



PRINT & DIGITAL
MEDIA SOLUTIONS



The Press Democrat

A PART OF THE NEW YORK TIMES REGIONAL MEDIA GROUP

ONE COMPANY.
MULTIPLE BRANDS.
MAXIMUM RESULTS.

Nothing comes close to our **reach and influence** in the north bay. TV is fragmented into hundreds of channels. Radio is dominated by (expensive) Bay Area stations. Our newspapers, magazines and websites dominate the media landscape of the North Bay. The Press Democrat and The New York Times Regional Media Group combine the most powerful media in print and online. With award-winning editorial, unmatched targeting capabilities and multimedia marketing vehicles, our portfolio is first choice for delivering a consistent, integrated and highly visible message in the nation's most influential media. We provide thoughtful, innovative solutions to help your brand or business meet its objectives. Harness the power of The New York Times Regional Media Group through an array of customized solutions. Target your audience by where they live or what their interests are. Go local, regional or national. You choose.





The Press Democrat, owned by The New York Times Company, has been the leading provider of news and information for Santa Rosa and Sonoma County, California, for 150 years. Our Pulitzer Prize-winning newspaper is the cornerstone of the editorial integrity and authoritative voice we bring to all of our media products. The Press Democrat stands alone in our coverage of Sonoma County, providing our readers both the news and information they need for their personal and professional lives.

Whether your advertising goal is total market reach or targeted, we've got the most effective solutions. We work with you to develop the best plan for your business.

NEWSPRINT MEDIA

- THE PRESS DEMOCRAT
- THE PETALUMA ARGUS-COURIER
- THE NORTH BAY BUSINESS JOURNAL
- SONOMA COUNTY THIS WEEK

SUPPLEMENTAL SERVICES

- FREQUENT FLIERS
- PREPRINTED INSERTS
- POST-IT NOTES
- SPADEA WRAPS

WIDER RANGE, GREATER IMPACT THROUGHOUT THE NORTH BAY.

AUDIENCE

OUR READERS are more likely than the average county resident to: own their home, have household incomes of \$100,000+ and hold a college or post graduate degree.†

AGE	SONOMA COUNTY RESIDENTS	PRESS DEMOCRAT READERS
18-34	31%	27%
35-49	29%	31%
50-64	26%	28%
65+	14%	15%
GENDER		
Men	50%	48%
Women	50%	52%
INCOME		
Less than \$50K	35%	31%
\$50-\$100K	43%	47%
\$100K+	22%	22%
EDUCATION		
High School grad	20%	20%
Some college	35%	33%
College/post-grad	36%	39%

REACH

EVERY WEEKDAY over **136,500** North Bay residents turn to The Press Democrat for their news and information. That number climbs to over **144,600** readers on Sundays. The Petaluma Argus-Courier, published every Thursday, has a circulation of **6,384** and The North Bay Business, our business-to-business paper publishing every Monday, has a circulation over **7000+**. Our total market coverage product, Sonoma County this Week, reaches over **115,500** non-subscriber households and provides valuable newspaper editorial and entertainment information, a valuable shopping guide, and a vast array of advertising inserts.

58% newspaper readership in the North Bay

WHY ADVERTISE IN A NEWSPAPER?

Reach. No other advertising vehicle has the reach of newspapers.

Targeted. From targeted ad placement by section, to using zoned inserts, newspapers can fine-tune your message.

Credibility. Consumers believe respected people use newspapers. What does that say about the advertising newspapers contain?

Reliable. Newspaper advertising is a valuable commodity to readers. In terms of media used to check out ads and compare prices, newspapers outdistanced all other forms combined.

Results. Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Source: Scarborough Research 2003, Release 1 (Top 50 Market Report).

*Source: American Opinion Research; Adults 18+ 2010 †Source: American Opinion Research 2008; Base: Sonoma County; PD average 7-day readership



We publish 3 lifestyle magazines that successfully capture the vitality, energy and uniqueness of the largest county between San Francisco and Portland as well as a variety of special publications, including many produced in cooperation with community organizations that tell their full story of Sonoma County living. All of our magazine and a large number of our special publications also appear online automatically extending your advertising reach.

MAGAZINES & SPECIAL PUBLICATION MEDIA

SAVOR WINE COUNTRY
SANTA ROSA MAGAZINE
PETALUMA MAGAZINE
GREEN LIVING
HEALTHY LIVING

HOLIDAY GIFT GUIDES
PETALUMA BUSINESS DIRECTORY
PETALUMA BUTTER & EGGS DAY
PETALUMA ROTARY SALUTE
SONOMA COUNTY HOME SHOW

INFLUENTIAL. AFFLUENT. ENGAGED. ACTIVE. AUDIENCE.

AUDIENCE

OUR COLLECTION of magazines and special publications offer an audience unmatched by any other regional media company. The typical reader is evenly split male/female. Their median age is 47 and they've arrived at a very comfortable station in life. Over half of our readers are married, they have active lifestyle, and they travel extensively. Brimming with uncomplicated elegance, our family of "must read" publications last well beyond the seasons and are cherished by locals and visitors alike.

REACH

OUR DISTRIBUTION strategy combines the power of the The Press Democrat, The New York Times and Petluma Argus-Courier subscriber with direct mail targeting capabilities to provide the affluent and influential audience to match your marketing needs. Our magazine and special publications attract people not only with extraordinary taste; but those who have the financial clout that will make a difference to your business, who live in and travel to California's wine country.

THE VALUE OF MAGAZINES

- **Magazine advertising gets consumers to act**
Sources show that more than half of all readers (56%) act on magazine ads. And, action-taking has increased +10% in the last five years.
Starch Adnorms December 2009 – March 2010
- **Magazines improve advertising ROI**
Sources found that magazines most consistently generate a favorable cost-per-impact throughout the purchase funnel.
Source: Marketing Evolution, 2008
- **Magazine readership has grown** over the past five years. *(Source: MRI)*
- **Magazines deliver Reach**
Across major demographic groups, the top 25 magazines deliver considerably more rating points than the top 25 primetime TV shows.
Sources: Carat Insight; Nielsen September 2008 – May 2009 (Prime regularly scheduled programs)
- **Magazines Drive Consumers to go Online**
Nearly 50% of readers go online to find more information about the advertising in their printed magazines. *Source: CMO Council, 2010*
- **4 out of 5 adults read magazines**, and magazine readership in the 18 to 34 segment is growing. *(Source: MRI)*

DIGITAL MEDIA



Local reach. Targeted results. Pressdemocrat.com and our family of niche sites offer the ability to target virtually any demographic advertisers could possibly hope to reach based on interests. Advertising on our local newspaper websites is considered more trustworthy because the ads are more current, with credibility and local relevance also important factors. If you want action, effectiveness, credibility and trust as well as to be recognized within the local community, the pressdemocrat.com websites provide a quality premium environment.

DIGITAL MEDIA

PRESSDEMOCRAT.COM
NYTIMES.COM
PETALUMA360.COM
NBBJ.COM
BITECLUBEATS.COM

SANTAROSAMOM.COM
SHOPSOCO.COM
PDPREPS.COM
YOUTOWN.PRESSDEMOCRAT.COM
WATCHSONOMACOUNTY.COM

PRESSDEMOCRAT.COM... HIGHLY IMPRESSIONABLE.

AUDIENCE

WE DELIVER fresh local news and views to online readers who are younger and very affluent, an excellent combination. Last, but not least—readers can comment directly to stories via a quick online registration.

Nothing comes close to pressdemocrat.com's reach and influence in Sonoma County.

- Household income of \$75,000+ 61%
- Ages under 40 60%
- Households w/children at home 53%

8.804 million*
page views

862,357*
unique visitors

WHY ADVERTISE ON A NEWSPAPER WEBSITE?

Frequency: Our online newspaper website user spends more than twice as many hours online than the general user.

Credibility: Branded content brings a higher quality audience who are more like to buy products and services including automotive, entertainment, financial, home, travel and business to business.

Targeted: If you want to focus on a particular backyard, advertising on our family of sites is more personal, and more relevant because it is local.

Audience Growth: Nationally, online newspapers keep growing their audiences. In an average month during

the first quarter 2009, more than 73 million visited a newspaper website, more than 43% of the active Internet universe (Nielsen Online).

Reinforcement: Fifty-six percent of online newspaper users also read the newspaper in the past five days, and repetition increases awareness.

Mix: A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.

*Source: Omniture September 2010

Google
G&G supermarket
About 28,800 results (0.12 seconds)

YAHOO! HEALTH
Flip the all new minoHD
Order Now and Get a Free Accessory **buy now**

facebook
Each department expanded and improved! More than ever, G&G is the grocery store Sonoma County comes home to for the best of everything.
G and G SUPERMARKETS
In Petaluma & Santa Rosa

G&G SUPERMARKETS
Home Departments Petaluma Classes G&G Community Media Newsletter Sign-up
HOT BUYS
WEEKLY ADS
Visit G&G for all of your holiday needs
Order your roasts today!
HARRIS **ESTANCIA**
Newsletter Signup
Google teams with Sonic

Ground Beef
Harris Ranch, 100% Natural Beef
15# avg. Family PK
179
HOT BUYS
G&G SUPERMARKETS

Campaign Dates:
8/1-8/31

Campaign	Impressions	Clicks	CTR %
Corn - Baby Back Ribs	28,830	26	0.09
Corona - Baby Back Ribs	35,224	31	0.09
Corn - Whole Fryers	16,377	14	0.09
Corona - DiGiorno Pizza	28,174	24	0.09
Coca Cola - Ground Beef	37,400	25	0.07
Total	145,005	120	0.08

THE PRESS DEMOCRAT

DIGITAL PARTNERSHIPS & SERVICES

YAHOO! TARGETING
WEBSITE DEVELOPMENT
SEARCH ENGINE OPTIMIZATION (SEO)

SEARCH ENGINE MANAGEMENT (SEM)
SOCIAL MEDIA OPTIMIZATION
DIGITAL CAMPAIGN OPTIMIZATION



BUILD IT.

One of the very first moves anyone is going to make who wants to learn more about you is to look for your website! Whether you are a huge corporation competing in the global marketplace, a small neighborhood business, at the very least, you need some form of web presence. Our experienced, full-service Web Development team will take the time to find what brings clients to your business, and we will bring that unique selling proposition to your company's website as well as offer the ongoing support and consultation you need to be truly successful.



FIND IT.

No matter how fantastic your website is, it is only effective if people can find it. Your website is the front door to your business, open to the public 24 hours a day, 7 days a week. How and where are visitors going find you? Obtaining visitors through search engines falls into two major categories: Search Engine Optimization (SEO) and Search Engine Marketing (SEM). While both techniques result in website traffic, the methods and goals are different.



ADVERTISE IT.

We provide thoughtful, innovative digital advertising solutions to help your brand or business meet its objectives. Harness the power of The New York Times Regional Media Group through an array of customized products that let you target your audience by who they are, where they live or what their interests are. Go local, regional or national. You choose.



MARKET IT.

Social Media Optimization is designed to help companies create a brand, drive targeted traffic, market their products and services and manage their online reputation through other means than search engines. Combining search engine optimization and social media optimization will deliver targeted results for your website. We strive to stay on top of cutting edge tactics and help you deliver compelling content and results for your business. Social Media Optimization is your new tool.



TRACK IT.

Our "customer centric" attitude goes beyond the relationship-based sale to manage campaigns and client expectations. We provide tracking and analytic tools that will help answer critical decision-making questions including campaign optimization to retain our customers success and increase sales. Digital is a different advertising platform and requires greater account management.



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427 MENDOCINO AVENUE, SANTA ROSA, CA 95401 • 707.526.8570
P.O. BOX 569, SANTA ROSA, CA 95402 • WWW.PDMEDIASOURCE.COM