2019-2020

NYSTIA AND NEWSDAY

As Long Island’s most trusted brand, Newsday Media Group acts as an effective conduit between brands and consumers

OUR MARKET
• 7 counties of NY DMA (Manhattan, Bronx, Brooklyn, Queens, Staten Island, Nassau and Suffolk)
• 25 of the wealthiest zip codes in America
• Responsible for 50% of all DMA consumer spending

OUR COMPANY
• 75-year innovator—newspaper to cross-platform information provider
• Dominant brand in Long Island market

OUR BRANDS
• Newsday and Newsday.com
• FeedMe
• Long Island Living
• FunBook

Source: Claritas 2019
Serving the Best in Long Island Dining & Entertainment

Newsday caters to hungry-for-more consumers with our FeedMe TV channel, a visual feast showcasing the best in local dining and regional specialties.

With segments on the Island’s leading chefs, fine and casual dining experiences, wine and spirits reviews, celebrity chef profiles and more, FeedMe TV brings Long Island’s food scene to life with mouthwatering video and appetizing imagery.

Long Island Foodies are eating up FeedMe TV content!

- Seven out of ten viewers love FeedMe TV
- 2018 seasons exceeded 400,000 page views
Dominating Enthusiast Markets

A custom content spread can be created in collaboration with FeedMe magazine and Newsday’s Brand360 custom content studio. Additional sponsorship opportunity available for centerspread trail map.

• Circulation: 50k+ opt-in subscribers

Publishes Four Times a Year

• 2019: October 27
• 2020: January 26, April 26, July 19, October 25

Pricing *(Premium ad positions available)*

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page plus 400K Digital Impressions</td>
<td>$ 4,500</td>
</tr>
<tr>
<td>Half-Page (Vertical) plus 200K Digital Impressions</td>
<td>$ 2,670</td>
</tr>
</tbody>
</table>
The Magazine That Defines Long Island

Long Island Living showcases the rich culture and active lifestyle of Nassau and Suffolk counties.

- 100,000 circulation to Newsday subscribers and strategic distribution points across Long Island

Publishes Six Times a Year
- 2019: December 6, 2019
- 2020: February 7, March 27, May 1, June 19, September 4, December 4

Pricing (Premium ad positions available)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NYSTIA RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$3,662</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$1,942</td>
</tr>
<tr>
<td>One-Third Premium</td>
<td>$2,118</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$966</td>
</tr>
</tbody>
</table>
The Newsday FunBook is More Than a Magazine...It’s a Long Island Tradition
Available as both a Summer and Fall perfect-bound edition, the FunBook provides Long Islanders a year-round, comprehensive guide to entertainment venues, recreation, restaurants and more.
• Circulation: Approximately 200,000 per edition
• Reaches all Newsday home subscribers in October and May
• FunBook includes Kids/Family, Biking & Hiking, Entertainment, Getaways, Museums, Restaurants, Recreation, Shopping, Skiing, Sports & Fitness, and more!

Pricing

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$5,412</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$2,869</td>
</tr>
<tr>
<td>One-Third Premium</td>
<td>$1,722</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$1,033</td>
</tr>
</tbody>
</table>
Trusted and Engaging Content Targeted to Long Islanders

For more than 75 years, our print publication is the newspaper of choice for nearly 1.1 million readers each week.
  • 19 Pulitzer Prizes for award-winning journalism
  • Reaches nearly half of all LI adults (93% home delivery subscribers)
  • Daily Circulation: 204,144 / Sunday Circulation: 242,599
  • 1.1 million readers each week

Newsday Readers Frequent Popular New York State Destinations:
  • Connect with 330,000 area travelers who are planning a weekend getaway trip in the coming year
  • Over 138,000 went hiking/backpacking, over 193,000 went boating and nearly 187,000 went fishing in the past year

Pricing

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SUNDAY</th>
<th>DAILY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$ 8,851</td>
<td>$ 7,376</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$ 5,313</td>
<td>$ 4,428</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$ 3,179</td>
<td>$ 2,650</td>
</tr>
</tbody>
</table>

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

4.3 million monthly unique visitors

48.6 million monthly page views

Time spent: 7 min 57 sec

73% of site traffic from mobile

Sources: Adobe Analytics Q3 2019
Brand360, NMG’s custom content studio, creates fully customizable content including branded messages, articles, photo and video galleries, and/or interactive content such as surveys and quizzes.

Newsday’s downloadable paper – an exact digital replica of the printed paper – generates 68,647 unique visitors and 28 million page views monthly, increasing your advertising reach exponentially.

Topical and timely direct to device news and information themed by subscriber interest.

Direct-to-device communication to opt-in subscribers.

Scalable, automated solutions that optimize budgets.

Dedicated and multi-brand blasts may contain live links and downloadable coupons.

Target demographically and geographically.

Contextual (Content) Targeting
Geo-Fence Targeting / Geo-Conquest Targeting
Re-Targeting
Mobile Location Re-Targeting

Dedicated and multi-brand eblasts may contain live links and downloadable coupons.

Target demographically and geographically.

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Newsday’s Opt-In AdMail

Email Marketing

Programmatic Direct

Full-service website development & digital marketing solutions (email, SEO, social media) for small businesses.

e-Edition

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## 2019-2020

### DIGITAL PACKAGE OPTIONS

<table>
<thead>
<tr>
<th>OPTION</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPTION 1</strong></td>
<td><strong>$1,500</strong></td>
<td>• Standard display ads, cross-platform&lt;br&gt;• Total Impressions: 115,384</td>
</tr>
<tr>
<td><strong>OPTION 2</strong></td>
<td><strong>$3,500</strong></td>
<td>• Standard and high impact display ads, cross-platform&lt;br&gt;• Total Impressions: 248,717</td>
</tr>
<tr>
<td><strong>OPTION 3</strong></td>
<td><strong>$5,000</strong></td>
<td>• Standard and high impact display ads, cross-platform&lt;br&gt;• Takeovers&lt;br&gt;• Optional: video pre-roll and/or in-banner outstream (if assets available)</td>
</tr>
<tr>
<td><strong>OPTION 4</strong></td>
<td><strong>$7,000</strong></td>
<td>• Standard and high impact display ads, cross-platform&lt;br&gt;• Takeovers&lt;br&gt;• Optional: video pre-roll and/or in-banner outstream (if assets available)&lt;br&gt;• Custom content email to Newsday opt-in subscribers&lt;br&gt;• Ad units on Newsday opt-in newsletters (Travel, Family, FeedMe)&lt;br&gt;• Total Impressions: 300,000 and 33,812 emails</td>
</tr>
</tbody>
</table>

*Package options offered across Newsday Display Media, varying by availability and client interest/creative. Newsday Desktop, Mobile App/Web & Banner Display offerings are broken out, depending on the package level. All packages are custom-built, turn-key offerings assembled after extensive consideration of client’s goals and objectives. Email sent to over 33,000 opt-in subscribers (Source: Sailthru November 2019)*
## 2019-2020

### PRINT AND DIGITAL BUY FOR NYSTIA MEMBERS

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>$2,466</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Long Island Living Magazine ($966)</td>
<td></td>
</tr>
<tr>
<td>• Quarter page, edition of your choice</td>
<td></td>
</tr>
<tr>
<td>• Digital Package ($1,500)</td>
<td></td>
</tr>
<tr>
<td>• Travel focused and will include participation in one travel e-newsletter (sends on Friday’s, subject to availability)</td>
<td></td>
</tr>
<tr>
<td>• Display sizes: 970x250 or 300x250, also standard display sizing 300x250, 728x90 ads cross platform</td>
<td></td>
</tr>
<tr>
<td>• Total Impressions: 115,894</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPTION 2</th>
<th>$4,942</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Long Island Living Magazine ($1,942)</td>
<td></td>
</tr>
<tr>
<td>• Half page, edition of your choice</td>
<td></td>
</tr>
<tr>
<td>• Digital Package ($3,000)</td>
<td></td>
</tr>
<tr>
<td>• Travel focused and will include participation in two travel e-newsletters (sends on Friday’s, subject to availability)</td>
<td></td>
</tr>
<tr>
<td>• Display sizes: 970x250 or 300x250, also standard display sizing and high impact sizes, 970x250, 300x600, 300x250, 728x90 cross platform</td>
<td></td>
</tr>
<tr>
<td>• Total Impressions: 248,717</td>
<td></td>
</tr>
</tbody>
</table>

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OPTION 3  $8,375

• Long Island Living Magazine ($3,375)
  • Full-page, edition of your choice

• Digital Package ($5,000)
  • Travel focused and will include three travel e-newsletters
    (sends on Friday’s, subject to availability)
  • Display sizes: 970x250 or 300x250, also standard and high
    impact sizing 970x250, 300x250, 728x90 cross platforms,
    takeovers 970x250, 300x250, 728x90
  • Optional: video pre-roll and/or in-banner outstream
    (if assets available)
  • Total Impressions: TBD based on digital package

*Package options offered across Newsday Display Media, varying by availability and client interest/creative. Newsday Desktop, Mobile App/Web & Banner Display offerings are broken out, depending on the package level. All packages are custom-built, turn-key offerings assembled after extensive consideration of client’s goals and objectives. Email sent to over 33,000 opt-in subscribers (Source: Sailthru November 2019)
ADDENDUM
MORE THAN 50% OF LONG ISLAND ADULTS

Source: Scarborough NY, 2018 (Release 2), Nassau & Suffolk Counties, Integrated Newspaper Audience
MULTI-PLATFORM, MULTI-DEVICE APPROACH

Print
Digital
Video
Social Media
Mobile
Email
Direct Marketing
Events
2019-2020
SNAPSHOT

1 MILLION WEEKLY READERS

$5.7B TO ENHANCE LIRR

4.3 MILLION AVG. UNIQUE MONTHLY VISITORS

48 MILLION AVG. MONTHLY PAGE VIEWS

NEWSDAY MEDIA GROUP

2019-2020
PRINT CAPABILITIES

Spadea
Pop Ups
Strip Ad
Gatefold
Panorama
2019-2020

SPECIAL INTEREST PUBLICATIONS

**HOMETOWN SHOPPER**
- 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 & Queens counties
- Perfect-bound directory format

**LONG ISLAND LIVING**
- Delivered direct to select Newsday subscribers in Nassau and Suffolk counties
- Drop-shipped to prime retail locations, hospitality destinations and local events
- Perfect-bound magazine format

**FEED ME**
- 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 more than 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**
- 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
2019-2020
SPECIAL INTEREST PUBLICATIONS

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

50 PLUS
• Targeted content focused on 50+ adults, their families and caregivers
• Features informative and entertaining articles to plan an active life
• Multi-page, bright white advertising section
• Special consumer event companion guide

HEALTHLINK/TOP DOCTORS
• 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
• 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
• Multi-page special advertising section
• Bonus distribution at the Expo
• Distributed to Newsday readers the Sunday before the Newsday AAA Travel Show Expo

TOP LONG ISLAND WORKPLACES
• Recognizes Long Island’s top workplaces as selected by research company, Energage
• Distributed in conjunction with annual Top Workplaces event
Newsday Media Group is Strategically Positioned to Deliver Integrated Marketing Solutions to Help Achieve Your Business Goals

FOR MORE INFORMATION, PLEASE CONTACT:

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Manager, Major Retail and National Ad Sales
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Stephanie.Karnik@Newsday.com

**Lauren Callahan**
Account Executive
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Lauren.Callahan@Newsday.com