Long Island Community
  - The Point
  - 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

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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 Manager packages take the hassle out of social media by managing and monitoring a complete program for you

Data and Analytics

Data management platform

- First-Party Data
  - On-site Searchers
- Third-Party Data
  - Search Behaviors
  - Browsing History
  - Offline Purchases
- Site/Section Visitors
  - Demographics
  - Interest/Intent

Programmatic Direct

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

- Bring your product or service to life in an experiential setting.
- Align with Newsday’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 an excellent publicity for your brand.
- Offers measurement, data capture, and name collection.
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.

2018 Events*

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

**One Day University**—April & October 2018

Newsday is partnering with One Day University to bring professors from the finest universities in the country to Long Island to present special versions of their very best lectures—LIVE.

**Jobs Fair**—April & October 2018

Newsday’s bi-annual Jobs Fair is where hundreds of candidates connect with talent recruiters.

**Field of Wheels**—May 2018

The destination car show of the year! Over 11,000 car enthusiasts of all ages are revved up for this day-long festival of automotive excellence.

**Top Workplaces**—October 2018

Newsday, in partnership with Energage, reveals and celebrates the Top Workplaces on Long Island at this business networking event.

**Newday’s Guide to College**—October 2018

Newsday’s in-depth seminar brings our annual College Guide to life, as education, admissions, and finance experts share their knowledge with college-bound students and their parents.

**Marching Band Festival**—October 2018

This 3-night extravaganza of music, community spirit and family fun celebrates the talent and commitment of Long Island’s high school marching bands.

**Travel Expo**—February 2019

Newsday’s inaugural Travel Expo offers area residents deals and steals, getaways and giveaways and more. With family-friendly activities and food and beverage in addition to travel inspiration, Newsday’s Travel Expo is the destination for fun and savings.

* Subject to change.
The Power of Two

**Newsday & amNewYork**

Newsday is Long Island’s largest print and digital content provider. Together with amNewYork, its urban sister, they offer complete coverage of the most important, most affluent, and most influential seven counties in the NY DMA.

- **1.2 million** combined daily readership
- **4.6 million** monthly unique visitors
- **Less than 5%** duplication between brands

**$100,000+ HHI Daily Reach**

NYC 5 Boroughs, Nassau, Suffolk Counties

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsday &amp; amNewYork</td>
<td>417,415</td>
</tr>
<tr>
<td>The New York Times</td>
<td>354,596</td>
</tr>
<tr>
<td>New York Post</td>
<td>231,023</td>
</tr>
<tr>
<td>Daily News</td>
<td>230,049</td>
</tr>
</tbody>
</table>

**Exclusive Readership**

Over **942,000** Newsday and amNewYork weekly readers are not reached by any other single New York newspaper (Daily News, New York Post or The New York Times)

- **90%** Read only Newsday & amNewYork, not The New York Times
- **48%** do not visit NYTimes.com
- **69%** Read only Newsday & amNewYork, not the New York Post
- **59%** do not visit NYPost.com
- **60%** Read only Newsday & amNewYork, not the Daily News
- **57%** do not visit NYDailyNews.com

Sources: 1. Scarborough NY, 2017 (Release 2). Base 5 NYC Boroughs and Nassau & Suffolk Counties; 2. comScore, Q4 2017—Includes Newsday.com & amNY.com
Print Editorial & Special Sections Calendar

**January**
- HealthLink: Healthy Start, Healthy You 1/9/18

**February**
- What's Happening 2/4/18
- HealthLink: Heart Health 2/13/18
- Presidents' Forum 2/18/18
- Weddingstyle 2/18/18
- Brain Benders 2/19/18
- Spring Fashion Week EDITORIAL FEATURE 2/2018

**March**
- Long Island Living (Spring) 3/4/18
- LI Travel Guide 3/6/18
- Spring Open House 3/18/18
- HealthLink: Spring Health 3/20/18
- Auto Show Guide 3/25/18
- What's Happening 3/25/18
- MLB Preview 3/29/18
- Winter Salute to the Champs EDITORIAL FEATURE 3/2018
- Winter All Stars EDITORIAL FEATURE 3/2018
- Spring Preview EDITORIAL FEATURE 3/2018

**April**
- HealthLink: Technology & Innovation 4/10/18
- Education & Jobs 4/15/18
- Long Island at Home 4/15/18
- What's Happening 4/29/18
- Summer Movie Preview EDITORIAL FEATURE 4/2018

**May**
- LI Life Gardening EDITORIAL FEATURE 5/6/18
- HealthLink: Women's Health 5/8/18
- 50 PLUS 5/15/18
- Summer FunBook 5/20/18
- Summer Arts Preview EDITORIAL FEATURE 5/27/18

**June**
- Long Island Living Summer 6/3/18
- HealthLink: Men’s Health 6/5/18
- Cross Sounder 6/8/18
- LI Life Graduation EDITORIAL FEATURE 6/10/18
- U.S. Open EDITORIAL FEATURE 6/10/18
- What's Happening 6/10/18
- Spring Salute to the Champs EDITORIAL FEATURE 6/2018
- Spring All Stars EDITORIAL FEATURE 6/2018

**July**
- Top Doctors 7/24/18
- LI Business Speaks Out 7/2018

**August**
- What’s Happening 8/12/18
- HealthLink: Family Health 8/14/18
- Long Island Living (Fall) 8/26/18
- HS Football Preview - EDITORIAL FEATURE 8/2018

**September**
- Fall Theater, Arts & Movie Preview EDITORIAL FEATURE 9/9/18
- College Admissions Guide 9/12/18
- What’s Happening 9/16/18
- Fall TV Preview EDITORIAL FEATURE 9/23/18
- National College Fair 9/23/18
- Long Island at Home 9/30/18
- Fall Fashion Preview EDITORIAL FEATURE 9/2018
- NFL Season Preview EDITORIAL FEATURE 9/2018

**October**
- HealthLink: Fall Health 10/2/17
- Fall FunBook 10/7/18
- 50 PLUS 10/9/18
- Fall Open House 10/14/18
- Marching Band Festival Recap COMMUNITY AFFAIRS 10/2018
- NBA Season Preview EDITORIAL FEATURE 10/2018

**November**
- Education Spotlight 11/4/18
- HealthLink: Health @ 50+ 11/6/17
- What’s Happening 11/11/18
- Holiday Movie Preview EDITORIAL FEATURE 11/18/18
- LI Life Shopper’s Survival Guide EDITORIAL FEATURE 11/18/18
- Ultimate Holiday Gift Guide EDITORIAL FEATURE 11/21/18
- Small Business Saturday 11/23/18
- Long Island Living (Winter) 11/25/18

**December**
- Celebrate New Year 12/6/18
- What’s Happening 12/9/18
- LI Life Holiday Lights (Part 1) EDITORIAL FEATURE 12/16/18
- LI Life Holiday Lights (Part 2) EDITORIAL FEATURE 12/23/18
- Fall Salute to the Champs EDITORIAL FEATURE 12/2018
- Fall All Stars EDITORIAL FEATURE 12/2018
- Winter Preview EDITORIAL FEATURE 12/2018

*Note: Dates subject to change.*
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Classified  T: 631.843.3188
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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