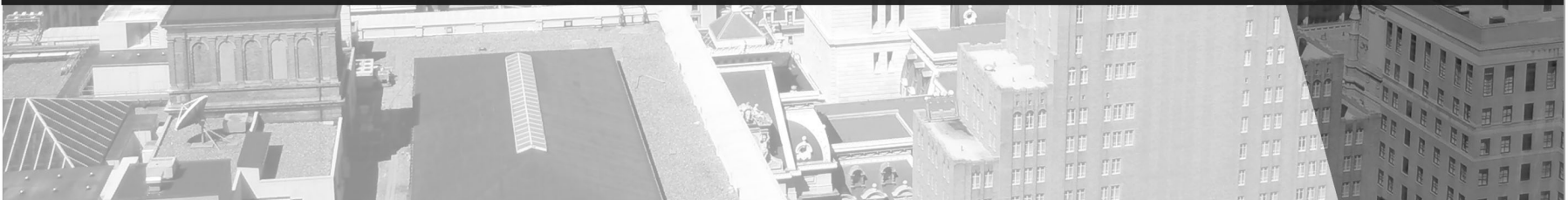




2015 Media Kit

The Inquirer
DAILY NEWS philly.com





Philadelphia is a **critical** market
for a strong national media buy



Philadelphia is one of the few markets to “move the needle” as part of a national buy



BIG POPULATION

2nd largest market on the East Coast

BIG BUYING POWER

\$176 Billion in buying power ranks 5th in the U.S.¹

BIG BUSINESS BASE

330 Fortune 500 Companies have a presence in the region²

1. U.S. Census Bureau
2. <https://business.phila.gov>

The 4th largest media market in the country, Philadelphia is strategically located between the financial and political capitals of the world



Top 10 Media Markets in the United States

1. New York

2. Los Angeles

3. Chicago

4. Philadelphia

5. Dallas-Fort Worth

6. San Francisco

7. Washington DC

8. Houston

9. Atlanta

10. Boston

Ranked 6th in the country for the highest disposable income, Philadelphians have big spending power

Top Areas of Consumer Spending



All Retail Stores
\$104 billion



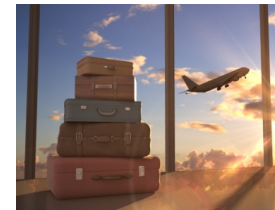
Department Stores
\$23 billion



General
Merchandise
\$17 billion



Dining Out
\$11 billion



Travel
\$8 billion



Health & Beauty
\$7 billion



Automotive Repair
\$6 billion



Sports &
Recreation
\$5 billion



Home Furnishings
\$4 billion



Clothing &
Accessories
\$7 billion

A few Fortune 500 companies that call Philadelphia their home

The Inquirer
DAILY NEWS philly.com

2015



URBAN OUTFITTERS



SUNGARD



UNISYS



CHARMING SHOPPES, INC.

Source: <https://money.cnn.com>

Philadelphia continues to be on the forefront of innovation

The Inquirer
DAILY NEWS philly.com
2015



HEALTHCARE

From the 1st hospital establishment in the United States in 1751,³ to recently welcoming MD Anderson – the #1 cancer center in the country – Philadelphia is known for world-class medical treatment.²

EDUCATION

Philadelphia is a national leader in education with 92 colleges and universities fueling the talent pipeline for the region.⁴ 4 out of the 10 best liberal arts colleges are in the region.⁵

TECHNOLOGY

With 6,500 IT-producing businesses in the region that develop cutting edge technology, Philadelphia has one of the highest concentrations of workers in IT occupations among the nation's 15 largest Metro areas.¹

ENTREPRENEURIAL SPIRIT

Philadelphia is becoming an increasingly attractive venue for entrepreneurship and business incubation.¹

1. Source: www.selectgreaterphiladelphia.com

2. Source: www.cooperhealth.org

3. Source: www.ushistory.org

4. Source: www.phila.gov

5. Source: www.usnews.com

The Philadelphia region is filled with fans who are active and passionate about sports

The Inquirer
DAILY NEWS philly.com

2015



Philadelphia is one of only 12 U.S. cities to have all four major professional sports teams



And other professional sports teams are taking hold in the region.





“Big Philly” has the **biggest media brands**
with the **biggest reach**



“Big Philly” offers the top multimedia properties in the region to reach your target

The Inquirer
DAILY NEWS philly.com
2015

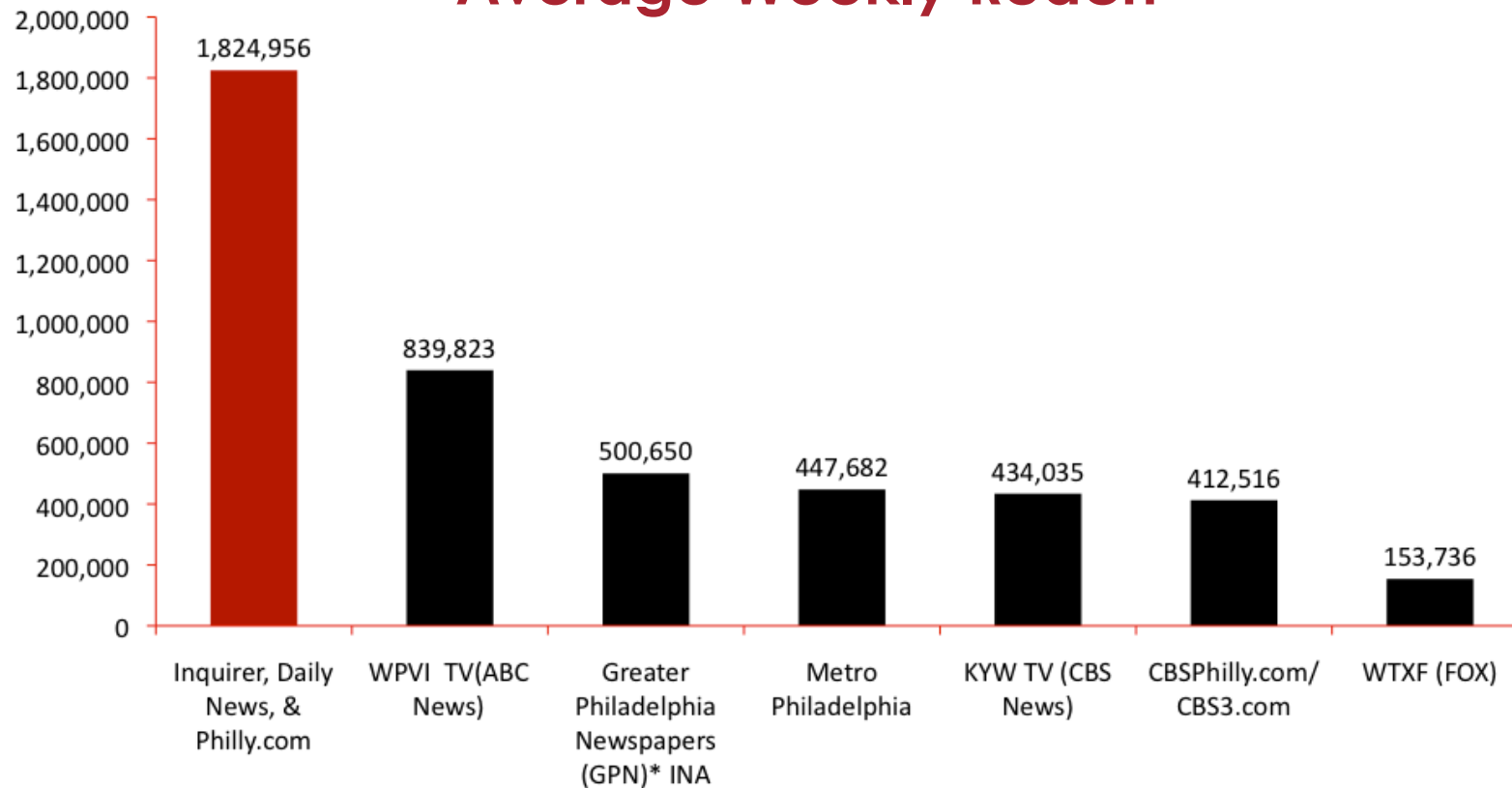
“Big Philly”



Source: Scarborough Research 2014 R2 Philadelphia DMA; comScore Media Metrix, Aug – Oct 2014

“Big Philly” reaches an audience twice as large as the next closest media property in the region

Average Weekly Reach



*Includes Bucks County Courier Times, Burlington County Times, and The Intelligencer. Reach is calculated using the Integrated Newspaper Audience (combined 1-week reach for print properties and their websites), evening news for television, and morning drive time for radio.
Source: Scarborough Research 2014 R2 Philadelphia DMA

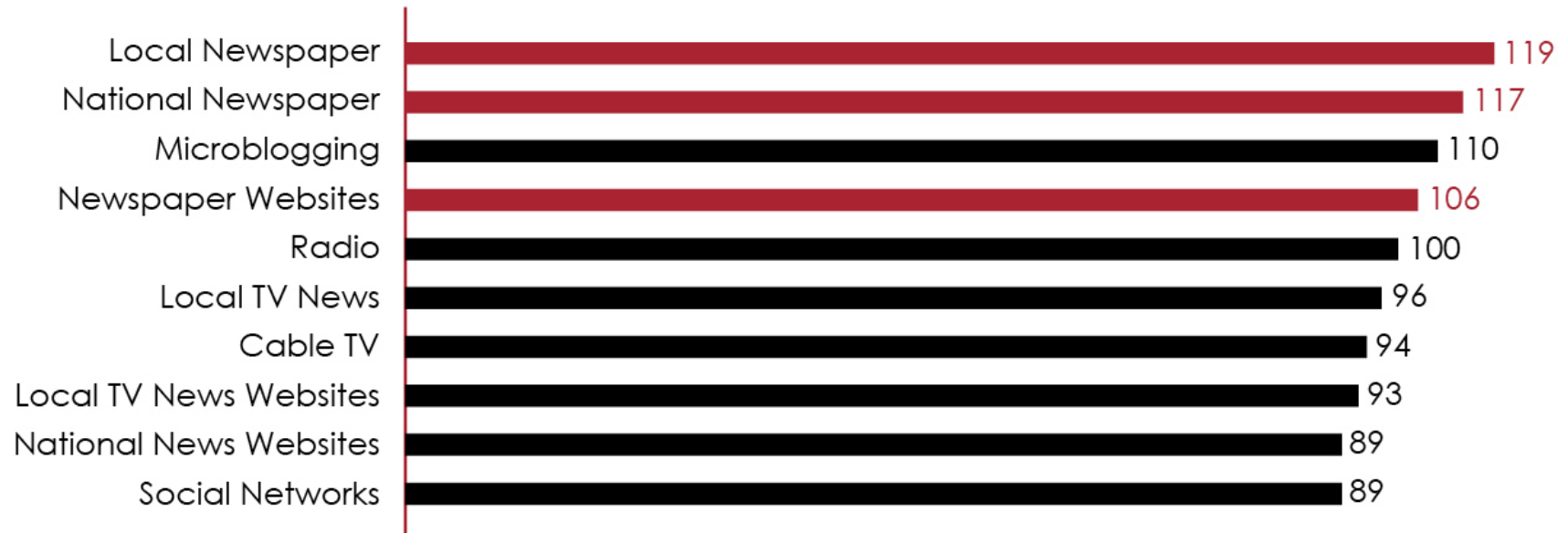


“Big Philly” drives **higher engagement and purchase interest** for your brand than alternatives in TV & Radio



Print/Online news is the top combination for engaging consumers with ad messages


Nielsen Ad Engagement Index



Source: 2013 Nielsen National Cross-Media Engagement Study

Print/Online news engagement is highest in contrast to other mediums

In an era of multi-tasking distraction, news in print and digital provides the strongest quality ad impressions in your media buy

				
	NEWSPAPERS	WEB/MOBILE	TELEVISION	RADIO
ENGAGEMENT	Active	Active	Passive	Passive
ATTENTION	Full	Partial	Partial	Partial

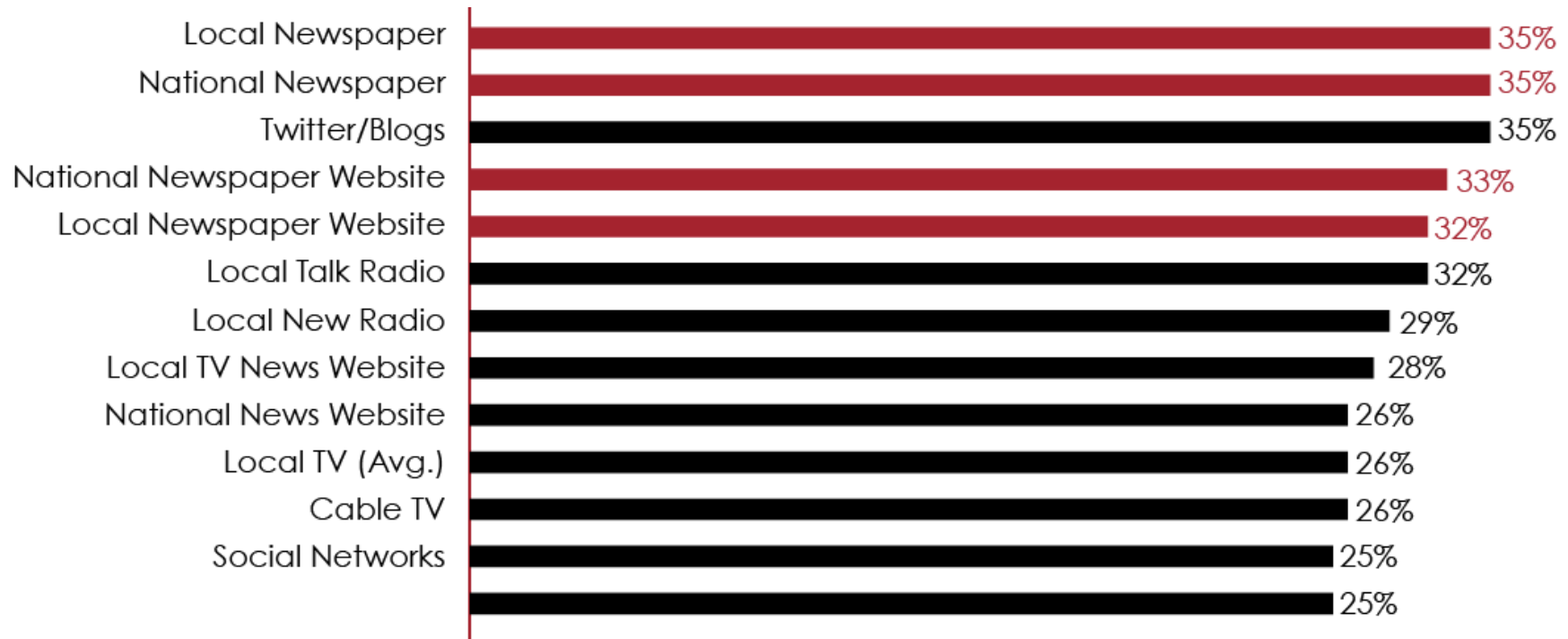
Source: 2013 Nielsen National Cross-Media Engagement Study

Higher ad engagement drives
higher likelihood to purchase

The Inquirer
DAILY NEWS philly.com

2015

Ad Impact on Likelihood to Purchase Products/Services



Percent rating 7-10 on a 10-point scale

Source: 2013 Neilson National Cross-Media Engagement Study

No other property provides the vast reach into the region across multiple platforms

The Inquirer
DAILY NEWS philly.com
2015

8.5 MM¹ unduplicated loyal brand users
across multiple platforms each month

THE INQUIRER
AND DAILY NEWS

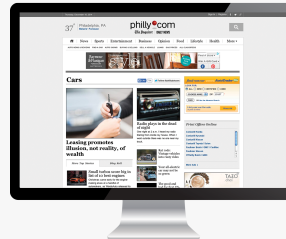


- 1.1 Million read the Sunday Inquirer (534,532 Daily)
- 238,899 read The Daily News
- Avg. Household Income: \$87,405
- Average Age: 54
- 54% Female / 46% Male

2.0 MM

Monthly readers of Inquirer and Daily News

PHILLY.COM



- 2.9 Million monthly unique users
- Avg. Household Income: \$107,079
- Average Age: 42
- 54% Male / 46% Female
- 16.6 average minutes / visitor

2.9 MM

Average Monthly unique users on Philly.com

PHILLY.COM MOBILE



- 3.8 Million monthly unique users
- 22.3 Million monthly page views
- 64% HHI of \$75,000 or more
- 40% Male / 60% Female
- 38% of visitors are age 35 or less

3.8 MM

Average Monthly unique users on mobile

¹Combined print and digital unduplicated audience
Source: comScore Media Metrix & Mobile Metrix Aug-Oct 2014; reflects browser access only; Scarborough 2014 R2; Base: Philadelphia DMA



The Philadelphia Inquirer





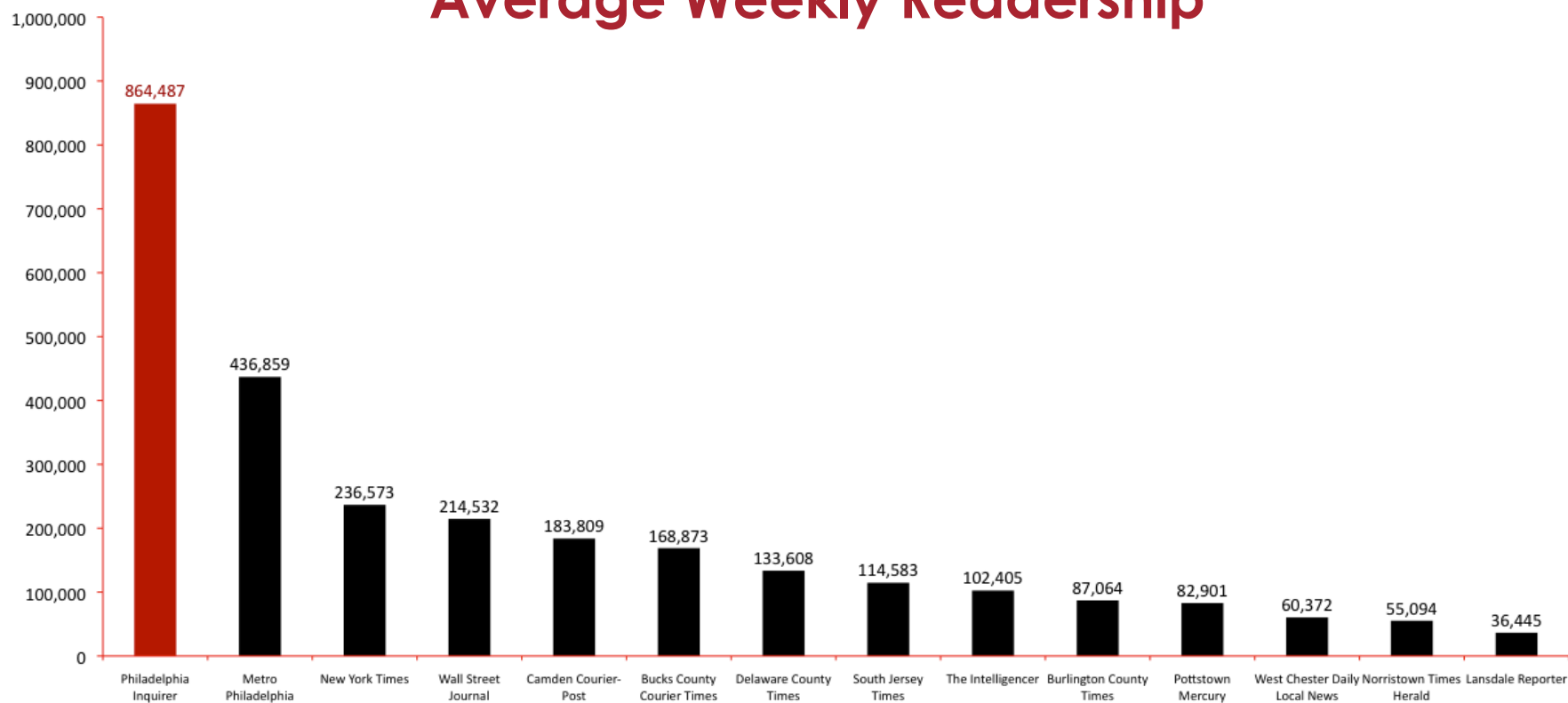
The Philadelphia Inquirer dominates local
suburban **readership in PA and NJ**



The Inquirer is read by nearly twice as many people than any other newspaper in the region

The Inquirer
DAILY NEWS philly.com
2015

Average Weekly Readership



Source: Scarborough, 2014 R2; Base: Philadelphia DMA

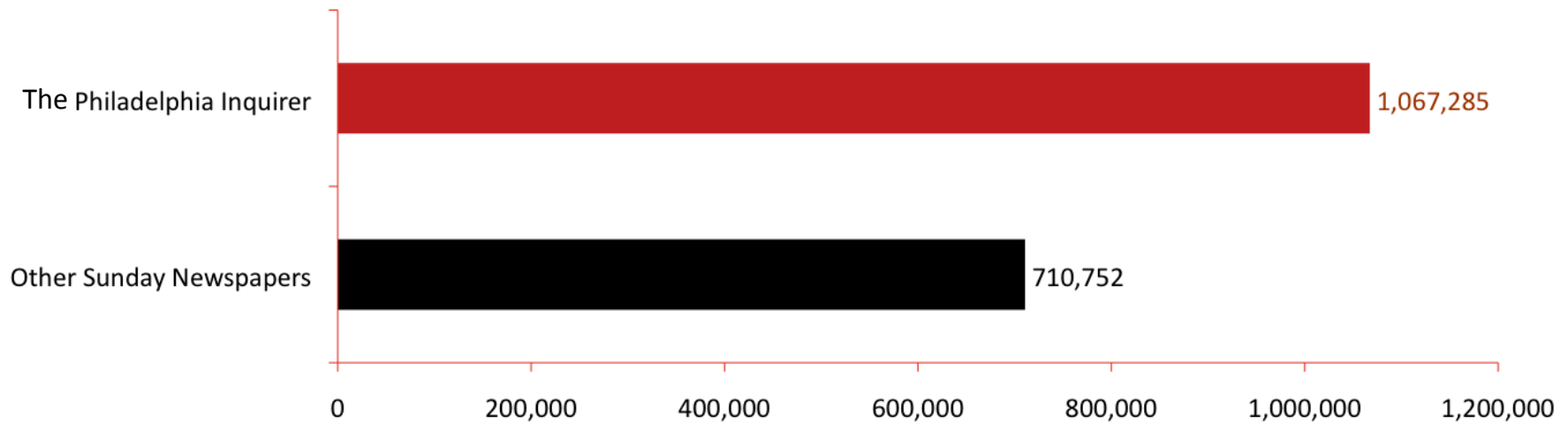
*Newspaper audience is based on the average weekly audience of the daily edition

*Non-daily publication audience is based on the average issue of the publication

More people read the *Sunday Inquirer* than all other Sunday newspapers combined

The Inquirer
DAILY NEWS philly.com
2015

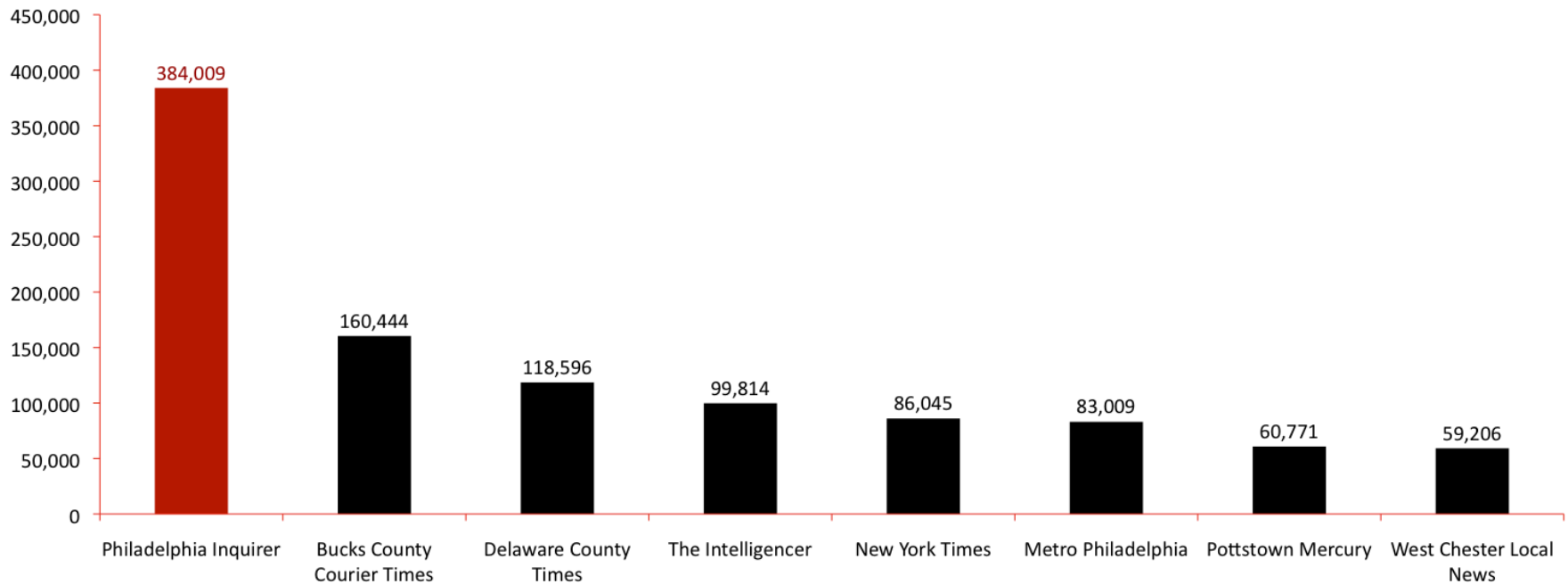
Sunday Readership



Source: Scarborough, 2014 R2; Base: Philadelphia DMA; *All Other Sunday Newspapers includes Bucks County Courier Times, Burlington County Times, Camden Courier Post, Delaware County Times, The Intelligencer, Lansdale Reporter, Norristown Times Herald, South Jersey Times, Pottstown Mercury, West Chester Local News

The Inquirer's readership dwarfs that of its closest competitors in the PA suburbs

Suburban Readership



Source: Scarborough, 2014 R2; Base: Pennsylvania Suburban Counties (Bucks, Chester, Delaware, Montgomery)

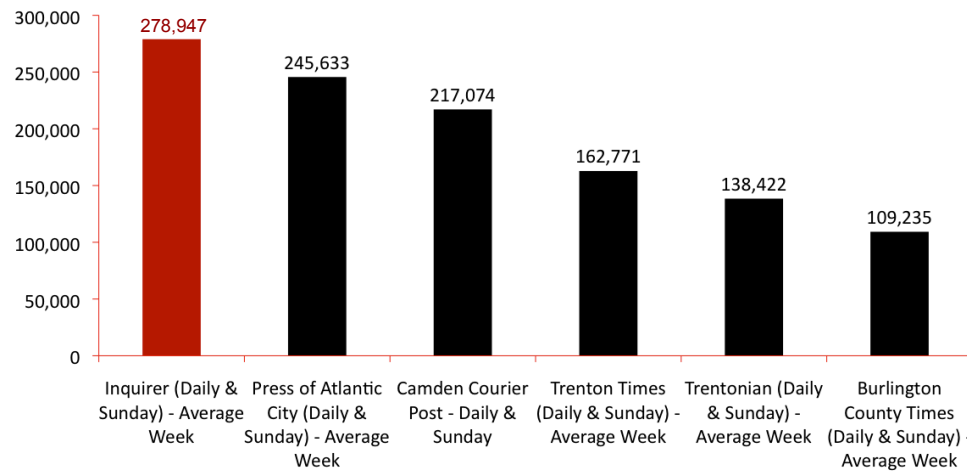
*Newspaper audience is based on the average weekly audience of the daily edition

*Non-daily publication audience is based on the average issue of the publication

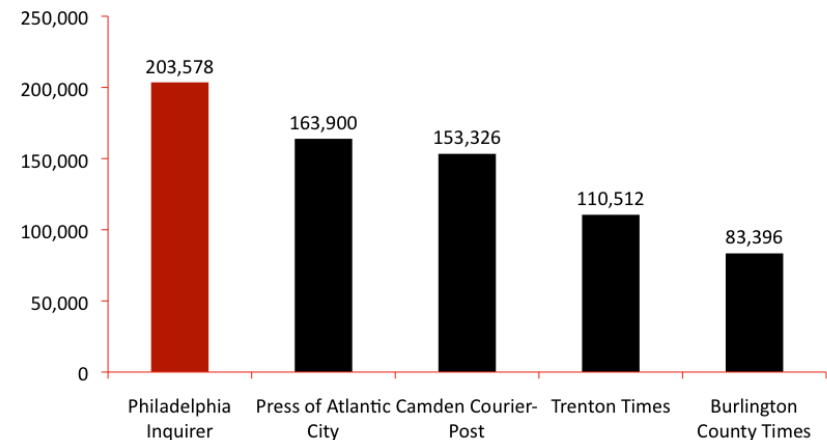
The Inquirer is the #1 most read paper in South Jersey overall and on Sundays



South Jersey Overall Readership



South Jersey Sunday Readership



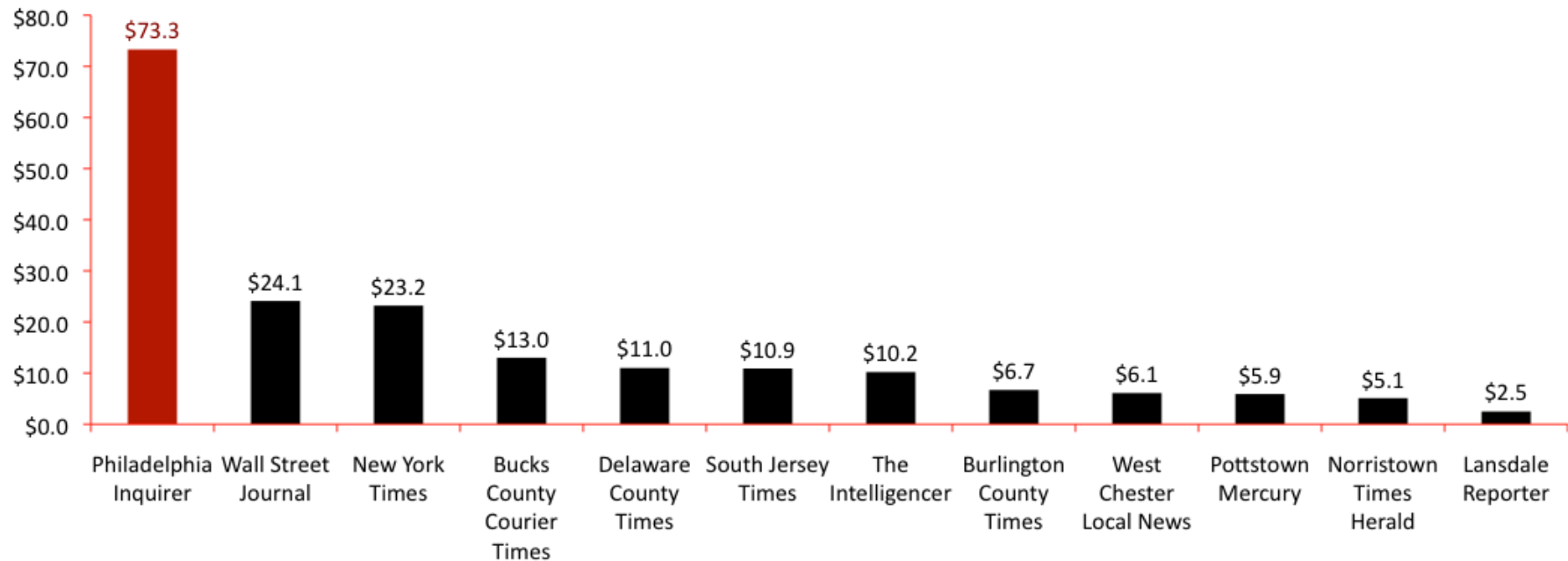
Source: Scarborough, 2014 R2

Base: South Jersey Counties (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem)

Inquirer readers have enormous buying power, more than \$73 Billion

Total Buying Power

(in Billions)



Source: Scarborough, 2014 R2; Base: Philadelphia DMA

*Newspaper audience is based on the average weekly audience of the daily edition

The long-trusted voice of the region

The Inquirer
 DAILY NEWS philly.com
2015



The Philadelphia Inquirer is the long-trusted voice of the region – covering how events shape the region and how the region shapes the world.

	Daily	Sunday
Total Readership	534,532 (Avg. Issue)	1.1 million (Avg. Sunday)
Pennsylvania	431,086	847,381
New Jersey	99,408	203,578
Men	47.9%	45.5%
Women	52.1%	54.5%
Average Age	55	54
Average HHI	\$85,783	\$87,405
Married	55.8%	55.7%
Single/Widowed/ Divorced/Separated	44.2%	44.3%
Own home	75.8%	78.1%
College Graduate or more	38.7%	36.0%
Presence of Children: 1+	21.5%	28.7%

Source: Scarborough, 2014 R2; Base: Philadelphia DMA



PHILADELPHIA

DAILY NEWS

THE PEOPLE PAPER



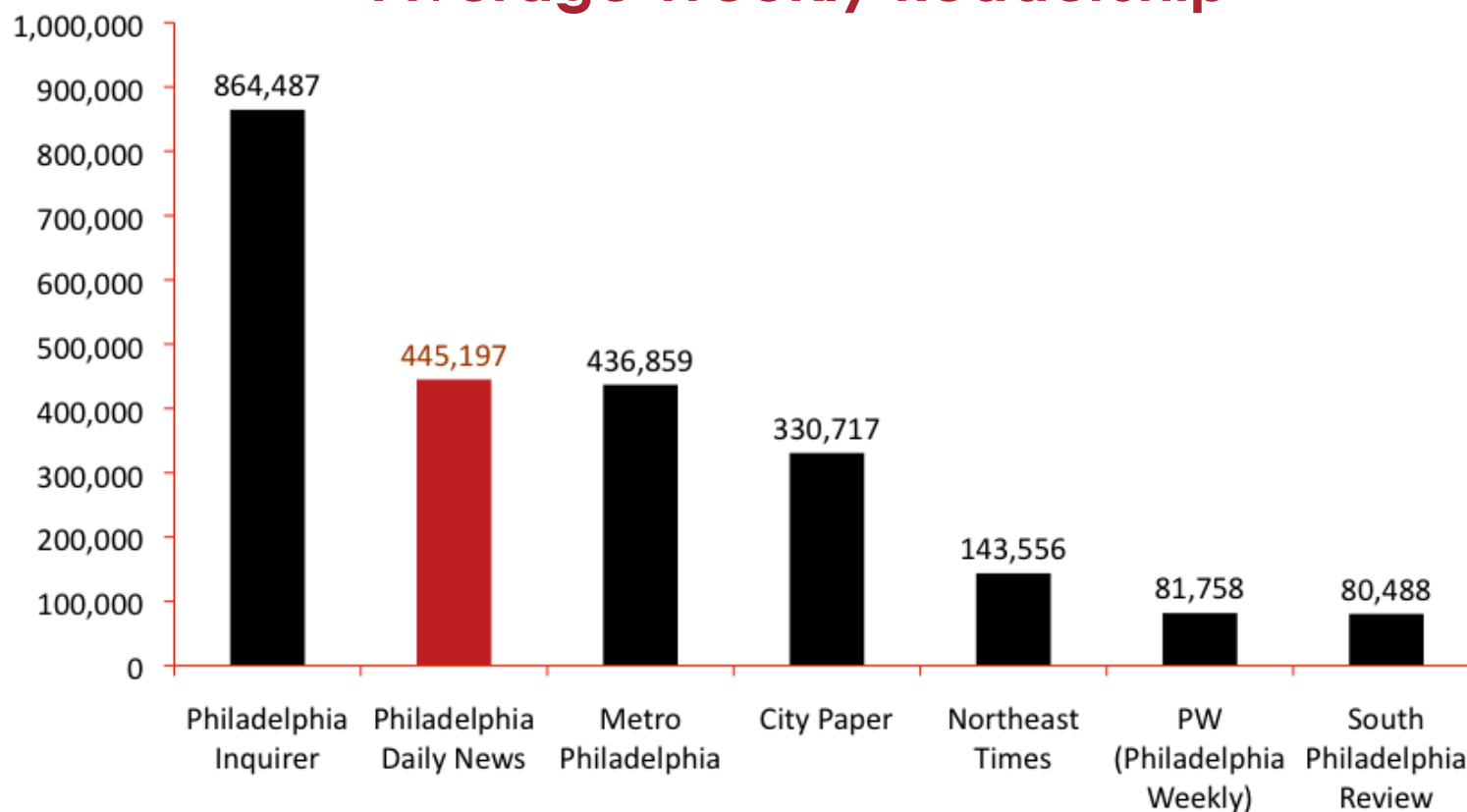


The Daily News is Philadelphia's heartbeat,
an unapologetic daily dose of the issues, personalities
and passions that animate our city



The Daily News is the second-largest newspaper in the region

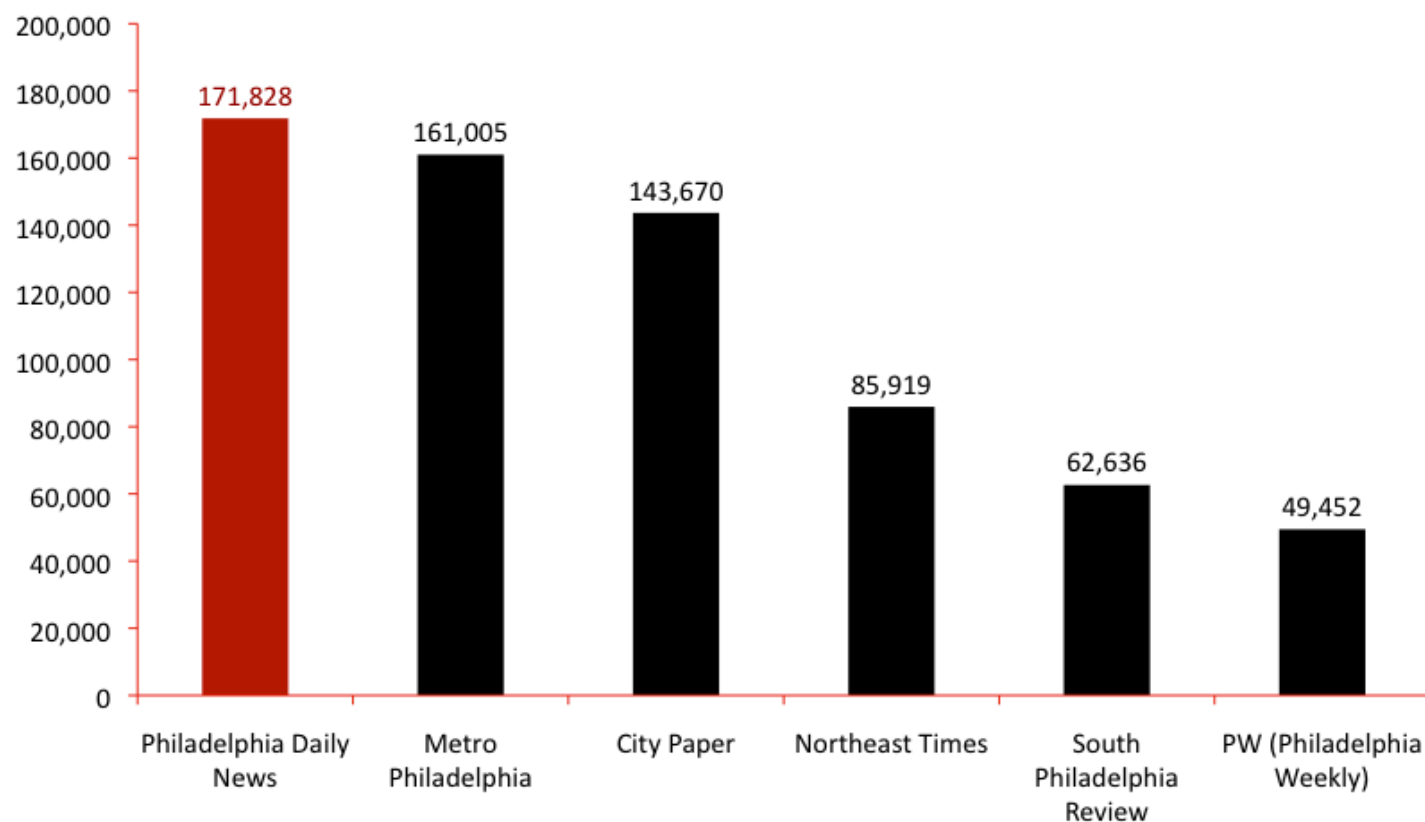
Average Weekly Readership



Source: Scarborough, 2014 R2; Base: Philadelphia DMA

The *Daily News* is the most read paper in Philadelphia County

Average Day Issue Readership



Source: Scarborough, 2014 R2; Base: Philadelphia County

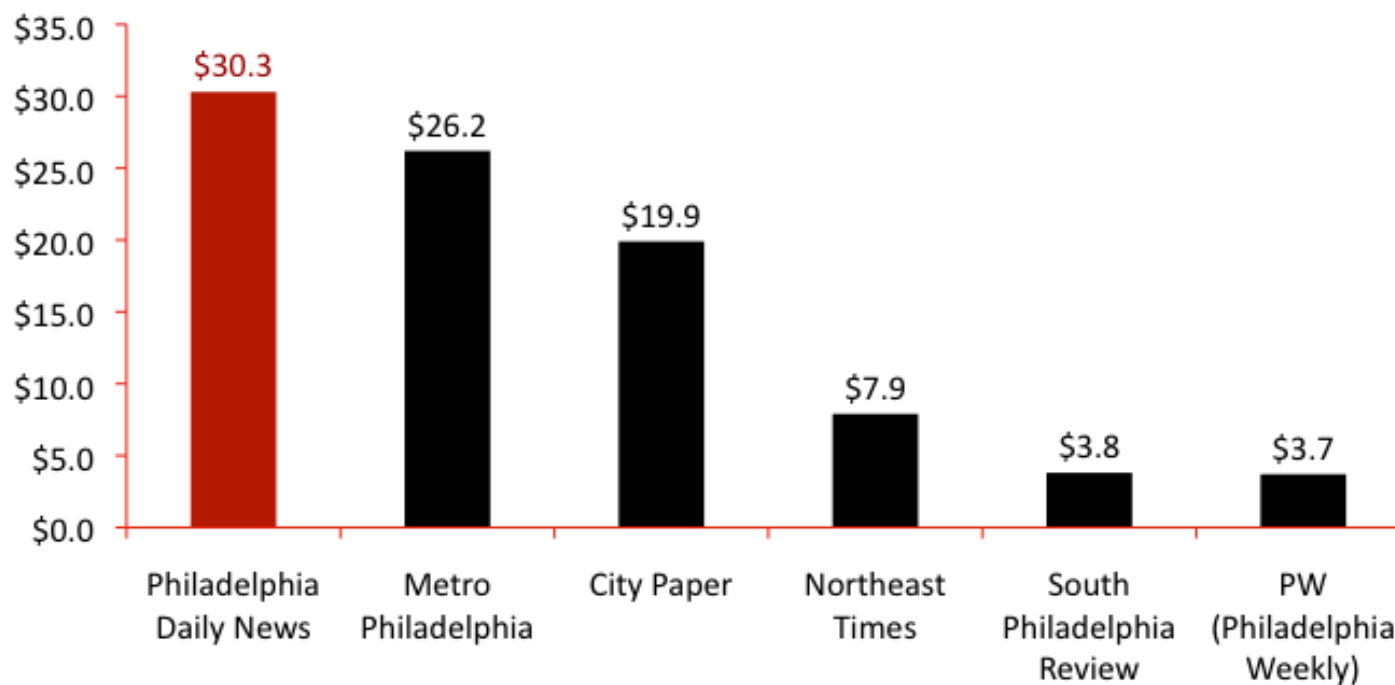
*Newspaper audience is based on the average daily audience of the daily edition

*Non-daily publication audience is based on the average issue of the publication

The Daily News readers command
\$30 Billion of buying power

The Inquirer
DAILY NEWS philly.com
2015

Total Buying Power (in Billions)



Source: Scarborough, 2014 R2; Base: Philadelphia DMA

*Newspaper audience is based on the average weekly audience of the daily edition

*Non-daily publication audience is based on the average issue of the publication

Philadelphia's heartbeat with the attitude that makes this city unique

The Inquirer
DAILY NEWS philly.com
2015



The *Daily News* is Philadelphia's heartbeat, an unapologetic daily dose of the issues, personalities and passions that animate our city. The *Daily News* covers what Philadelphians care about, all with the attitude that makes this city unique.



Total Readership	238,899 (Avg Issue)
Men	67.5%
Women	32.5%
Average Age	50
Average HHI	\$70,155
Married	48.0%
Single/Widowed/ Divorced/ Separated	52.0%
Own home	73.4%
College Graduate or more	20.0%
Presence of Children: 1+	46.6%

Sources: Scarborough, 2014 R2 Philadelphia DMA



philly  .com



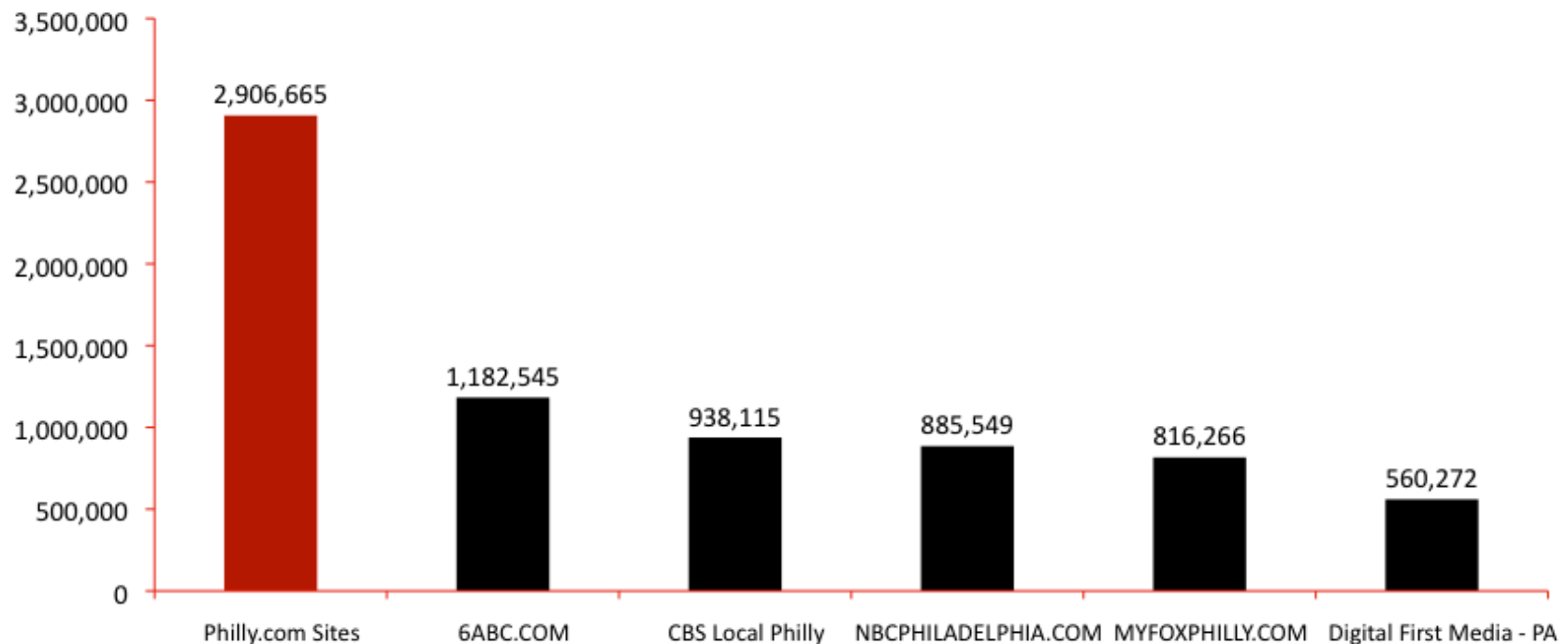


Philly.com is the **premier online media property**
in the region



With more than 2.9 Million users, Philly.com is the region's most popular media website

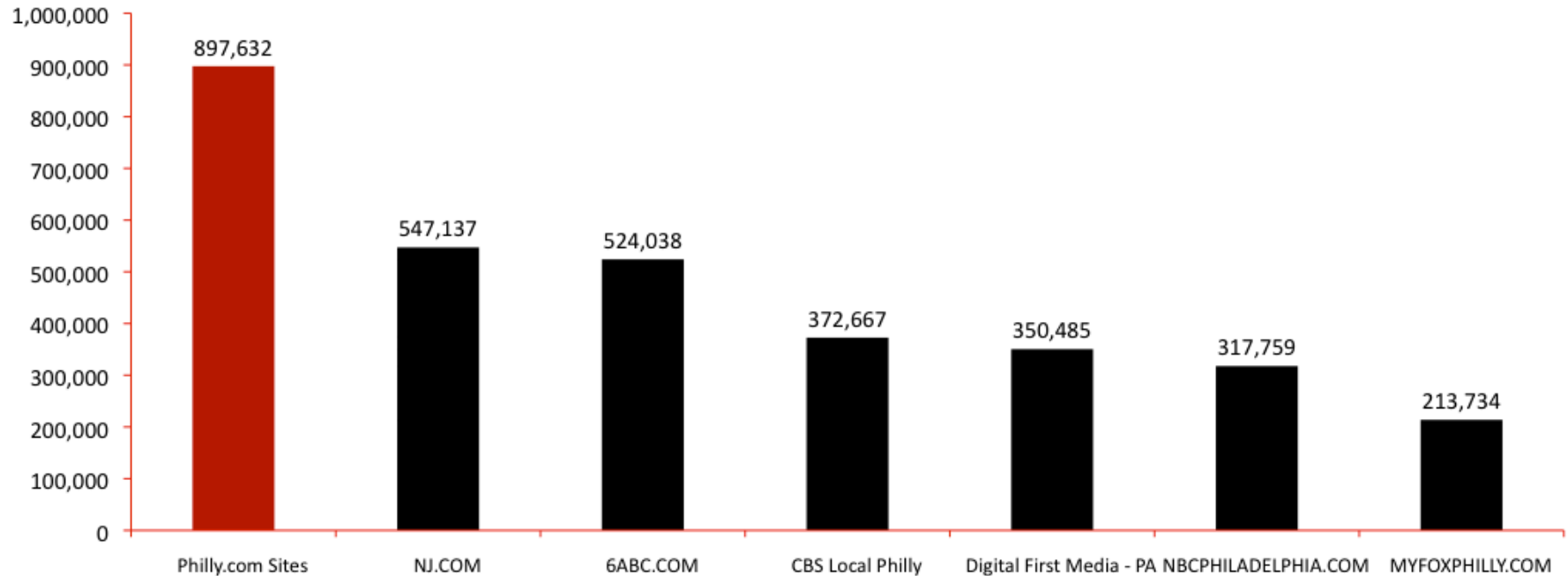
National



Source: comScore Media Metrix, Aug – Oct 2014
Digital First Media bought Journal Register Company

Philly.com has a larger local audience than other top media sites in our region

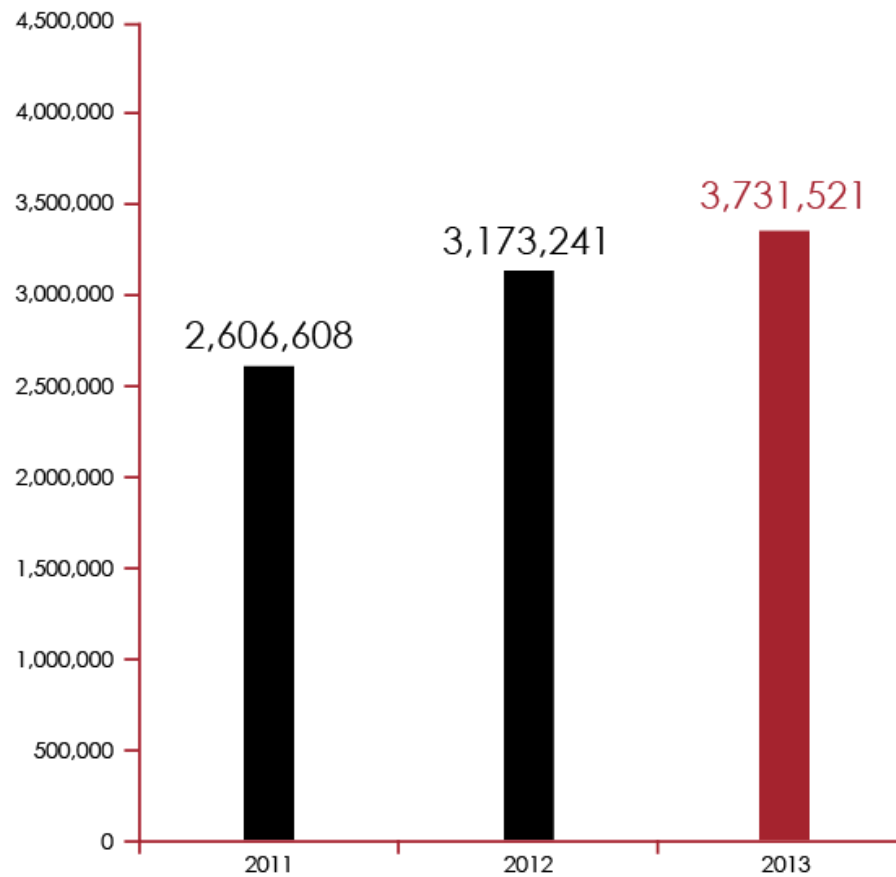
Local



Source: comScore Media Metrix, Aug – Oct 2014
Digital First Media bought Journal Register Company

Philly.com continues to see a dramatic increase in new users

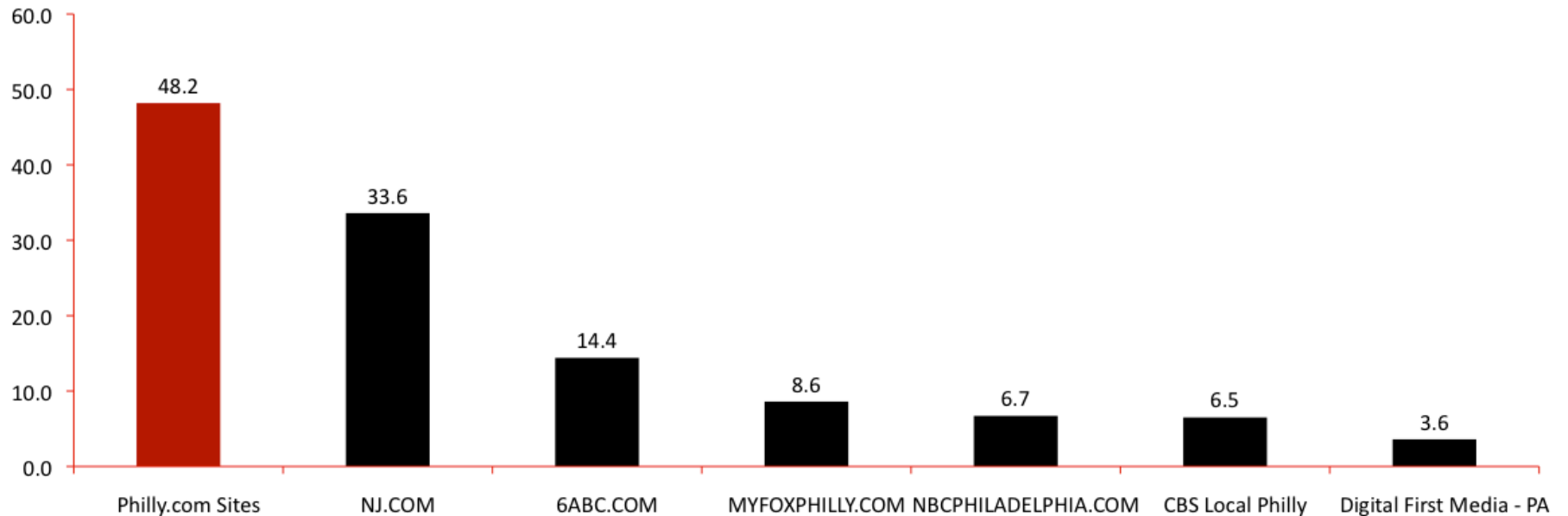
Philly.com Average Unique Users



Source: comScore Media Metrix, 2011-2013

Desktop visitors spend the most total time visiting Philly.com

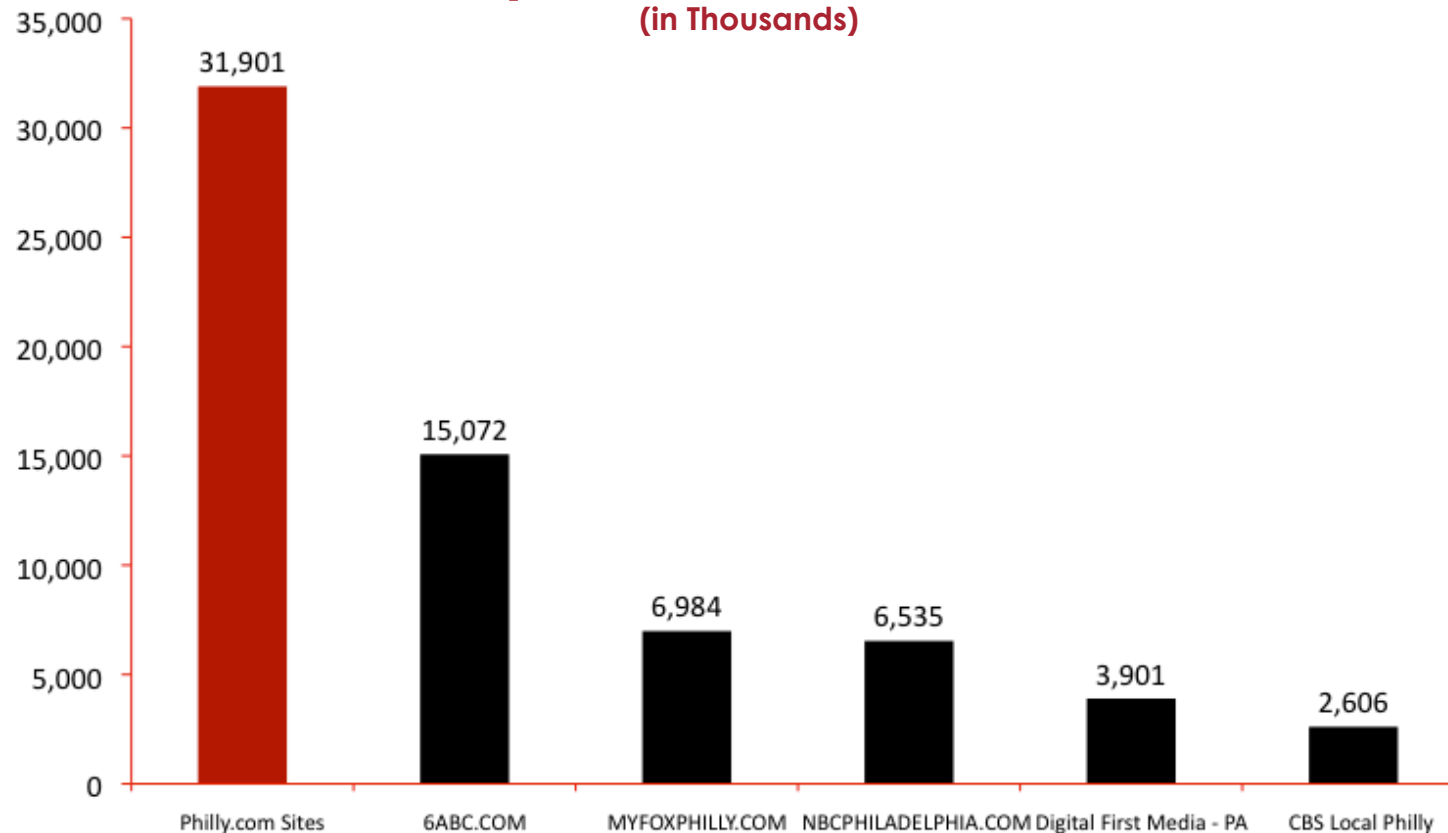
Philly.com Total Minutes (in Millions)



Source: comScore Media Metrix, Aug – Oct. 2014
Digital First Media bought Journal Register Company

Total time spent by mobile visitors on Philly.com is greater than other sites in the region

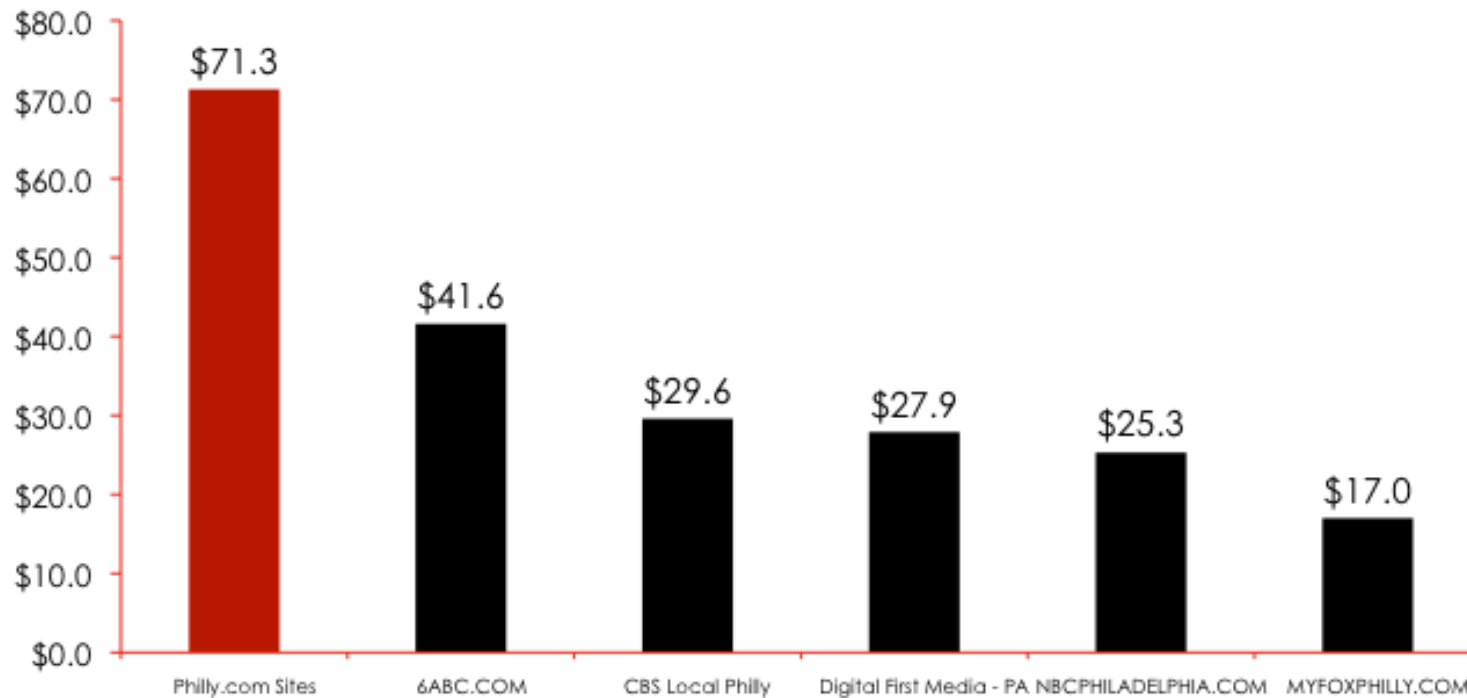
Philly.com Total Minutes (in Thousands)



Source: comScore Mobile Metrix Jan - Mar. 2014
Digital First Media bought Journal Register Company

Philly.com users command more than \$71 Billion in buying power

Philly.com Total Buying Power in Philadelphia (in Billions)



Source: comScore Media Metrix, Aug – Oct 2014; Scarborough, 2014 R2; Base: Philadelphia DMA
Digital First Media bought Journal Register Company

Award-winning news and commentary by leaders in every field

The Inquirer
DAILY NEWS philly.com
2015



Philly.com features extensive coverage of the leading events and issues of the day, regional, national and global. Award-winning news and commentary by leaders in every field.

Unique Visitors (Avg. Month) 2.9 million

Page Views (Avg. Month) 38 million

Men 54.5%

Women 45.5%

Average Age 42

Average HHI \$107,079

Married 54.6%

**Single/Widowed/Divorced/
Separated** 45.4%

Own home 72.8%

College Graduate or more 49.4%

Presence of Children: 1+ 51.6%

Source: Scarborough, 2014 R2; Base: Philadelphia DMA; comScore Media Metrix, Aug – Oct 2014

You can reach an additional 3.8 MM¹ unique visitors on Philly.com mobile

The Inquirer
DAILY NEWS philly.com
2015

Philly.com Mobile



Expand your reach even further by adding mobile.philly.com – which only has 3% duplication with Philly.com desktop users!

ADVERTISER BENEFITS

REACH: The Philly.com consumers on-the-go

TARGET: By channel and location

HIGH IMPACT: With ONLY your ad on the page

TURNKEY: We build mobile landing pages for advertisers that don't have them

RESULTS: Click-through rates on Mobile average from **0.15%-0.25%**

¹comScore Mobile Metrix Aug – Oct 2014

Source: comScore multi-platform, Aug - Oct 2014

The mobile space is exploding with Smartphones in every pocket and tablets on the horizon



Total mobile unique visitors	3.8 million
Page Views	22.3 million
HHI under \$75,000	36.1%
HHI \$75,000+	63.9%
Women	59.8%
Men	40.2%
Age under 35	38.7%
Age over 35	62.3%

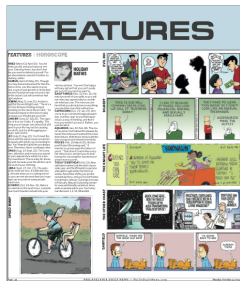
Source: comScore Mobile Metrix, Aug – Oct 2014; browser access only



The Inquirer and Daily News Coverage



Daily News coverage every day



● - Run Through

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> - Gossip (Philly celebrities) - Big Rube's Street Shot - Neighborhood - Harry Gross - Talking Small Biz by Michael Hinkelman - Most Wanted - Pet of the Week - Chillin' Wit' - Best of our Blogs - Crime Scene 	<ul style="list-style-type: none"> - Michelle Singletary (personal finance) 	<ul style="list-style-type: none"> - Talking Small Biz by Michael Hinkelman 	<ul style="list-style-type: none"> - Michelle Singletary (personal finance) 	<ul style="list-style-type: none"> - Talking Small Biz by Michael Hinkelman - Philly Clout 	<ul style="list-style-type: none"> - The Interview - PH Scale - Weird News
<ul style="list-style-type: none"> - Tattle (celebrities) - Celebrating Success by Jenice Armstrong - DN Party People - TV Highlights - Dear Abby - Horoscope - Puzzles - Comics - TV grids 	<ul style="list-style-type: none"> - Cover package (topical) - Solomon Jones - Family Time (family activities) 	<ul style="list-style-type: none"> - Workout Wednesday by Kimberly Garrison - Beautiful You (beauty tips) 	<ul style="list-style-type: none"> - Food cover package - Joe Sixpack (beer) - Cheap Buzz (wine/liquor) - V for Veg (vegan) - Coffee Break (coffee) - Truck Stop (food trucks) - Top Cooks (local home cooks) 	<ul style="list-style-type: none"> - Steve & Mia (sex) - Events calendar for coming week - Theaterdelphia (theater) - Gizmo by Jon Takiff - Music - Movies - Entertainment cover package - Big Rube's Street Gazing - First Friday (monthly) 	<ul style="list-style-type: none"> - Weekend Calendar - TV pick - Crafty Kids - Pet Connection - Movies Pick - Where We Worship
<ul style="list-style-type: none"> - High & Inside (offbeat look at sports) - Penn State Football - Temple Football - High School Coverage - Eagles coverage - Frequent Flyers - NASCAR - Golf - Tennis - Soccer - Lottery 	<ul style="list-style-type: none"> - Eagles Further Review - High School column - High School Stats 	<ul style="list-style-type: none"> - Dick Jerardi's college basketball column 	<ul style="list-style-type: none"> - Mike Kern's college football column - Staff college football picks 	<ul style="list-style-type: none"> - Eagles Playbook - Fantasy Football - Staff NFL picks - Vegas Vic - Domo NFL notes - Sixerville 	<ul style="list-style-type: none"> - Sports Talk (sports comments) - Boop Stats - High School Athletes

The Inquirer news coverage every day

The Inquirer
 DAILY NEWS philly.com
2015

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
NEWS COVERAGE	The Philadelphia Inquirer	<p>Rallying cry to Army: Fall out!</p> <p>MIXED VOTE ON TEMPLE SPORTS</p> <p>Pa. declines to appeal the Maricopa case</p> <p>Study shows long decline in the city's middle class</p> <p>LOCAL NEWS</p> <p>Housing LGBT Seniors</p> <p>O'Hara ex-principal sues archdiocese</p> <p>Ex-nare to testify against others</p> <p>Films to take up women's history</p> <p>We've got two!</p>						
	City News	- Local News Extra - What to Do - Lotteries - Weather	- Kevin Riordan	- Karen Heller				
	PA News	- Suburbs & State - What to Do - Lotteries - Weather		- Local News Extra				
	NJ News	- South Jersey and the Region - What to Do - Lotteries - Weather						
	Business	- Market Watch - Briefcase - Philly Deals - Daily Money Tip - Readers' Choice - Stocks & Funds						
	Sports		- Pro and College Sports		- Rally High School sports			
	Weekend							- Town by Town - Philly 50 - Your Money - Money Watch - Cars
								- Movies Reviews - Pop Music - New o DVD - Do This - Night Life - Casinos - Horoscope - Theater Reviews - Museum & Galleries Listings - Family Events - Theater Listings

The Inquirer news coverage every day

The Inquirer
 DAILY NEWS philly.com
2015

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
NEWS COVERAGE	Live Life Love							Dining Review/Craig LaBan Chick Wit / Lisa Scottoline Investing in You / Erin Arvedlund Trendlet / Elizabeth Wellington Good Eye / Inga Saffron Meet Your Maker / Samantha Melamed Kiss the Earth / Virginia Smith Love / Kellie Patrick Fitness Food Q&A / Rick Nichols
	Health			- Staff Reports/Health				- Check Up - Quick Scans - Expert Advice - Web Wealth
	Real Estate							- The Build - Your Place - Alan Heavens - The Art of the deal
	Home & Design					- Inga Saffron's Changing Skyline - Virginia Smith's Gardening		
	Travel							- Senior Traveler - We Buzz - Top 10 List - Check in - Personal Journey - 10 for the Road
	Food							- Food & Dining - Recipes - Market Basket - Dinner on Deadline - Good Taste
								- Michael Klein's - Table Talk - Chating with Craig LaBan

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
FEATURES	STANDARD	- Comics - Puzzles - Gossip						
		- Advice - Tell Me About It		- Elizabeth Wellington on fashion - Love				



Print Advertising Opportunities



Impactful advertising opportunities



SPADEAS

Front flat and the back outside page high impact ad. Can be produced in b/w & 4c. Available in Main News and Travel.



POLYBAGS

Store your advertisements in this customized bag to easily catch the interest of potential customers. Must be full run to qualify.



DOUBLE TRUCK

Two half-page ads conjoined on two facing pages to create one large ad with content above



STRIP AD SPECIALTY

Gain maximum exposure with a full-color power strip ad along the bottom of the front section page.



POPPERS

Custom adhesive ads placed on the front page of the paper. Sturdy enough to be carried in a wallet. Great for coupon offers and as teasers to refer readers to clients campaigns within the paper.



JEWELBOX SPECIALTY

Unique ad position at the bottom of the front section page.



FIREPLACE

An ad laid out between two facing pages, with content surrounding both sides and above to mimic a fireplace

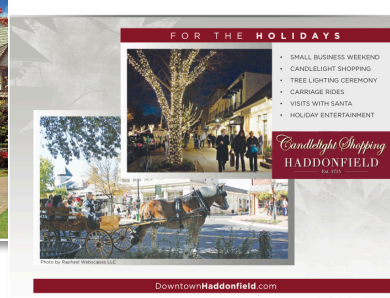


CHECKERBOARD

Four quarter page ads spread across two facing pages to resemble a checkerboard

Advertorial: Communicate your message to consumers in an informative, in-depth format

The Inquirer
DAILY NEWS philly.com
2015



SPECIAL ADVERTISING SECTIONS

Unlike traditional editorial content, you can either supply the content or work with our team to shape the content in order to meet your business's unique needs.

SPECIAL ADVERTISING SECTIONS

- Focus on Retirement
- Focus on Education
- Auto Show Preview
- New Car Model Preview
- Mega Jobs
- 55+ Living
- Gift Guide
- New Model Preview
- Bryn Mawr Day
- Festival of Homes
- Downtown Haddonfield

Pre-Prints: *The Philadelphia Inquirer*

The Inquirer
DAILY NEWS philly.com
2015

The Inquirer

The Philadelphia Inquirer offers pre-print distribution on Tuesday, Thursday, Friday and Sunday.

PHILADELPHIA
DAILY NEWS
THE PEOPLE PAPER

The Philadelphia Daily News provides pre-print distribution weekly on Thursday.

THE PHILADELPHIA
ADVANTAGE
AN EXTENSION OF THE PHILADELPHIA INQUIRER

The Philadelphia Advantage – A verified, reader requested Sunday Select product that is delivered weekly. *The Philadelphia Advantage* provides targeted delivery of popular advertising inserts plus shopping news. The distribution is targeted to select ZIP codes that are highly desired by our advertisers on a distribution day that is important to their business. *The Philadelphia Advantage* is distributed weekly on Saturday.

**SHOPPERS
EXPRESS**
BARGAINS • COUPONS • TRENDS

Shopper Express – Philadelphia Media Network (PMN) provides a Select Market Coverage (SMC) product weekly called *Shoppers Express*. The SMC is carrier delivered to 180,00 homes weekly on Saturday and Sunday. Distribution of the SMC product is non-duplicated and provides a one-stop shop method of executing an extended reach ad buy to non-subscribers of *The Philadelphia Inquirer*.

Pre-print

Philadelphia Media Network (PMN) offers pre-print distribution in *The Philadelphia Inquirer*, *The Philadelphia Daily News*, an opt-in Sunday Select and a select market publication. Pre-print distribution varies by product and is available by ZIP code, sub-ZIP and ZIP code clusters in select markets. Quarterly, PMN provides updated estimates of pre-print quantities required for distribution. PMN net preprint rates are based on the cost per thousand (CPM) of the quantity ordered by the advertiser.



Digital Advertising Opportunities



Philly.com advertising opportunities overview

The Inquirer
DAILY NEWS philly.com
2015



Custom advertising opportunities are available

Homepage Takeover:

Surround-sound quality with use of roadblock and rails, creating high impact and visibility. Time frames for such ownerships vary from one day to one month.

LEADERBOARD: 728x90 unit displayed on Philly.com header and footer.

SLIDING BILLBOARD: 972x30 expands to 972x200 beneath the Philly.com navigation bar, above the fold.

MEDIUM RECTANGLE: 300x250 unit displayed right rail, above and below the fold.

HALF PAGE: 300x600 ad unit in right rail, above the fold.

SKYSCRAPER: 160x600 within article pages only.

PENCIL: 972x75 ad unit displayed beneath the Philly.com navigation bar, above the fold.

RAIL: 200x600 clickable branding placement – typically tied in with sponsorships/takeovers.

CHANNEL SPONSORSHIP: Specific channel sponsorships in an exclusive manner – 100% SOV.

AD CURTAIN, FLOATING UNIT & INTERSTITIALS

NEW IAB RISING STAR AD UNITS: portrait/filmstrip/billboard/sidekick/pushdown

PRE-ROLL & CUSTOM VIDEO SPONSORSHIP INTEGRATION OPPORTUNITIES

Deliver your message to your desired audience

The Inquirer
DAILY NEWS philly.com
2015

Thursday, December 16, 2014 Sign In | Register

37° Philadelphia, PA
Bolaris' Forecast

philly.com
The Inquirer DAILY NEWS

News Sports Entertainment Business Opinion Food Lifestyle Health More

Breaking News

SUV owner charged in crash that killed 3

Latest Video

Suspects

Philly.com Blogs

Today in Philly

Most Viewed Philly.com Stories:

Philly.com Sports Videos

Targeting Methods

- **BY CHANNEL:** Target users within content that is relevant to your brand: Sports, News, Lifestyle, Entertainment, Business, Food, Health
- **BEHAVIORAL:** Pinpoint users based on their online behavior (i.e. those that visited the Health section but are somewhere else on the site)
- **GEO-TARGETING:** Pinpointing users within a desired location - down to the zip code
- **DAY-PART TARGETING:** Reach users during the time of day they will be most receptive to your message

Newsletter sponsorships are an effective way to put your message in front of potential customers

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Eagles Newsletter

McCoy eyeing a bigger role
Eagles need to play more possessed
Possession time on winners' side

Foles now an MVP candidate
McCoy wants to carry offense
Birds' Eye View: All-22 film shows Eagles' Logan making strides
Red Zone: Putting Alex Henery under the microscope
Bears' Long credits Kelly for maturity
Newest Eagle Johnson bided time
Jeffery fueling Bears' passing attack
Eagletarian: Film: Vikings had better plan than Kelly, Eagles
Eagletarian: Chip: Boykin hasn't been cleared

More from Philly.com

NEWS
Philly whacks contract with reputed mobster
Philly.com/News »

BUSINESS
Protest in Phila. against U.S. Customs deal with Abu Dhabi
Philly.com/Business »

ENTERTAINMENT
Sally Starr celebration tinged with sadness
Philly.com/Entertainment »

FOOD
Pabst Blue Ribbon - the spirit of Festivus?
Philly.com/Food »

LIFESTYLE
He wants to 'cool off,' she won't let him
Philly.com/Lifestyle »

HEALTH
'Poisonettias are toxic' and 4 other winter health myths debunked
Philly.com/Health »

MARKETPLACE
Goal for 2014: Think of career like a marathon
Philly.com/Marketplace »

ADVERTISEMENT
300X250

Featured Photo Galleries

Vikings 48, Eagles 30

Eagles 34, Lions 20
Eagles 24, Cardinals 21
More Photo Galleries »

ADVERTISEMENT
300X250

Align yourself with specific Philly.com content

NEWSLETTERS:

- This Morning's Headlines
- Sports Wrap-Up
- Phillies Newsletter
- Business Update
- Health (Thursday)
- Dining In & Out (Thursday)
- Weekend Planner (Friday)
- Lifestyle (Wednesday)

Marketing Emails. Define your target consumer and let us reach them through our audience database

The Inquirer
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Reach targeted consumers at home, at work and on mobile devices



ZAGAT
Know Philadelphia?
Tell us about the best restaurants and get up to \$25 off your Uber Ride

a **tripadvisor** traveler review **Flamenco Beach, Culebra**

“WE DID NOT WANT TO LEAVE”
Yun L, New York

Melt away those winter blues with a fantastic, sunny and snowless Puerto Rico vacation.

[CLICK HERE](#)
and see everything the All Star Island has to offer.

Puerto Rico THE ALL STAR ISLAND
SEE PUERTO RICO.COM

NO PASSPORT REQUIRED FOR US CITIZENS

Sample Selects

- Age
- Behavior
- Career
- Family
- Finance
- Gender
- Geographical
- Presence of Child
- Housing
- Income
- Lifestyle
- Ethnicity/Race
- Sports
- Vehicles & Transportation

580,000+ Opt-in subscribers are waiting to receive your exclusive offers and event announcements

The Inquirer
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HUD/FHA INSURED LOANS
Call Now To See If You Qualify
888-990-8886

Weatherize for Winter with

GOVERNMENT INSURED LOANS

100% Financing starting as low as \$99

NO EQUITY | NO APPRAISAL | NO DOWN PAYMENT



Homeowners may qualify immediately for up to \$25,000

No Equity or Appraisal Required. National Home Improvement Lenders and Private Investors have made it possible for families to make major improvements to their homes... without whose help it might not have been possible.



Free \$25 Walmart gift card with any estimate*

The US Department of Housing & Urban Development (HUD) under Title One of the National Housing Act, has made it possible for families to improve their homes where financial considerations might have otherwise made it impossible.



For those 62 and older

Our lending partners make FHA Insured REVERSE MORTGAGES that allow consumers to have us perform work on their home WITH NO MONTHLY PAYMENTS!

APPROVED REMODELING PROJECTS

Vinyl Siding	Decks	Doors	Basements	Mold Remediation	Other projects can be approved
Heating	Roofing	Bathrooms	Electrical	Porches	
Concrete	Kitchens	Windows	Plumbing	Insulation	

Entertainment Deals: Local entertainment offers ranging from arts to music

Travel Deals: Travel sales and last-minute specials on hotels, cars, flights and more

Auto Deals: Discounts, rebates and service specials from local automotive dealerships

Shopping Deals: Sale announcements, discounts, offers, and coupons from retail and food stores

Personal Technology: Special offers on electronics

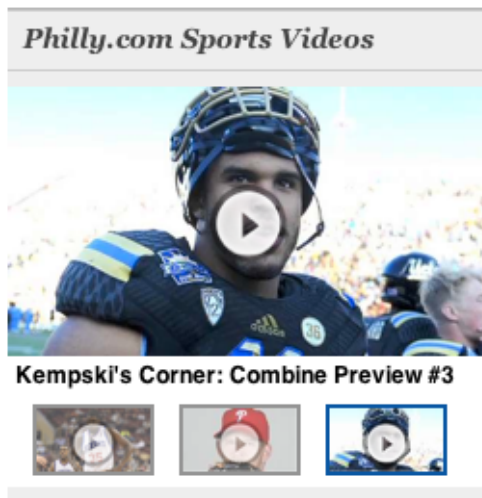
Tickets: Upcoming concerts and events, presale ticket offers and more

Numerous video opportunities are available to drive engagement and brand awareness

The Inquirer
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PRE-ROLL:

Extend your broadcast reach with pre-roll (Highest viewed videos are in Sports and Entertainment Channels)



SPONSORED VIDEO:

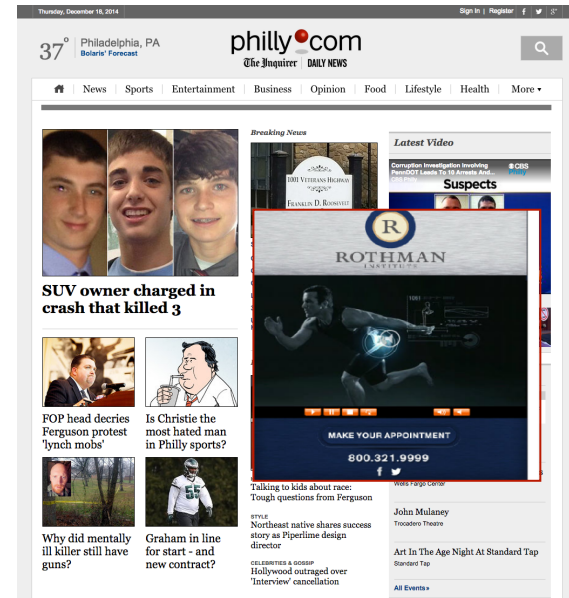
Sponsorship of an editorial video series, with advertiser's brand seamlessly integrated within content



CUSTOM IN-BANNER VIDEO:

Sponsor a custom video programming series that has content relevant to the advertiser and desired by users of Philly.com

Fully surround this content in an environment that will provide a consistent branding presence, as well as the high engagement and CTRs



Chats and blogs

The Inquirer
DAILY NEWS philly.com
2015

BLOGS: With over 21 Million impressions each month, top blogs include: Frequent Flyers, Phillies Zone, High Cheese (Phillies), Moving the Chains

CHATS: Topics cover a variety of content, and can be customized for a client/topic

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News | Sports | Entertainment | Business | Opinion | Food | Lifestyle | Health | More

AUTO NEWS & REVIEWS FIND A CAR AUTO SHOWS BUYING & SELLING SELL A VEHICLE LOANS GAS PRICES ALL CLASSIFIEDS

CELEBRATE CARNAVAL WITH PHILLYBLOO! TUESDAY, MARCH 4TH AT 6PM

The Phillies Zone

Grapefruit Wrap: Blue Jays 4, Phillies 3

Matt Gelb, Inquirer Staff Writer
Wednesday, February 26, 2014, 4:47 PM

ONE UP Ryan Howard batted with runners at first and second in the first inning and rapped the first J.A. Happ pitch into left-center for a run-scoring single. "I really liked Howard's aggressiveness early in the count," manager Ryne Sandberg said. ONE DOWN The excitement about Philippe Aumont's renewed. [Read more](#)

0 COMMENTS

McClure: Hamels should not miss more than 2 starts

Matt Gelb, Inquirer Staff Writer
Wednesday, February 26, 2014, 2:11 PM

CLEARWATER, Fla. — The first pitch of spring training was reserved for Cole Hamels until tenderness in his left shoulder altered the schedule. Roberto Hernandez christened Bright House Field with a sinker at 1:08 p.m., five hours after Hamels passed an important test. He threw a 35-pitch bullpen... [Read more](#)

13 COMMENTS

Mike Schmidt will broadcast 13 Phillies games

Matt Gelb, Inquirer Staff Writer
Wednesday, February 26, 2014, 11:24 AM

CLEARWATER, Fla. — Mike Schmidt, the Hall of Fame third baseman, will broadcast 13 Phillies games for Comcast SportsNet this season, as the network continues to overhaul its announcing talent. Schmidt, 64, will work every home Sunday game. He will team with Tom McCarthy and one of

SEPTA
1968
TIME FLIES WHEN YOU'RE MOVING FORWARD.

Latest Videos:

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RESTAURANTS BEVERAGES COOKING THE INSIDER MARKET THE FOOD DEPARTMENT FOOD CRITIC CRAIG LABAN MY DAUGHTER'S KITCHEN HOLIDAY

LOSE WEIGHT & STAY HEALTHY ONLINE OR ON-THE-GO

Craig LaBan Chats

Food and restaurants with Craig LaBan

Share | Tweet | +1 | Reddit | Email | 0 COMMENTS

Branzini CRAIG LABAN / Staff

About This Blog

Craig LaBan joined the Inquirer as its restaurant critic in 1998, after a stint covering the food beat for the Times-Picayune in New Orleans.

"Having eaten about 500 restaurant meals a year here ever since, I never cease to be amazed by the diversity and sophistication of Philadelphia's kitchens," he says.

"To travel from its many authentic ethnic neighborhoods to the gastronomic temples of Walnut Street to its heavy gastropubs, cozy BYOBs and multitude of greasy-but-great steak joints, it is no wonder the town delivers satisfaction at every level of the food chain, including online dishes."

This chat is intended to delve into the finer points of the local restaurant scene, from what's new and exciting, to digressions on everything from dim-sum to date restaurants.

We will also review highlights from my previous week's menu with the Cumb Tracker Quiz. Please, let's not get bogged down in conscience-eats. "Where should I take my girlfriend for dinner this weekend?" - queries.

Feel free to share your own dining experiences, but no anonymous bashing. If you have something critical to say, you must sign the comment with your own name. I do!

Reach Craig at claban@phillynews.com.

Craig LaBan
Inquirer Restaurant Critic
Articles | Twitter | Email

Get our top stories
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Follow @CraigLaBan | 10.2K followers

Leverage our reach on social media to deliver your message to thousands of users

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Facebook**



**Followers on
Twitter**

PHILLY.COM
77,279
 THE INQUIRER
45,055
 DAILY NEWS
10,780

PHILLY.COM
85,000
 THE INQUIRER
95,000
 DAILY NEWS
57,200

Source: Facebook, Twitter December 2014

2015 Editorial Calendar

JANUARY			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ING - NFL Playoffs Preview	01/02 & 01/04	12/31	12/31 & 01/01
ING - Travel - Florida East Coast	All Month	Normal	Normal
SPECIAL SECTIONS:			
ING - Spring Arts Preview	01/25	01/21	01/21
DN - Sports Calendar	12/31	12/29	12/29
DN - Mummers Parade	01/02	12/31	12/31
ADVERTORIALS:			
ING - 55+ Living	01/15	01/07	01/12
FEBRUARY			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ING, DN - Super Bowl	02/02	01/30	01/30
ING, DN - Phillies Spring Training Preview Run	02/08	02/04	02/04
ING - Heart Health	02/01	01/27	01/28
ING - Travel - Florida West Coast	All Month	Normal	Normal
DN - Black History	All Month	Normal	Normal
DN - Flower Show	02/27 - 03/08	02/25	02/25
ING, P.COM - Phillies Spring Training	02/13 - 04/06	02/11	02/11
ING, P.COM - NFL Scouting Combine	02/17 - 02/23	02/13	02/13
SPECIAL SECTIONS:			
DN - Sports Calendar	01/30	01/28	01/28
DN - Spring Training Guide	02/13 - 04/06	02/11	02/11
ADVERTORIALS:			
ING - 55+ Living	02/19	02/11	02/16
MARCH			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ALL - NCAA Men's Basketball Tournament	03/17 - 04/06	03/13	03/13
ING - Union Soccer Season Opener			
ING - Spring Fashion	03/15 *	03/11	03/11
ING - Travel - Summer Cruises	All Month	Normal	Normal
SPECIAL SECTIONS:			
ING - Selection Sunday	03/16	03/13	03/13
DN - Sports Calendar	02/27	02/25	02/25
DN - March Madness Section	03/16	03/13	03/13
DN - March Madness Brackets Sponsor	03/16 - 04/07	03/13	03/13
DN - Spring Arts	03/22	03/19	03/20
ADVERTORIALS:			
ING - Festival of Homes	03/12, 06/11, 09/24	03/02	03/04
ING - 55+ Living	03/19	03/11	03/16
ING - Philly.com's Top Work Places	03/22	03/05	03/06

APRIL			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ALL - Phillies Home Opener	04/07		
ALL - Penn Relays	04/23 - 4/25		
ING, DN - NHL Playoffs Preview	04/12		
ING - NHL Playoffs	04/15 - Mid June		
ING - NFL Draft Preview	04/19		
ING - NFL Draft Coverage	04/23 - 04/25		
ING - Travel - Family Vacation	All Month		
DN - Masters	04/06 - 4/12		
DN - Easter Fashion			
SPECIAL SECTIONS:			
ING - Phillies Baseball Preview	04/03		
DN - Sports Calendar	04/01		
DN - Phillies Baseball Guide	04/06		
ADVERTORIALS:			
ING - 55+ Living	04/16		
ING - Golf Section	04/19 - 09/13		
MAY			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ING, DN - Broad Street Run	05/03	05/06	05/07
ING, DN - Dad Vail Regatta	05/08 & 05/09		
ING - Down the Shore	05/23		
ING - 6th Annual Inquirer Brewvitational	05/28 *		
ING - Travel - Virginia	All Month		
DN - Mayoral Primary Poll	05/19		
SPECIAL SECTIONS:			
ING, DN - Shore Guide	05/15	05/11	05/13
DN - Sports Calendar	05/01		
DN - Kentucky Derby DT	05/02		
DN - Wizard World	05/06		
ING - Focus on Education	05/10	05/06	05/07
ING - Retirement Guide - Business	05/10	05/06	05/07
ING - Devon Horse Show	05/21	05/11	05/13
DN - Summer Arts	05/31	05/26	05/27
ADVERTORIALS:			
ING - 55+ Living	05/21	05/08	05/18
JUNE			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ING - Wedding Fashion	06/07 or 14		
ING, DN - NBA Draft	06/25		
ING, DN - NHL Draft	06/26 & 06/27		
ING - Travel - Maryland	All Month		
DN - US Open in Lancaster	06/15 - 06/21		
SPECIAL SECTIONS:			
DN - Sports Calendar	06/01		
DN - Belmont DT	06/06		
ING - Living Well (Men's Health)	06/18	06/05	06/08
ING - Readers Choice Winners Section	06/25	06/12	06/15
DN - Art Thief	06/27		
ADVERTORIALS:			
ING - Festival of Homes	06/11	06/01	06/02
ING - 55+ Living	06/18	06/05	06/08

2015 Editorial Calendar

JULY			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
ALL - Eagles Training Camp	07/24 - 08/28*		
INQ - Shore Dining by Craig LaBan	06/28 & 07/05		
INQ - US Open Women, Lancaster	07/09 - 07/12		
DN - Welcome America	07/01		
DN - Baseball All-Star Game	07/14		
DN - Dog Days Pets	07/26		
SPECIAL SECTIONS:			
DN - Eagles Training Camp Guide			
DN - Sports Calendar	07/01		
DN - Art Thief	All Month		
ADVERTORIALS:			
INQ - 55+ Living	07/16		
INQ - Focus on Retirement	07/23		
AUGUST			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
INQ, DN - College Football Preview	08/23		
INQ - Back to School Fashion	08/16*		
INQ - Back to School Fashion Issue	08/16*		
SPECIAL SECTIONS:			
INQ, DN - Fantasy Football	08/27		
INQ - PA High School Football Preview	08/28		
DN - Sports Calendar	07/31		
DN - Sexy Singles	08/03		
DN - Art Thief	All Month		
ADVERTORIALS:			
INQ - 55+ Living	08/20		
SEPTEMBER			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
INQ, DN - Eagles Opener	(09/07), (09/06)		
INQ, DN - Fall Arts Preview	09/13		
INQ - Fall Fashion	09/30*		
INQ - Travel - Wedding/Honeymoon Destinations			
DN - Fall TV Preview			
DN - Made in America	09/06		
SPECIAL SECTIONS:			
INQ, DN - Pope Attending Meeting of Families	09/20		
DN - Sports Calendar	09/01		
DN - Football Guide	09/05		
INQ - Eagles Preview	09/06		
DN - Eagles Playbook Begins	09/06		
DN - Art Thief	09/07		
ADVERTORIALS:			
INQ - Jobs Spotlight on Success			
INQ - 55+ Living	09/17		
INQ - Festival of Homes			

OCTOBER			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
INQ, DN - Flyers Opener	10/07*		
INQ, DN - Sixers Preview	10/25		
INQ - Breast Cancer Awareness			
INQ - Travel - Winter Cruises	All Month		
INQ - Flyers Preview	10/04		
INQ - Retirement Guide - Business	10/04		
SPECIAL SECTIONS:			
DN - Sports Calendar	10/01		
DN - Eagles Playbook			
ADVERTORIALS:			
INQ - 55+ Living	10/15		
INQ - 2016 Model Year Preview	10/15		
NOVEMBER			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
INQ, DN - College Basketball Preview	11/03		
INQ, DN - Mayoral Election	11/08		
INQ, DN - Philadelphia Marathon	11/22		
INQ - Travel - Skiing	All Month		
DN - Holiday Arts	11/27		
DN - Black Friday	11/27		
SPECIAL SECTIONS:			
DN - Sports Calendar	10/30		
DN - Eagles Playbook			
ADVERTORIALS:			
INQ - 55+ Living	11/19		
INQ - Holiday Gift Guide	11/26		
DECEMBER			
EXPANDED COVERAGE:	PUBLICATION DATE	RESERVATION DEADLINE	MATERIALS DEADLINE
INQ - Holiday Fashion	11/29*		
INQ - Travel - Caribbean	All Month		
INQ - Holiday Gift Guide	12/02		
INQ - Craig LaBan's Year in Bells Restaurant Round-Up	12/27		
DN - Mummer's Coverage	12/30		
DN - Holiday Shopping			
SPECIAL SECTIONS:			
INQ - Pennsylvania High School Basketball			
INQ - NJ High School Basketball			
DN - Sports Calendar	12/01		
DN - Jen's Favorite Things	12/07 - 12/21		
ADVERTORIALS:			
INQ - Focus on Retirement	12/08		



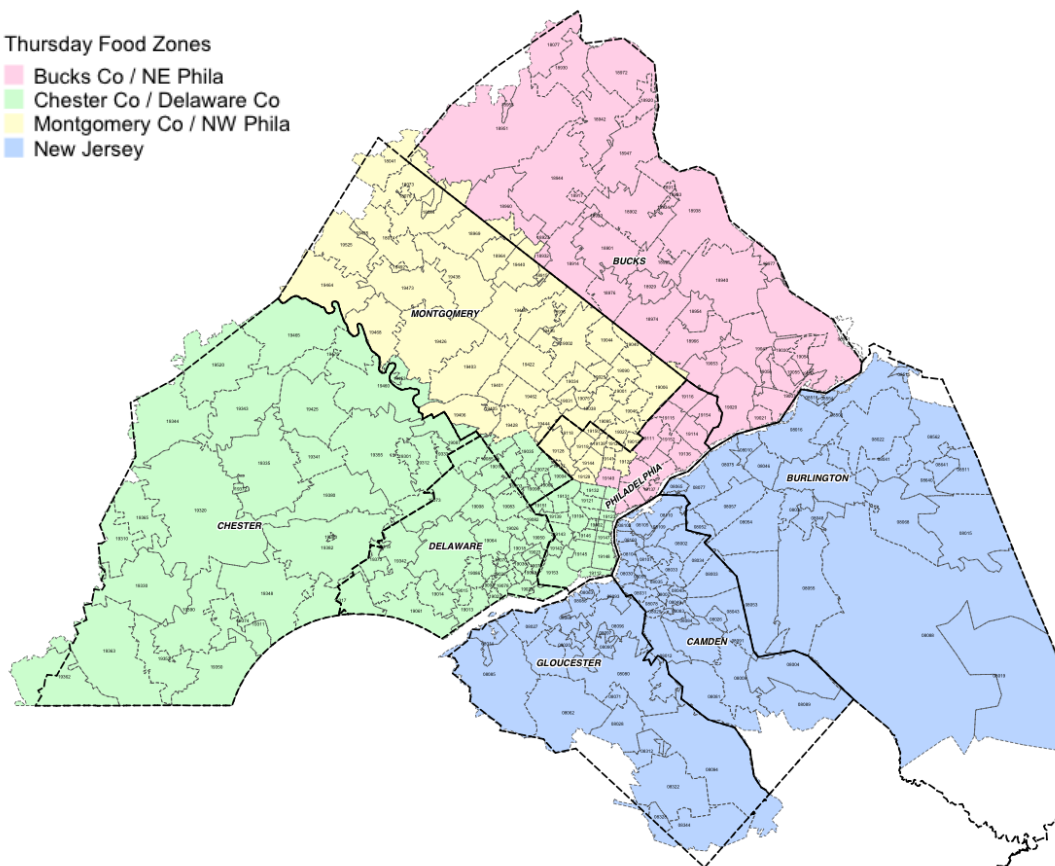
The Philadelphia Inquirer **Zones**



The Inquirer's Thursday Food Section is available in four ROP zones

Thursday Food Zones

- Bucks Co / NE Phila
- Chester Co / Delaware Co
- Montgomery Co / NW Phila
- New Jersey



Additional ROP Zoning (Thursday Food Zone)

This configuration allows advertisers to micro-target a print campaign specific to the geography that best represents the advertiser's target consumer, adjacent to news and information that our readers turn to week after week.

Thursday Food Zone	Circulation	
	Daily Inquirer	Sunday Inquirer
Bucks Co / NE Philadelphia	31,339	64,784
Chester Co / Delaware Co / Main Line	63,254	112,732
Montgomery Co / NW Philadelphia	40,448	76,834
New Jersey	28,936	57,533

Source: AAM Audit 2014

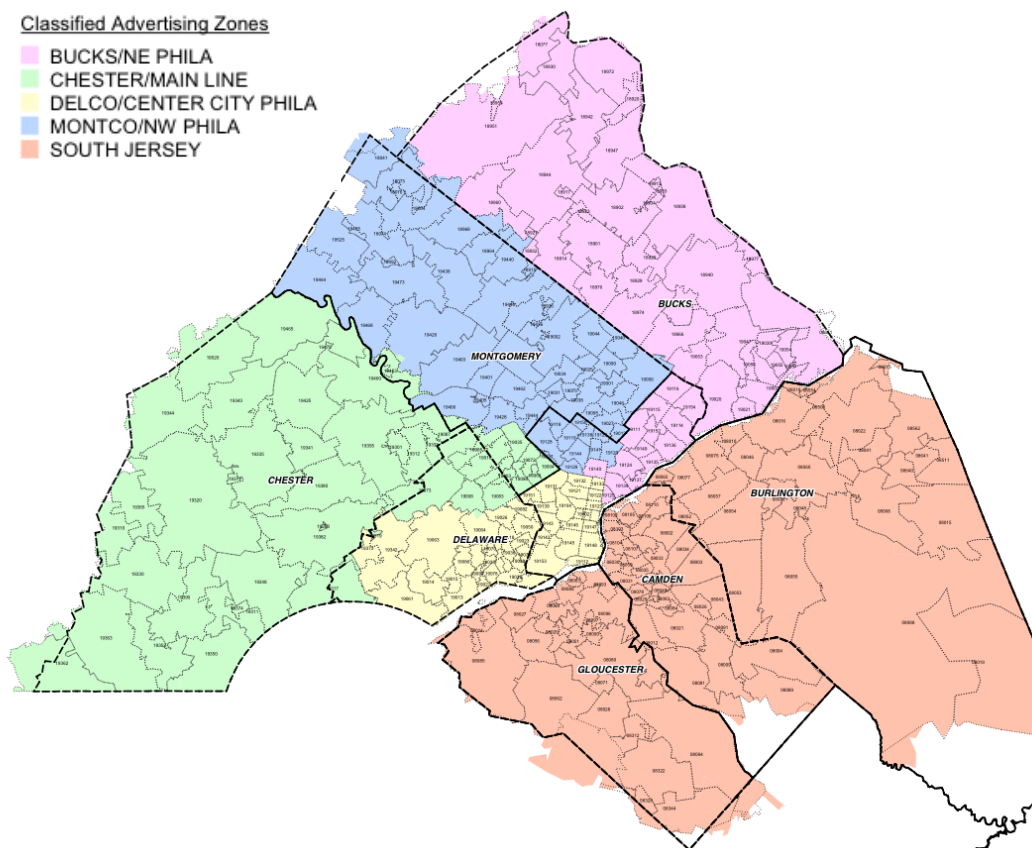
The Inquirer's Classified Section is available in five ROP zones

The Inquirer
DAILY NEWS philly.com

2015

Classified Advertising Zones

- BUCKS/NE PHILA
- CHESTER/MAIN LINE
- DELCO/CENTER CITY PHILA
- MONTCO/NW PHILA
- SOUTH JERSEY



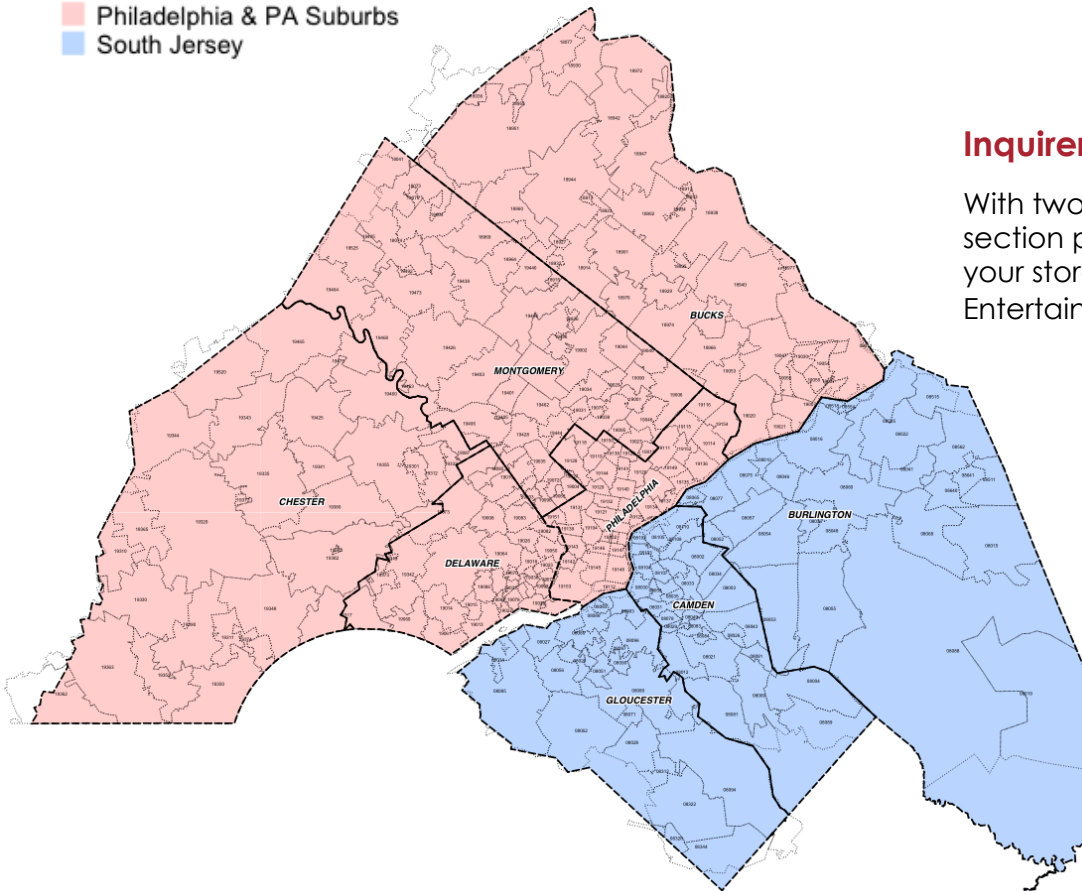
Classified Advertising Zones Daily & Sunday

Classified Zone	Circulation	
	Daily Inquirer	Sunday Inquirer
Bucks Co / NE Philadelphia	31,339	64,784
Chester Co / Main Line	32,572	54,417
Delaware Co / Center City Philadelphia	30,682	58,315
Montgomery Co / NW Philadelphia	40,448	76,834
New Jersey	28,936	57,533

Source: AAM Audit 2014

From regional to neighborhood news, you can connect with these community-minded readers on a personal level every day

■ Philadelphia & PA Suburbs
■ South Jersey



Inquirer Local “B” News Section/Weekend Section

With two zones in Pennsylvania and NJ Suburbs, the local “B” section provides flexibility to target potential customers near your store locations, seven days a week. Friday Weekend Entertainment section is also available in these zones.

Local “B” Zone	Circulation	
	Daily Inquirer	Sunday Inquirer
Philadelphia & PA Suburbs	135,041	254,350
New Jersey	28,936	57,533

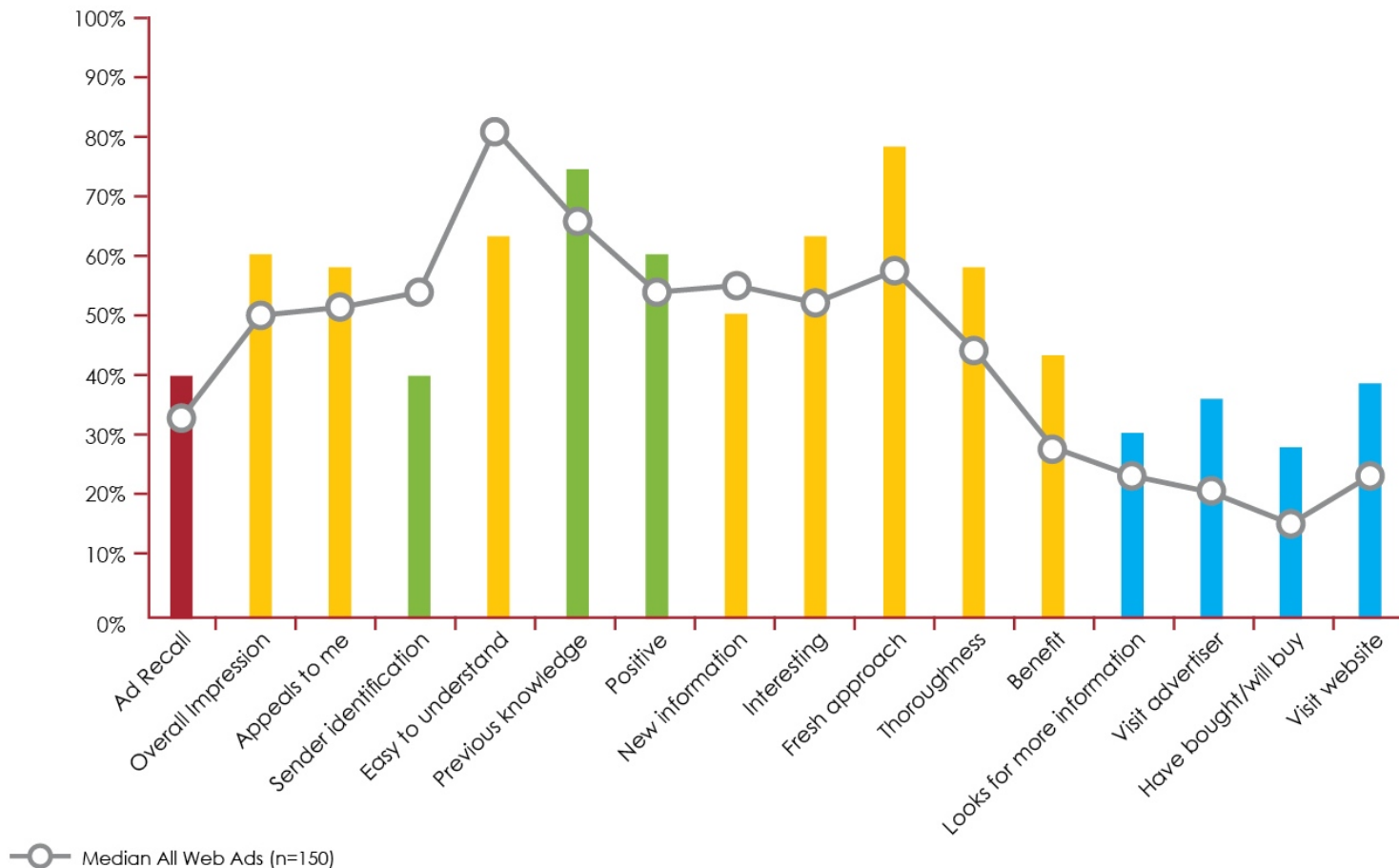
Source: AAM Audit 2014



We have the tools to **measure and optimize**
your “Big Philly” ad performance



Our RAM analysis quantitatively gauges and improves your campaign ROI



Source: We use a third-party media research company, Research and Analysis of Media (RAM), that provides quantitative analysis of advertising for hundreds of media companies throughout the world.

Key Takeaways

The Inquirer
DAILY NEWS philly.com

2015



BIG MARKET

that is crucial for a national media buy



BIGGEST MEDIA BRANDS

with biggest reach in the region



HIGHEST ENGAGEMENT

and purchase interest for your brand



STRONG TOOLS

to measure and optimize your campaign



TOP SALES DRIVER

proven leader for holiday shopping



LEADING SUBURBAN PRESENCE

with readership in PA and NJ



Additional Information

Regional Readership Overlap, Holiday Shopping,
Gift ideas, Inserts, Black Friday



The audience is brand-loyal with few *Inquirer* readers reading other regional publications

The Inquirer
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ONLY 5%

ALSO READ
CAMDEN COURIER POST



ONLY 5%

ALSO READ
THE DELAWARE COUNTY TIMES



ONLY 2%

ALSO READ
THE WEST CHESTER LOCAL NEWS



ONLY 3%

ALSO READ
THE INTELLIGENCER



ONLY 5%

ALSO READ
THE BUCKS COUNTY TIMES

Source: Scarborough, 2014 R2; Base: Philadelphia DMA

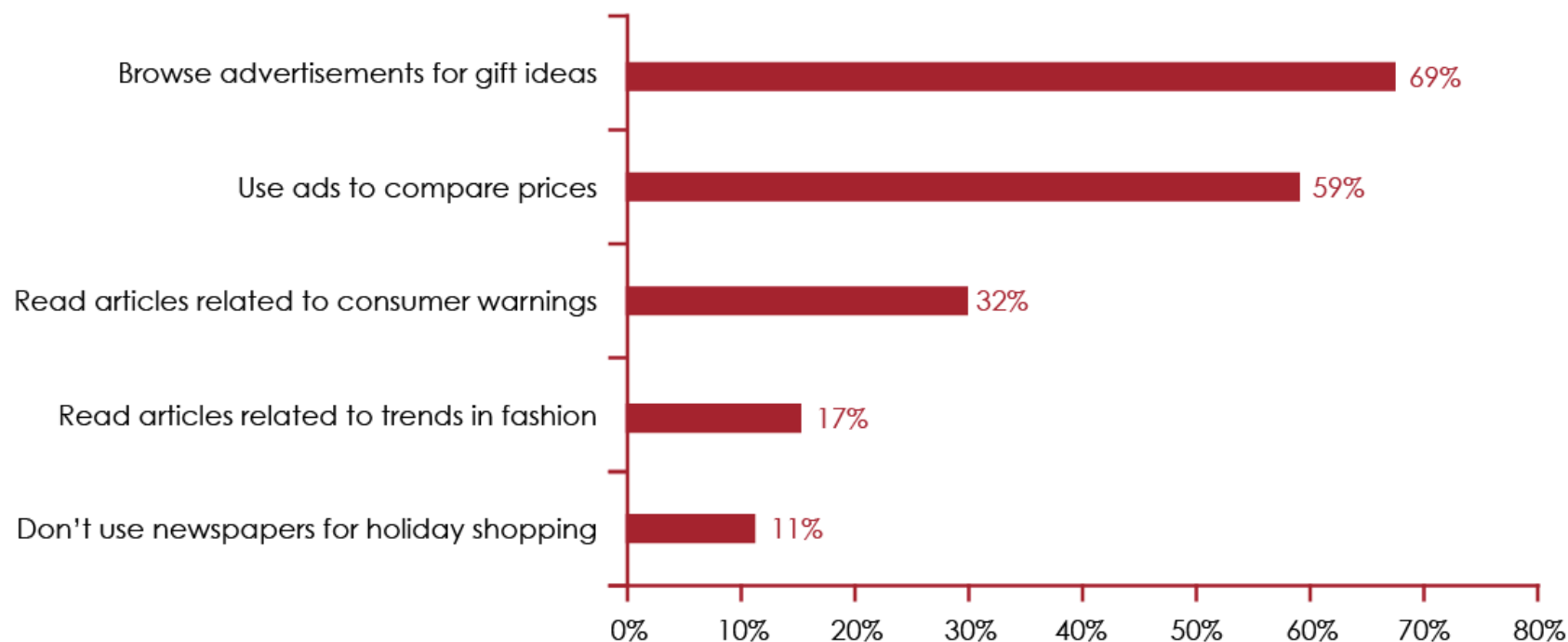


89% of the Philadelphia market will use newspapers when it comes to shopping this holiday season

Question: In which, if any, of the following ways do you use newspapers for holiday shopping?
Source: 2014 RAM Holiday Survey - Philadelphia



71% will use newspaper advertising for a gift idea¹

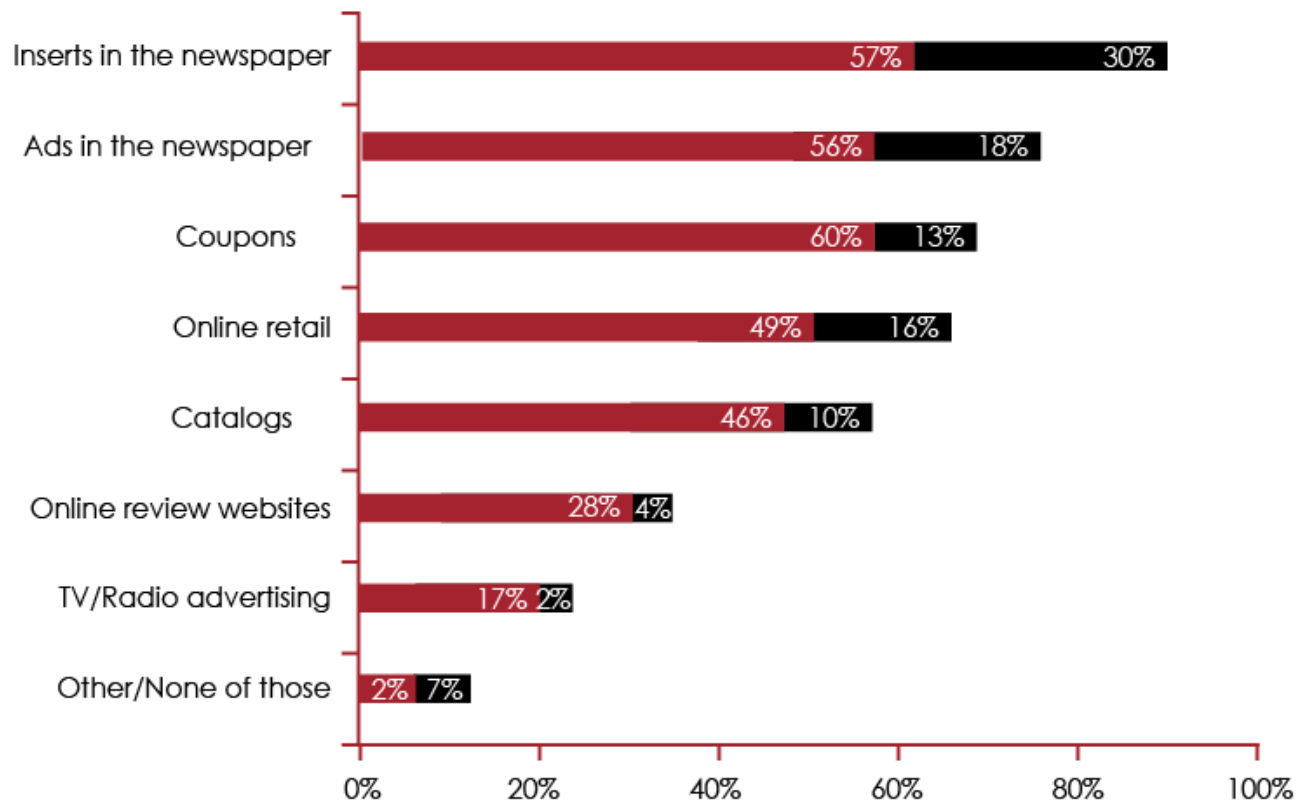


Question: In which, if any, of the following ways do you use newspapers for holiday shopping?

Source: 2014 RAM Holiday Survey - Philadelphia; ¹2014 RAM Holiday Survey - USA

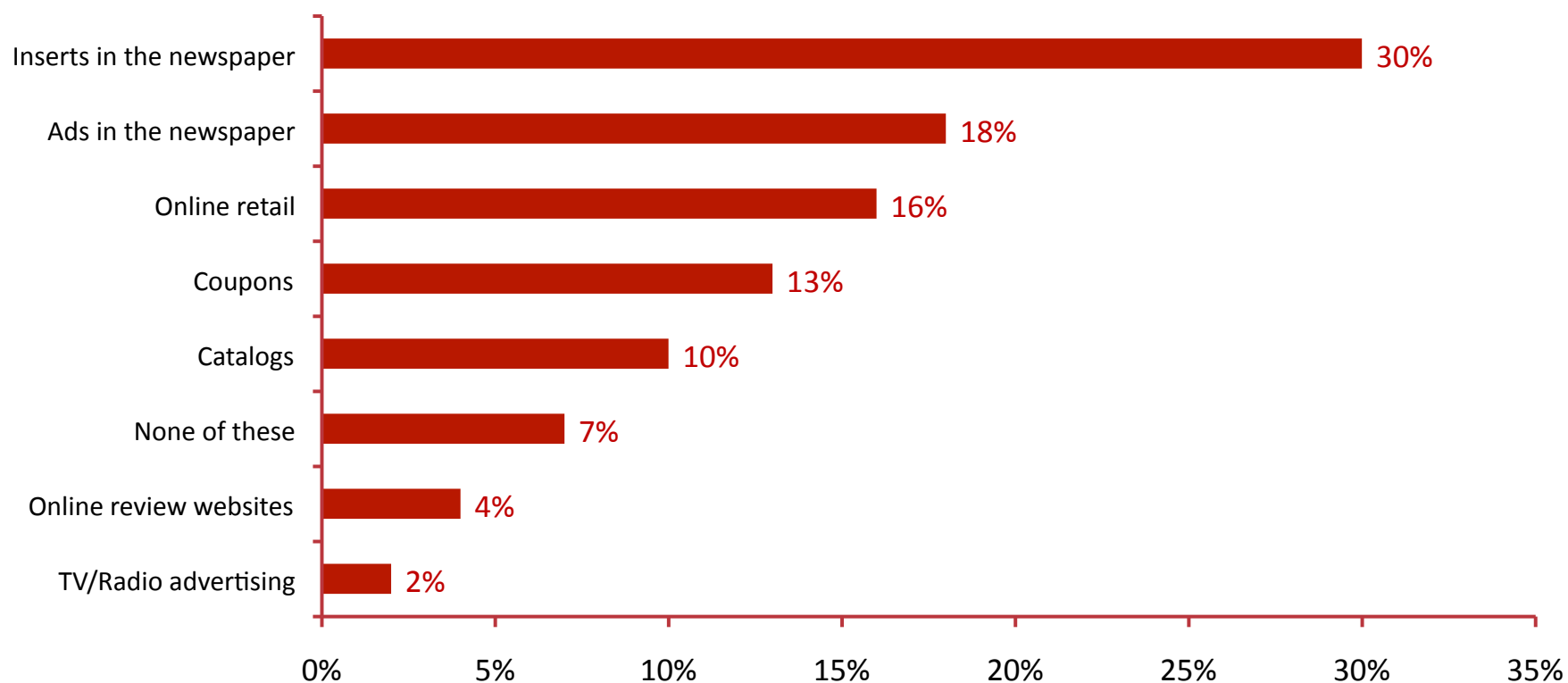
Newspaper inserts outpace other media to drive shopping decisions

■ Used for Shopping Decisions ■ Top Source for Holiday Specials



Question: Which of the following do you use to make shopping decisions?
Which is your main source (#1 choice) for holiday specials?
Source: 2014 RAM Holiday Survey

Newspapers are the #1 source for holiday specials



Source: 2014 RAM Holiday Survey - Philadelphia

Key Contacts



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