

media kit

2023



DMG
DAYMEDIAGROUP

The Day

 **SHORE PUBLISHING, LLC**
COMMUNITY NEWSPAPERS

our market

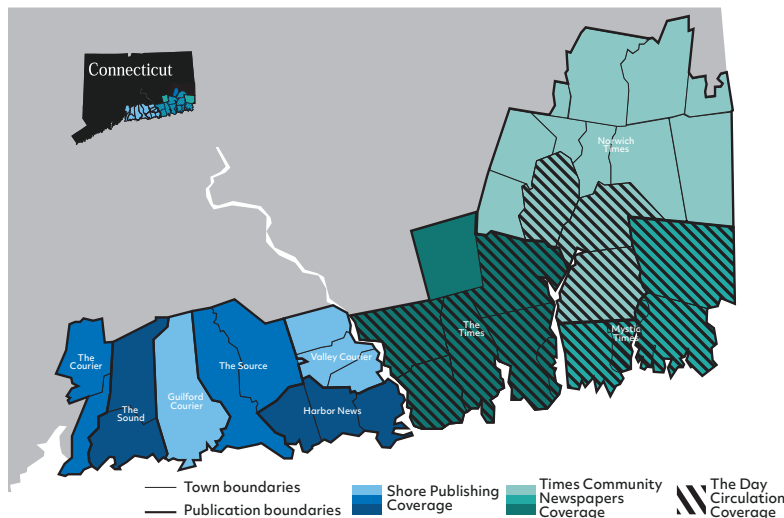


total market statistics*

Like you, we are a small business, with deep ties to the communities we serve. The Day has been an institution in southeastern Connecticut since 1881, and our sister company, Shore Publishing, has been serving communities along the shoreline since 1996.

In our entirety, we are proud to maintain a near total market footprint, with full coverage along the Connecticut coastline from North Haven through parts of Westerly and northward through Norwich.

Our products are prevalent in New London County, Middlesex County, eastern New Haven County, and southern Windham County. In total, we serve more than 30 towns and communities throughout southeastern Connecticut with print, digital and targeted solutions.



new london county

total population

286,805

total households

109,481

median household income

\$79,040

college education or higher

34.6%

middlesex county

total population

164,759

total households

68,200

median household income

\$90,833

college education or higher

43.6%

new haven county

total population

863,700

total households

336,400

median household income

\$75,043

college education or higher

36.6%

windham county

total population

116,418

total households

45,425

median household income

\$71,418

college education or higher

24.4%



When you advertise—or purchase a subscription to The Day—you're not only helping to support our journalism, but you're also making an investment in local communities.



how?

Through the ***Bodenwein Public Benevolent Foundation***...which gives financial support to local non-profit organizations.

The Day is owned by a split-interest trust, which operates the company and supports the Bodenwein Public Benevolent Foundation. Theodore Bodenwein, the publisher of *The Day* from 1891 to 1939, created The Day Trust in his will and set explicit instructions about how he wanted the newspaper to operate after his death. After his last heir died, annual earnings would be distributed to the communities in *The Day's* circulation area.

This unique arrangement ensures that the newspaper will remain independent and that profits from the newspaper will be distributed to non-profit organizations that help needy children, families and individuals and that support the arts. Since its inception, the Foundation has distributed more than \$12 million.

one thing that hasn't changed since 1881?
Like our advertisers, we are local—locally owned, locally operated,
and fully committed to the communities we serve.



***The world has changed a lot since the first copy of
The Day newspaper left the press in 1881.***

so have we.

When technology and consumer preferences evolve, The Day responds—with cutting edge news features, and effective print and digital advertising solutions.

We strive to be experts in innovation, we put our creativity to work for you. We can help you maintain your business presence and identify your target audience, then help you reach them through dynamic print and digital campaigns.

Whether you're rolling out a lengthy promotion or trying to get your name on the map, we will honor your investment and work to provide you with the best results. Our goal is to provide the marketing solutions to help drive your audience and achieve your business goals.

We will work with you to develop a customized marketing solution targeting your ideal customer that incorporates one or all of our proven marketing tactics, which include:

print display advertising in The Day, our nine weeklies, and/or our glossy magazines and special sections that reach loyal newspaper readers.

full suite of digital solutions including display banner advertising on theday.com and/or zip06.com., Search Engine Optimization (SEO), Search Engine Marketing (SEM), targeted email marketing, social media marketing, video, contests, and more.

targeted pre-print and ad note insertion and distribution based on your desired zoning.

event & contest sponsorships that place your brand, product, or message in the presence of your target audience.

newspaper coverage



the day | the times | shore publishing

Our daily and weekly newsprint publications appeal to those within the New London, Middlesex, and New Haven Counties who live, work, and play here. In addition, they are an asset for the robust tourism industry – a vital component of our market, especially in the warm weather months when we welcome visitors from across the globe who are seeking an escape with small New England charm - beaches, restaurants, the arts, theater, casinos, farms and countryside, quaint villages, and bustling cities.

The Day is the largest daily newspaper in southeastern Connecticut – reaching more than **35,500** readers on a single daily or Sunday edition. The Day is printed 7 days per week, 365 days per year—we never skip a beat.

The Times Community Newspapers are comprised of three zoned free weeklies (publishing on Thursday) that are distributed via USPS to subscribers and non-subscribers of The Day in New London County, reaching a total circulation of **113,232**.

The Shore Publishing newspapers are comprised of six zoned free weeklies (publishing on Thursday) that are distributed via USPS along the coastline of Middlesex and New Haven Counties—reaching a total circulation of **54,406**.



our products



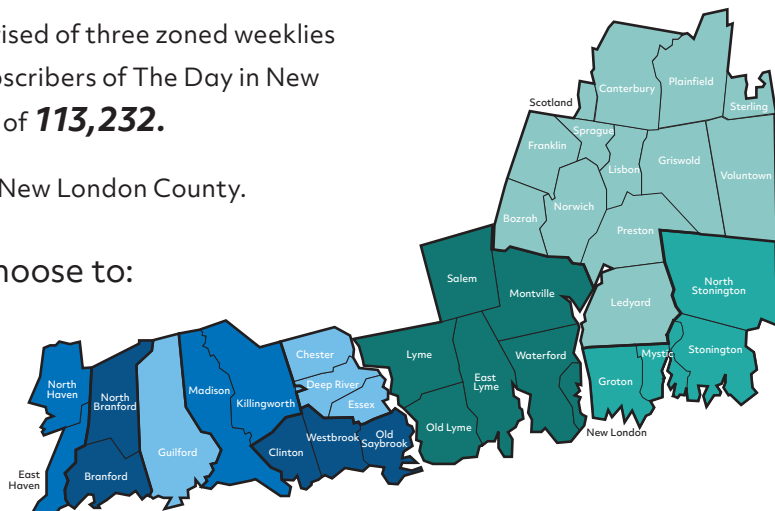
the times community newspapers

The Times Community Newspapers are comprised of three zoned weeklies that are distributed via USPS to subscribers and non-subscribers of The Day in New London County, reaching a total circulation of **113,232**.

The Times titles reach virtually every household in New London County.

When you advertise in The Times, you can choose to:

- Publish a display ad in a single edition, multiple editions, or the full run
- Target your preprints to reach specific zip codes
- Saturate virtually every household with your preprint, using our total market coverage program



The Times **42,037**

Niantic (06357)
Old Lyme (06371)
Hadlyme (06439)
East Lyme (06333)
South Lyme (06376)
Salem (06420)
Old Saybrook Area (06475)
Uncasville (06382)
Oakdale (06370)
Montville (06353)
New London (06320)
Waterford (06385)
Quaker Hill (06375)

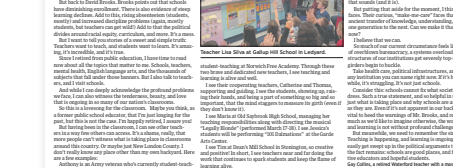
The Mystic Times **27,437**

Mystic (06355)
Old Mystic (06372)
West Mystic (06388)
Noank, Groton Long Point, Mumford Cove (06340)
Stonington (06378)
North Stonington (06359)
Pawcatuck (06379)
Westerly Area (02891)
Groton (06340)

Norwich Times — **43,758**

Norwich (Yantic, Hanover) (06360, 06389, 06350, 06383)
Fitchville, Bozrah (06334)
Taftville (06380)
Franklin (06254)
Baltic (06330)
Jewett City, Griswold, Lisbon (06351)
Voluntown (06384)
Oneco (06373)
Plainfield (06374)
Canterbury (06331)
Central Village (06332)
Moosup (06354)
Ledyard (06339)
Gales Ferry (06335)
Preston (06365)

— Town boundaries
— Publication boundaries
Shore Publishing Coverage
Times Community Newspapers Coverage



our products



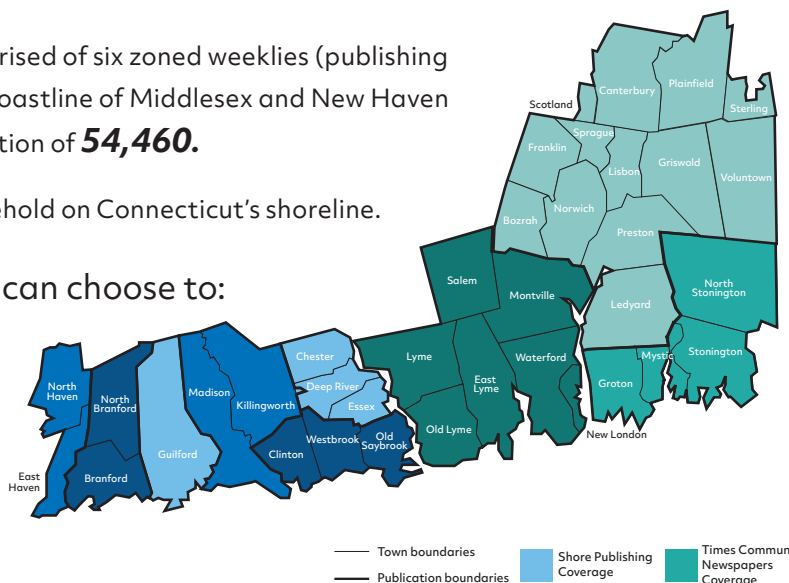
shore publishing

The Shore Publishing newspapers are comprised of six zoned weeklies (publishing on Thursday) that are distributed via USPS along the coastline of Middlesex and New Haven Counties - reaching a total circulation of **54,460**.

Shore Publishing titles reach virtually every household on Connecticut's shoreline.

When you advertise in the Shore titles, you can choose to:

- Publish a display ad in a single edition, multiple editions, or the full run
- Target your preprints to reach specific zip codes
- Saturate virtually every household with your preprint, using our total market coverage program



Titles include:

- **The Source** (Madison, Killingworth)
- **Guilford Courier**
- **Harbor News** (Clinton, Westbrook, Old Saybrook)
- **Valley Courier** (Essex, Ivoryton, Centerbrook, Chester, Deep River)
- **The Sound** (Branford, North Branford, Northford)
- **The Courier** (East Haven, North Haven)



our products



we're more than just the daily or weekly newspaper...

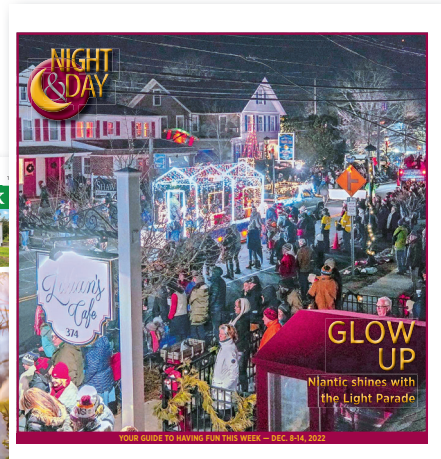
weekly features in the day

Night & Day

Weekly (Thursday) Arts & Entertainment section inserted in *The Day*

Welcome Home

Weekly (Friday) real estate section inserted in *The Day*



glossy magazines

The Day Magazine

Monthly lifestyle magazine inserted in home delivery editions of *The Day* the first Sunday of every month

On the Shoreline

Glossy magazine inserted in Shore Publishing titles that covers local, seasonal content with a calendar of events. Editions include Weddings, Spring, Summer, Fall, Holidays, and Winter on the Shoreline



our products



we're more than just the daily or weekly newspaper...

newsprint special sections

A variety of topics appealing to an array of readers.

Education Guide (inserts 2x/year)

In Loving Memory (inserts 4x/year)

More Than a Month (inserts 4x/year)

Puzzle books (inserts 3x/year)

Homefront (inserts 1x/year)

Serving You Since (inserts 1x/year)

High School Athlete of the Year (inserts 1x/year)

50+ Lifestyle, Wellness & Retirement (inserts 1x/year)

Restaurant Guide (inserts 1x/year)

The Big Holly Day (inserts 1x/year)

Christmas in July (inserts 1x/year)



more advertising opportunities

Ad Notes

Your message on an eye-catching sticker affixed to the newspaper Inserts & pre-prints

Provide us with printed inserts (or we can print them!) to insert in The Day, The Times and Shore Publishing newspapers. We can help you design, print, target, and distribute your message to the best prospects for your business!

our products



we're more than just the daily or weekly newspaper...

local event guides

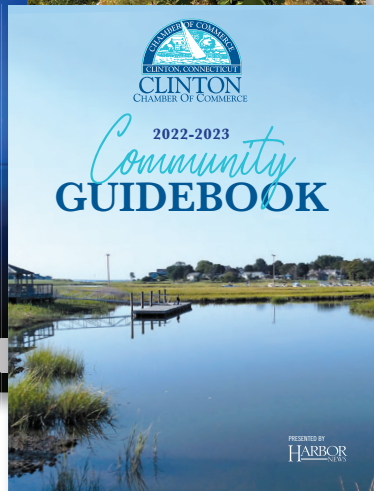
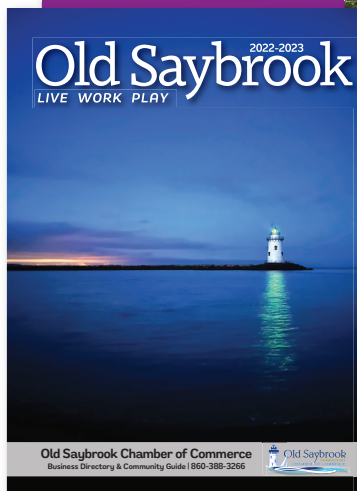
Show your support for cherished community events by being a part of these annual event guides:

Branford Festival Guide

Potato & Corn Festival Guide

East Haven Fall Festival Guide

Guilford Fair Guide



town & chamber guides

Reach the residents of your target towns by advertising in these vibrant, local community and town guides:

Montville Community Guide

New London Parks & Recreation

Norwich Parks & Recreation

Waterford Parks & Recreation

Ocean Community Travel Guide

Old Saybrook Chamber Guide

Mystic Chamber Directory

Madison Chamber Guide

East Haven Chamber Guide

Connecticut River Valley Guide

Clinton Chamber Guide

our products



theday.com | zip06.com

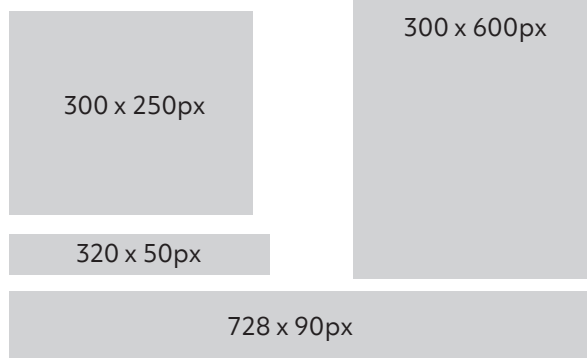
Our loyal readers are your potential customers. Reach an engaged online audience on theday.com (The Day and Times Community Newspaper news website) and zip06.com (Shore Publishing news website).

When users visit theday.com and zip06.com they know they can find the latest, breaking local headlines as well as our daily news coverage—columnists, editorials, news, business, high school and college sports, the arts, food & dining, puzzles and games...and more.

In addition, they can enjoy multimedia features including expanded photo galleries, video and video interviews, podcasts and more.

Advertising Options

- Run of site (300 x 250px, 728 x 90px, 320 x 50px, 300 x 600px)
- Home page takeover



2022 statistics

theday.com



average time
spent on
theday.com



zip06.com



average time
spent on
zip06.com

75,122 users
101,184 sessions

our products



theday.com | zip06.com

gameday

The best in local high school sports streamed live (and archived) on theday.com. Each fall, winter, and spring, The Day broadcasts a variety of high school sports match ups. The GameDay audience is extensive and changes week-to-week based on the sport and teams being covered.



2021-2022 school year viewership

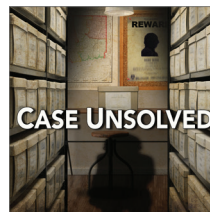
 266,877

 115,198

 900,069

 130,316

podcasts



Case Unsolved

A podcast about unsolved murders in Connecticut, and the family, friends and law enforcement left without resolution.

Launch: May 2018

Total episodes: 15

Total downloads: 164,500



Looking for the Todt Family

A true crime podcast investigating the Todt family murders. How did a well-known family man wind up accused of murdering his wife, three children and dog and living with their bodies for weeks?

Launch: March 2021

Total episodes: 16

Total downloads (as of July 25, 2022): 1,097,485



The Storyline

Interviews between The Day's journalists and local newsmakers.

Launch: 2018

Total downloads: 19,000

digital marketing solutions



digital marketing solutions

Reach your BEST prospects using a smart digital strategy.

We will work with you to develop a custom digital marketing plan that will utilize current best practices to help drive results.

marketing solutions

Search Engine Optimization (SEO)

Paid Search

Programmatic Display

Device ID Targeting

Microproximity

Email Marketing

Social Media Marketing

YouTube

Streaming TV

Pre-roll Video

Native Advertising

Website Development

Advertising on theday.com or zip06.com

GameDay High School Sports

The Day's Podcasts

contests

Contests are an easy way to generate leads and maximize exposure for your business.

Whether you would like to create a custom contest or participate as a sponsor for one of our annual contests, you'll receive the benefits of having your brand/business included in an extensive multimedia campaign that will help you generate qualified leads, grow your email database, and drive traffic to your website.

annual contests

Home & Garden Sweepstakes *(Winter/Spring)*

Home Improvement Sweepstakes *(Winter/Spring)*

March Mayhem College Basketball Bracket *(March/April)*

Southeastern CT Calendar Photo Contest *(Summer/Fall)*

Home Heating Giveaway *(Fall/Winter)*

12 Days of Holiday Giveaways *(November/December)*

special events



annual events

The Day and Shore Publishing produce several signature events throughout the year—from expo style events that are open to the public, to invitation-only galas and awards ceremonies. No matter the event, our goal is to make it memorable for our attendees and sponsors alike.

Job Fair *(Spring + Fall)*

Expo style, free and open to the public

Estimated attendance: 250 – 350

High School Athlete of the Year *(June)*

Awards ceremony for local high school athletes

Estimated attendance: 150 – 200

Best of the Best Readers' Choice Awards *(Summer)*

Invitation only gala for top 3 finalists in The Day's Best of the Best contest

Estimated attendance: 350 – 400

Best on the Shoreline Community Choice Awards *(Summer)*

Invitation only gala for top 3 finalists in Shore Publishing's Best on the Shoreline contest

Estimated attendance: 200 – 250

50+ Lifestyle, Retirement & Wellness Expo

Expo style, free and open to the public

Estimated attendance: 200 – 250

The Day Holiday Classic *(December)*

Basketball tournament produced by GameDay held at the Mohegan Sun Arena

Estimated attendance: 1,750 – 2,500

Beacon Awards *(Fall)*

Awards ceremony, ticketed event but open to the public

Estimated attendance: 125 – 175

Chefs, Conversations & Cocktails

Open to the public, ticketed event

Estimated attendance: 50 – 100

Trivia on Tap

Open to the public, ticketed event

Estimated attendance: 50 – 100





how to advertise

To advertise in any of our products or learn how we can help you achieve your business goals, there are several ways to get in touch:

Call us: (860) 701-4440

Email us: advertising1@theday.com or advertising@shorepublishing.com

Contact your multimedia consultant or sales representative.

Contact our advertising management team:

Louvenia Brandt, Regional Advertising Director

(860) 701-4247; l.brandt@theday.com

Jim Schiavone, Deputy Regional Advertising Manager/Digital

(860) 701-4333; j.schiavone@theay.com