

ENQUIRER MEDIA
A GANNETT COMPANY

enquirermedia.com

WELCOME TO
ENQUIRER MEDIA



ENQUIRER MEDIA
A GANNETT COMPANY

Visit us at enquirermedia.com
513.768.8404
enquirermediaadvertising@enquirer.com

WELCOME TO ENQUIRER MEDIA.

As the region's most trusted source for local news and information, Enquirer Media delivers many advertising options and goes beyond that to consult with you on strategy, provide creative advice and supply a range of services to help you develop your advertising programs. By integrating media choices with marketing services, we can help you optimize your media mix to deliver the best result.

ACCESS TO YOUR CUSTOMERS.

As the leading local media organization, we reach more adults in greater Cincinnati and Northern Kentucky than any other local media – with the widest variety of media platforms. And we are connecting with more people, in more and new innovative ways than ever – reaching nearly 1 MILLION local adults each and every week.

DEPTH AND BREADTH OF RESOURCES.

No other local media or marketing solutions company has the resources and expertise to help you understand and reach your audience, strategically build a marketing campaign, implement it and then analyze its effectiveness and optimize the results.

TRUST AND CREDIBILITY.

Our brands, beginning with The Cincinnati and Kentucky Enquirer, have been providing trusted local news and information in our community for more than 170 years, evolving through Cincinnati.com and now ten unique news, sports and entertainment mobile apps.

DEDICATION AND EXPERTISE AT YOUR SERVICE.

Backed by decades of experience and relentless dedication, our team of professionals works diligently to uphold the highest standards, providing the tri-state's most trusted sources for news and information. Driving innovations and evolving technologies, we constantly set new standards to ensure your future success.

ENQUIRER MEDIA.

We've re-imagined what a local media company is. We will help you solve your toughest business challenges and grow your business.



THE CONSUMER JOURNEY

TODAY, PEOPLE ARE NOT SOLD, THEY BUY.

The evolving digital landscape means today's consumer is more empowered. Consumers move between their digital devices they use as easily as they flip a light switch. They're online, shop nationally, internationally ... even locally.



TODAY'S CONSUMERS – YOUR CONSUMERS – SPEND MORE TIME ENGAGING WITH CONTENT THAN EVER BEFORE.

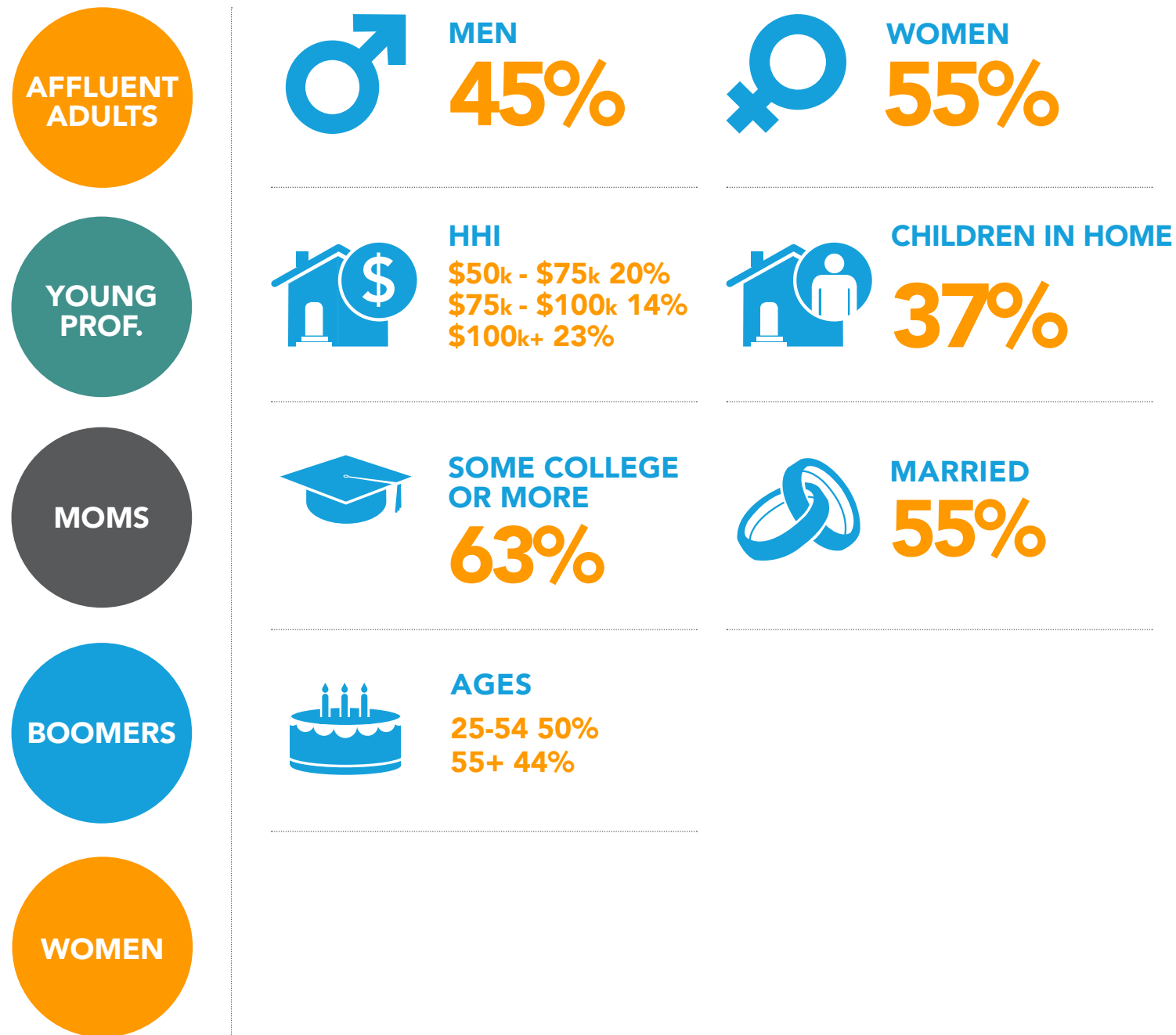
As their time engaging with content increases, so does the variety of material they consume. If a consumer wants to be informed, they seek a local news source. If they want to connect with friends, it's social networks. If it's particular information they seek, they'll go to a search engine or specific-interest website.

We live where your consumers live, providing access to information that includes – and goes beyond – the news. In fact, virtually everywhere your best local consumers go for content – you'll find Enquirer Media can help you reach them.

ENGAGED AUDIENCE

ENQUIRER MEDIA REACHES AN AFFLUENT LOCAL AUDIENCE THAT'S HIGHLY ENGAGED WITH OUR CONTENT.

You tell us who you want to reach and we will customize a solution to reach your target audience.



Base: Cincinnati NDM Adults 18+; Source: Scarborough Research 2014 Release 1; Weekly aggregate reach includes 6 daily Enquirer, 1 Sunday Enquirer, 1 Community Press/Recorder, and 7 days Cincinnati.com.

SOPHISTICATED TOOLBOX

A Sophisticated Toolbox and resources at your disposal.

ENGAGE YOUR PROSPECTS AND CUSTOMERS ACROSS A VARIETY OF PRINT, DIGITAL AND MOBILE PLATFORMS.



SMART RESEARCH. UNIQUE RESOURCES.

There is no single way to reach a local consumer today. They see advertisements in the newspaper, online and even while driving down the street. They walk into stores and look at products. They compare notes with colleagues at work or with friends on social networks. They use search engines and read reviews.

In today's multi-platform marketplace there is no single tool to reach your consumers. What it takes is a toolbox – and Enquirer Media has the biggest one in the Greater Cincinnati area, one that no other local source can provide.



MARKETING EXPERTISE

WE BRING IT ALL TOGETHER WITH INTEGRATED MARKETING EXPERTISE.

Enquirer Media helps you find and reach the right consumers by creating an integrated marketing program — based on strategy, execution and continuous improvement — that’s unique for your business.

We work with you to determine what will work best for your situation, based on your goals and what you’re trying to accomplish. Our solutions are not “one-and-done” programs. We use the latest market research, best practices and dynamic analytics to optimize your custom marketing strategy over the long run.

Why do we put so much into our solutions? Because we are your business partner – not a vendor – and we know we have to earn that distinction with our clients each and every day.



- Objective Setting & Success Metrics
- Brand, Business, Customer Analysis
- Segmentation
- Primary & Secondary Research
- Program Strategy (The Big Idea)
- Test Design
- Budgeting & Allocation



- Creative Development
- Media Implementation
- Project Management



- Measurement
- Analysis/Implications
- Refinement

SPECIAL DAYS & CONTENT

Through Enquirer Media’s breadth of advertising solutions, you can reach nearly 1 MILLION LOCAL ADULTS each week. Just one ad in Sunday’s Enquirer reaches almost half of local adults.

THE ENQUIRER SPECIAL DAYS, PAGES AND FEATURED CONTENT.

SUNDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA TODAY
- Fun - Comics & Puzzles
- Good News + Communities
- A&E
- USA TODAY - Life Sunday
- Forum
- Business
- Classifieds
- TV Week

MONDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA Today
- Fun - Comics & Puzzles

TUESDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA Today
- Fun - Comics & Puzzles

WEDNESDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA Today
- Fun - Comics & Puzzles
- Food
- Classifieds

THURSDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA Today
- Fun - Comics & Puzzles
- Health
- Your Hometown Enquirer (Zones)
- Classifieds

FRIDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA Today
- Fun - Comics & Puzzles
- Weekend
- Classifieds

SATURDAY

- Main Local - Weather
- More Local - Obituaries
- USA TODAY - National & World
- Sports - Local & USA Today
- Fun - Comics & Puzzles
- Things To Do
- Home
- Cars.com
- Your Hometown Enquirer (Zones)
- Classifieds

HOLIDAY BONUS DAYS

Holidays reflect Sunday distribution and rates.

- Thanksgiving Day, Thursday, November 24, 2016
- Christmas Eve, Saturday, December 24, 2016
- Christmas Day, Sunday, December 25, 2016

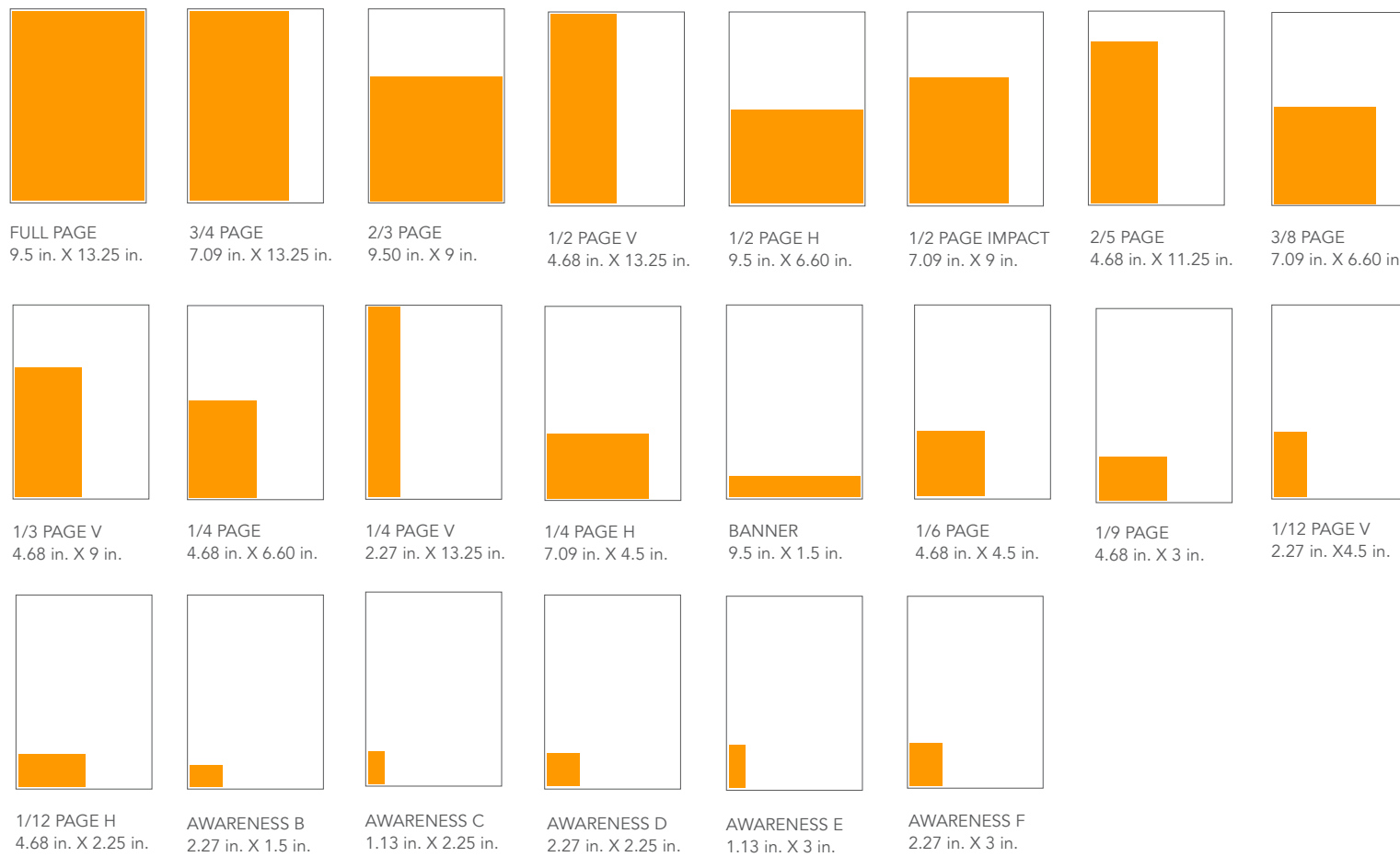


PRINT AD SIZES

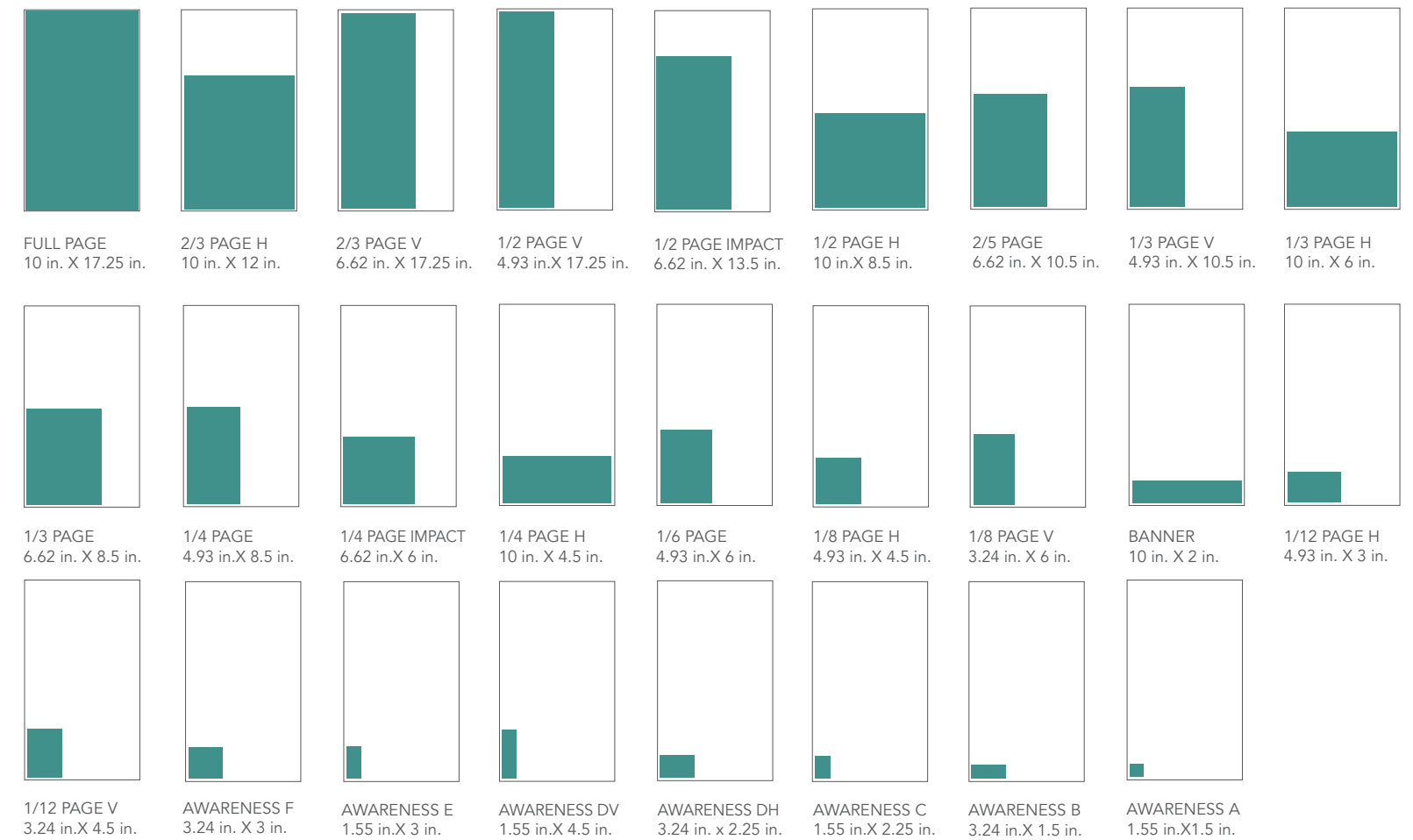
One Sunday Enquirer alone reaches 657,000 local adults.

Base: Cincinnati NDM Adults 18+; Source: Scarborough Research 2014 Release 1; 1 Sunday Enquirer.

ENQUIRER



COMMUNITY PRESS & RECORDER

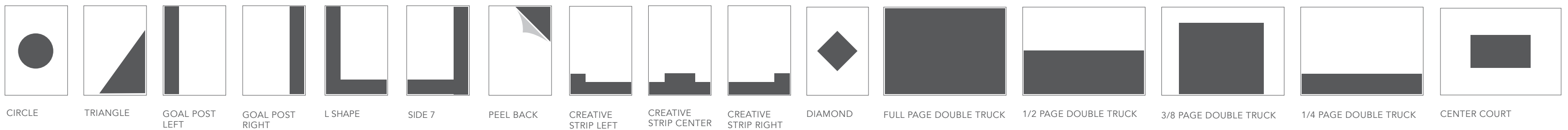


The Community Press & Recorder family of weekly newspapers extend the wide reach and impact of The Enquirer editions to provide your business with outstanding advertising opportunities. Target customers in your area with these zoned ROP advertising options:

- Every Wednesday in The Community Press (OH) newspapers* • Every Thursday in The Community Recorder (KY) newspapers

*The Indian Hill Journal and Bethel Journal editions of The Community Press in Ohio are delivered on Thursday.

THE ENQUIRER CREATIVE AD SHAPE OPTIONS.



PRINT DEADLINES

PUBLICATION DAY	PROOF DEADLINE 5:00 PM*	PROOF DUE BACK 5:00 PM*	FINAL AD MATERIALS DUE 11:30 AM*	FINAL DEADLINE NO COPY OR SCHEDULE CHANGES AFTER 5:00 PM*
------------------------	--------------------------------	--------------------------------	---	--

MONDAY ALL SECTIONS	THURSDAY	FRIDAY	FRIDAY	FRIDAY
TUESDAY ALL SECTIONS	FRIDAY	MONDAY	MONDAY	FRIDAY
WEDNESDAY FOOD ALL OTHER SECTIONS COMMUNITY PRESS	FRIDAY MONDAY THURSDAY	MONDAY TUESDAY FRIDAY	MONDAY TUESDAY FRIDAY	MONDAY MONDAY THURSDAY
THURSDAY THURSDAY ZONES THURSDAY KENTUCKY COMMUNITY RECORDER THURSDAY ALL OTHER	MONDAY TUESDAY FRIDAY TUESDAY	TUESDAY WEDNESDAY MONDAY WEDNESDAY	TUESDAY WEDNESDAY MONDAY WEDNESDAY	MONDAY TUESDAY FRIDAY TUESDAY
FRIDAY WEEKEND ALL OTHER SECTIONS	TUESDAY WEDNESDAY	WEDNESDAY THURSDAY	WEDNESDAY THURSDAY	TUESDAY WEDNESDAY
SATURDAY HOME SATURDAY ZONES ALL OTHER DIRECT VALUES WRAP	WEDNESDAY WEDNESDAY THURSDAY MONDAY (12 DAYS PRIOR)	THURSDAY THURSDAY FRIDAY TUESDAY (11 DAYS PRIOR)	THURSDAY THURSDAY FRIDAY TUESDAY (11 DAYS PRIOR)	WEDNESDAY WEDNESDAY THURSDAY TUESDAY (11 DAYS PRIOR)
SUNDAY TV WEEK BUSINESS KY ENQUIRER ALL OTHER A&E	WEDNESDAY THURSDAY THURSDAY THURSDAY THURSDAY	THURSDAY FRIDAY FRIDAY FRIDAY FRIDAY	THURSDAY FRIDAY FRIDAY FRIDAY FRIDAY	WEDNESDAY WEDNESDAY THURSDAY THURSDAY WEDNESDAY

*Color and Double trucks ads are 24 hours in advance of the listed deadlines

TARGET YOUR CUSTOMER

BELLYBAND

Put your message on the front page. The Belly Band wraps the Sunday Enquirer newspapers sold at local retailers. This is a highly visible solution ideal for highlighting your special coupon, offer or event and can be targeted to Ohio or Kentucky. Reservation and Art file are due 5 weeks prior to delivery date.

Full single copy distribution Image size: 2"x 26" or 4"x 26"



STICKY NOTES

This versatile solution gives you options with: Custom design or shape, matte or glossy; target to geographies; a specific demographic by placing your note on Sports, Local or another section.

Image area is 3"x 2.375"; Note size is 3"x 2.375"
Glossy sticky note reservations are due 17 days prior to publication date. 30,000 minimum quantity. A variety of background colors are available; background color will be counted as a color with the exception of yellow or white.



POLYBAGS

Rain or shine, your message can be wrapped around the newspaper. Polybag advertisements are exclusive, highly visible and can be targeted by zip zone. Use polybags to sample product, deliver coupons and/or let potential customers know of your specials and/or events!

Reservation and art file are due 8 to 10 weeks prior to delivery date.
Daily Bag: 7.5"x 21" x .0011 mil.; Image Area is 5.5"x 19"
Saturday Bag: 7.5"x 23" x .0011 mil.; Image Area is 6.5"x 21"
Sunday Bag January – October: 10"x 25" x .0014 mil.; Image Area is 8"x 23"
Sunday Bag November – December: 11"x 25" x .0014 mil.; Image Area - 8"x 23"
When running December through March, 50% of both sides of the bag must contain color. You must run 30,000 minimum quantity. Increase quantity by 10% to ensure adequate delivery. Polybags with product samples must be pre-approved.



YOUR HOMETOWN ENQUIRER

Connect with customers by neighborhood! Your Hometown Enquirer provides a unique opportunity to deliver your message in a well-read, highly local publication, specifically zoned to Greater Cincinnati communities every Thursday and Saturday.

From school district news to community event photos, Your Hometown Enquirer is hyper local. Targeted to these geographic zones:

- | | |
|----------------------|-------------------|
| Butler/Warren County | Northwest |
| Northeast | Southwest |
| Southeast | Northern Kentucky |



REACH YOUR CUSTOMERS

SHOPLOCAL DIRECT VALUES

ShopLocal Direct Values wraps The Sunday Enquirer inserts and is delivered each Saturday to households that do not subscribe to The Enquirer. The combination of The Enquirer and ShopLocal Direct Values enables you to reach homes in the distribution area. This gives you cost-effective reach and is a cost-effective advertising approach through newspaper-carrier delivery. Distribution in ShopLocal Direct Values is targeted by zip code.



SUNDAY SELECT / YES!

Our Sunday Select product represents insert delivery to households requesting to see advertiser messages. Currently distributed to 28,000 households in key geographic zip codes. Our expanded circulation works to deliver an effective penetration of 50% when combined with home delivery and single copy in the target zip codes.



REDPOST

Reach the exact audience you want via our RedPost zone option. Audience measured via cell phone wifi sensor.

- Sell your product on 10.5" x 18.6" screens at 27 Enquirer "smart" digital displays placed inside strategic retailers
- Screens updated in real time, featuring that day's news with live Twitter feed
- 8 rotating ad slots available, 8 seconds each
- Screens also display 8 news contents created every day by The Enquirer



CREATIVE & PRODUCTION

TURNKEY CREATIVE AND PRODUCTION SERVICES

Maximize your advertising dollar by utilizing the production and distribution resources of Enquirer Media to reach your customers and best prospects. With our Print-and-Deliver program, you get complete advertising print services including design, proofing, printing and distribution of your advertisement.

CUSTOM CREATIVE

Our highly skilled artists can assist in the complete design of your piece.

COMMERCIAL PRINTING

Due to the large volume of inserts we print, we can be very selective in the printers we use. Our printers deliver high-quality materials at competitive rates.

CONSUMER TARGET MAIL

Lists can be targeted based on the following classifications:
Geographic – Zip or per mile radius around address locations
Demographic – Age, Gender, Income, Marital Status, Home Ownership, Length of Residence, Dwelling Type

VIDEO ADVERTISING

Be seen.

The current digital world is fast-paced and visual. Videos provide an outlet for your business to share on multiple online platforms, and they are an excellent way to connect with your market. We can provide your business with a professional, high quality video that you can share on a wide array of different media such as social networks, websites and emails.

Video Advertising is important because it:

- Provides a visual and interactive message
- Impacts consumers considering brand options
- Increases online searches for product or brand
- Provides reinforcement of market-wide advertising
- Increases website and in-store traffic
- Market-wide reach or defined targeting options, such as geography, age, gender, and content or behavioral retargeting

DIGITAL SOLUTIONS

Cincinnati.com is Greater Cincinnati and Northern Kentucky's #1 Local Media Website

DIGITAL ADVERTISING SOLUTIONS.

From creation to inception, Enquirer Media delivers the reach and innovation you need to get in front of your ideal customers – with fully integrated advertising solutions that maximize your impact.

As the leading local online media news source, Cincinnati.com is the ideal platform for presenting highly visible and targeted web display messages. And we extend reach further by using premium inventory and targeting capabilities across partnerships with Yahoo!, Cars.com and our mobile applications.

CINCINNATI.COM DELIVERS A MONTHLY AVERAGE OF:

Omniture site catalyst, January-August 2013

35.3
MILLION
page views

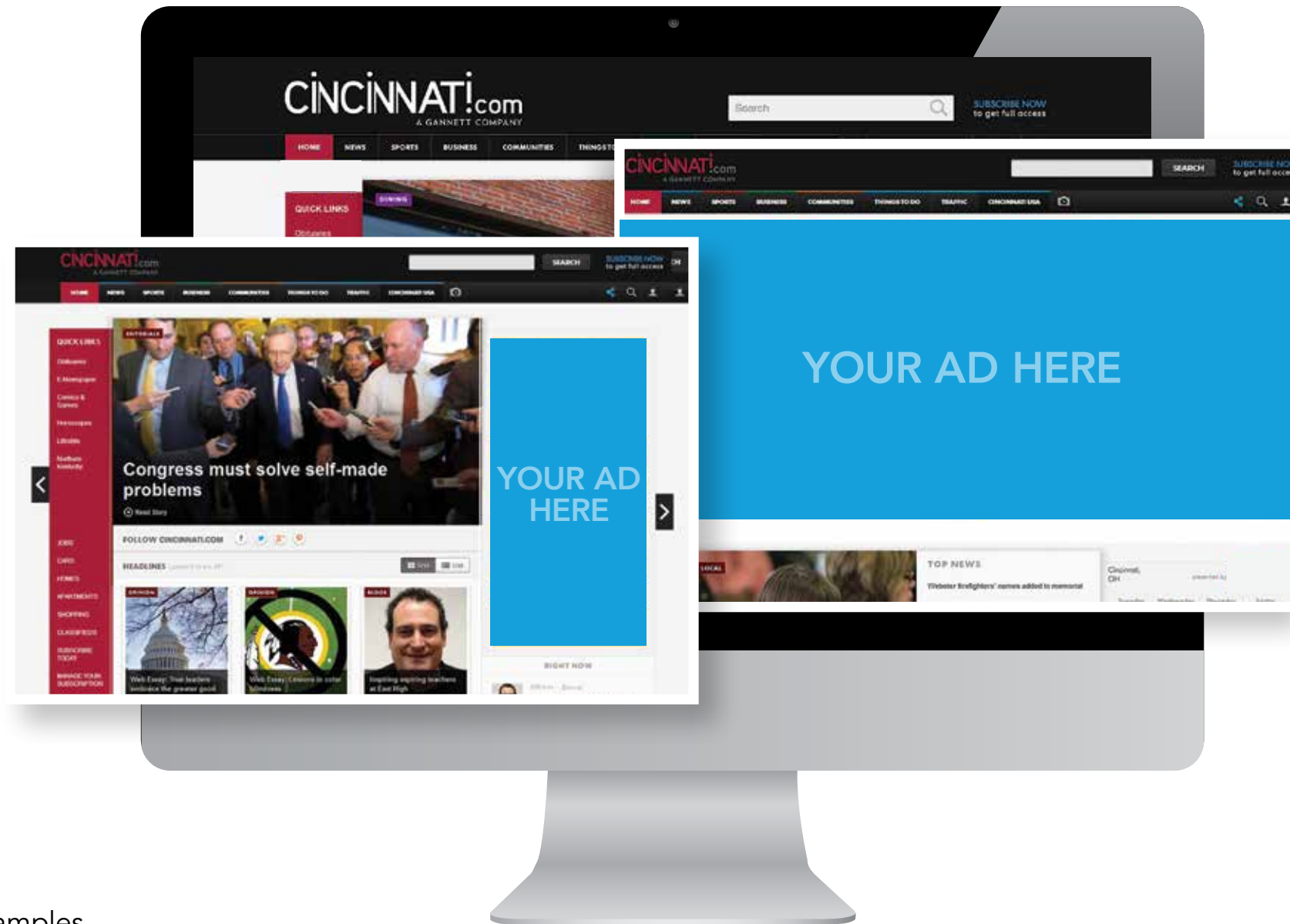
8.1
MILLION
unique visitors

3.4
MILLION
visits

TOP 20 SITES BY LOCAL UNIQUE CONSUMERS

LinkedIn	●●●●●
ESPN	●●●●●
Weather Company	●●●●●
Time Warner Cable	●●●●●
About	●●●●●
eBay	●●●●●
Apple Inc.	●●●●●
Ask	●●●●●
Wikimedia	●●●●●
Cincinnati.com	●●●●●
Glam Media	●●●●●
Hearst Corp	●●●●●
CBS Interactive	●●●●●
Turner Digital	●●●●●
Amazon	●●●●●
AOL	●●●●●
Facebook	●●●●●
Microsoft	●●●●●
Google	●●●●●
Yahoo!	●●●●●

Source: March 2014: Comscore (Jan, Feb, Mar 3 mo avg.)



Cincinnati.com web display ads feature dynamic and customized ad units that are integrated with the most trusted local content among the pages of Cincinnati.com.

Benefits

- More emphasis on content and advertising
- Cleaner, larger ad canvas
- More emphasis on galleries and video
- New ads units allow for more engaging video content, dynamic rollovers, increased engagement

Features

- Dynamic ad types with graphic movement, audio, visual and social integration
- High impact ad units
- Rich media campaigns
- Mobile landing pages
- Daily campaign performance tracking and optimization
- Custom analytics

CINCINNATI.COM IN PARTNERSHIP WITH YAHOO!

We've teamed up to bring you more customers and together reach more local web users. So you can target your advertising message to consumers who are actively shopping for what you're selling. This includes behavioral and contextual targeting as well as age, gender and geographic targets. This is an easy, cost-effective and measurable way to increase your business.



➔ Visit Cincinnati.com/specs for more examples.

CINCINNATI.COM MOBILE

Wherever and whenever.

Mobile Display Advertising is changing the way businesses think and consumers shop. With more people using smart phones and tablets than ever before, advertisers have access to a captive audience in a hyper-targeted way. Producing more immediate responses and a higher response rate, mobile increases brand awareness by 43%!

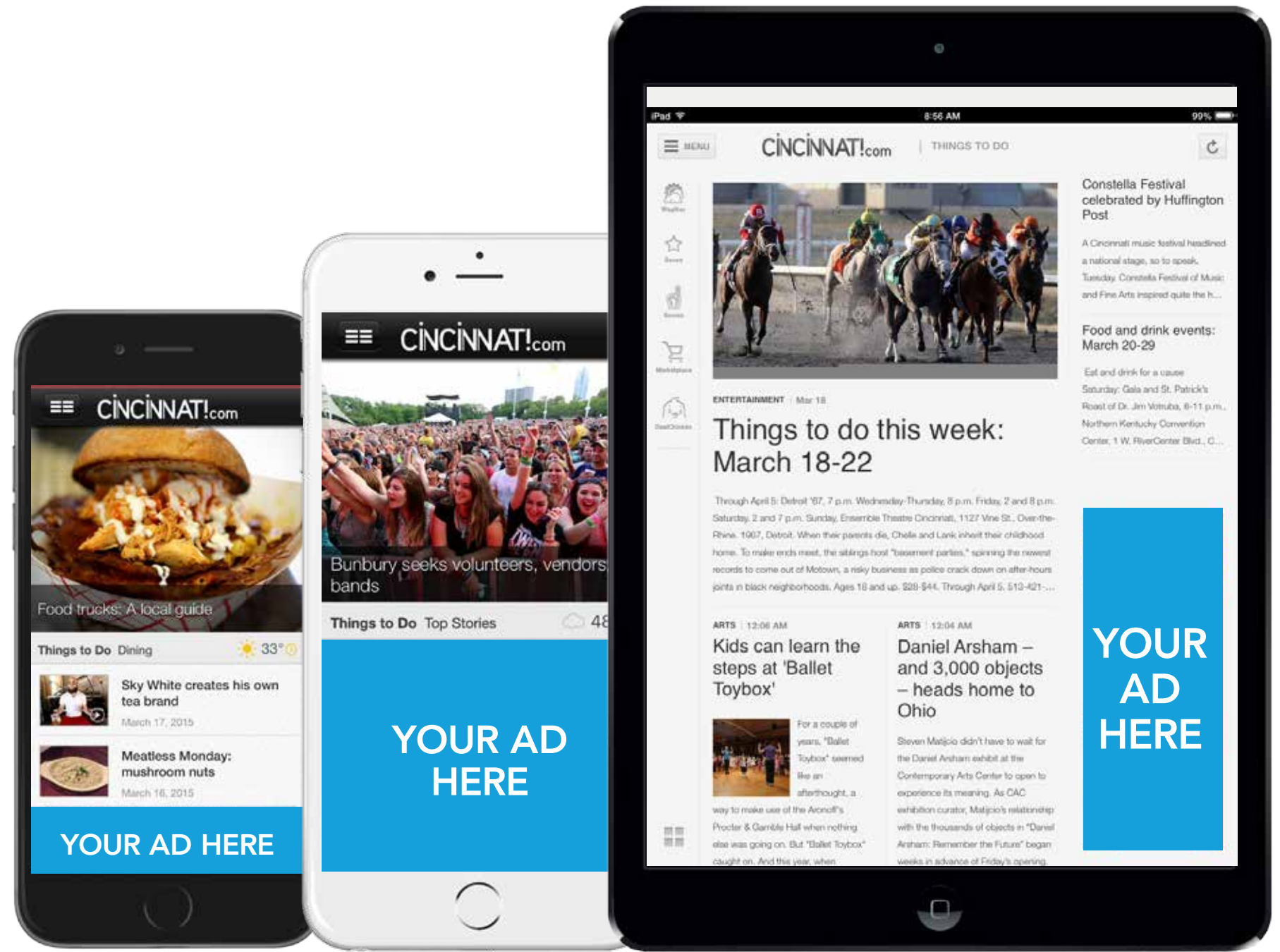
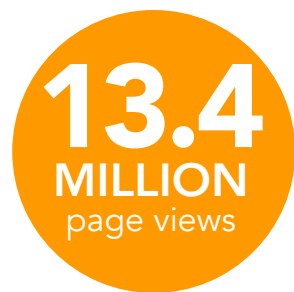
Enquirer Media's trusted mobile sites, along with the leading Cincinnati/Northern Kentucky-based iPhone, Android and iPad apps reach more than half a million unique visitors each month across mobile devices. We are seeing explosive growth in our mobile audience and continue to innovate and develop new content for our readers — that will engage them on the go, and drive them to your business.

BENEFITS:

- Provides a visual and interactive message
- Impacts consumers considering brand options
- Reaches consumers on-the-go
- Provides reinforcement of market-wide advertising
- Increases website and in-store traffic
- Market-wide reach or defined geo-targeting options

CINCINNATI.COM MOBILE DELIVERS:

Omniture site catalyst, January-August 2013



CINCINNATI.COM MOBILE APPS INCLUDE:



CINCINNAT.COM



THE ENQUIRER PRINT EDITION



NKY



THINGS TO DO



CINCINNAT.COM BENGALS FOOTBALL



CINCINNAT.COM REDS BASEBALL



CINCINNAT.COM BEARCATS



CINCINNAT.COM MUSKETEERS



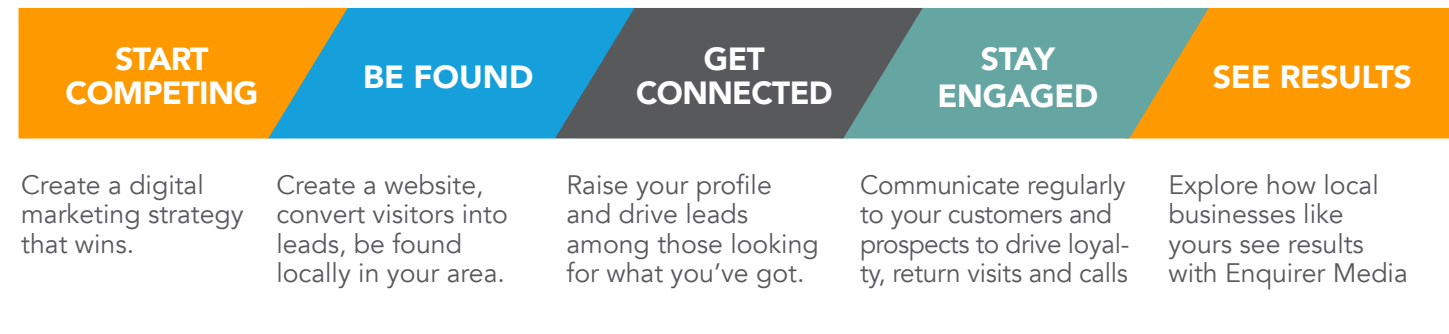
CINCINNAT.COM VARSITY

DIGITAL MARKETING SERVICES

A FULLY INTEGRATED, ONE-STOP SHOP FOR LOCAL DIGITAL MARKETING.

Be Found. Get Connected. Stay Engaged.

From search to social, and everything in between, Enquirer Media has the tools and expertise to help you manage your digital and mobile local business to deliver what matters to your new customers.

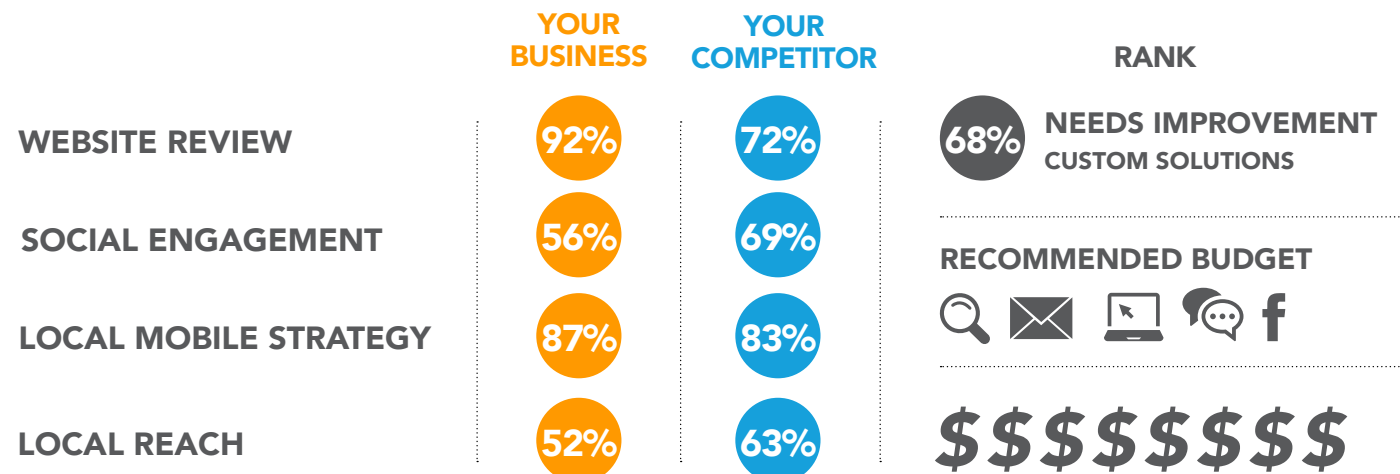


Are you winning? Or are your competitors?

Our digital marketing experts analyze your competition against your current marketing efforts to develop a digital marketing strategy that wins.

When you work with us, your local digital marketing playbook includes:

- Full assessment of your marketing efforts against your top competitors
- Realistic, forward-looking budget
- Comprehensive analysis of your overall website impact
- Integrated digital marketing solution to target, reach, convert and retain local customers on desktop, tablet and mobile devices



DIGITAL MARKETING SERVICES

ENQUIRER MEDIA'S SUITE OF DIGITAL MARKETING SERVICES.

SERVICES	YOUR BUSINESS NEEDS	ENQUIRER MEDIA DELIVERS
PAID MEDIA (PPC)	<ul style="list-style-type: none"> • Generate leads and traffic • Instant visibility • Targeted visitors • Conversion Tracking 	<ul style="list-style-type: none"> • Website analysis to measure scoring for effective keywords • Search keyword analysis • Daily campaign monitoring and budget optimization • Lead tracking and customer facing online reporting • Hosting and email addresses • Social Media integration • Custom analytics
SEARCH ENGINE OPTIMIZATION (SEO)	<ul style="list-style-type: none"> • Enhance website to improve ranking in search engines • Drive web traffic • Maintain high credibility and relevancy • Increase visibility online 	<ul style="list-style-type: none"> • Identification of your business goals & develop strategy • Effective use of relevant keywords • Increase in organic search results • Monitoring and optimizing keywords so you are in the top listings • Advanced lead tracking and customer facing online reporting
WEB DEVELOPMENT	<ul style="list-style-type: none"> • Build a strong business brand • Deliver a strong consumer experience • Provide 24/7 availability for customers 	<ul style="list-style-type: none"> • Websites of all sizes and capabilities • Calls to action that generate leads • Hosting and email addresses included • Social Media integration • Custom Analytics of usage trends
SOCIAL MEDIA	<ul style="list-style-type: none"> • Create a buzz • Lead Generation • Hyper-targeted persona marketing • One-to-One consumer interaction • Credible word of mouth marketing • Positive online reputation • Build and maintain relationships with customers 	<ul style="list-style-type: none"> • Industry leading social audience targeting using BLINQ MEDIA • Creation of custom content and social channel management • Optimally targeted Facebook persona advertising • Developing custom one-to-one relationships between your business and local customers • Custom analytics
EMAIL MARKETING	<ul style="list-style-type: none"> • Take ownership of your business and its reputation • Speak to actively engaged consumers • Quell negative feedback and turn it to positive • Increase web and in-store traffic 	<ul style="list-style-type: none"> • Tracking all sources of online communication • Customized reputation dashboard for review and action • Keyword search and analysis for optimization of campaigns • Ongoing reviews of analytics and performance • Hosting and email addresses • Social Media integration • Custom analytics
MAPS/REPUTATION MANAGEMENT	<ul style="list-style-type: none"> • Alert your customers • Increase sales conversions • Quick, real-time messaging • Target customer database and consumer segments 	<ul style="list-style-type: none"> • Analytics of your existing customer database to target your contacts and like consumers • Creation of custom messages for all email formats • Tracking sales and user engagement metrics from emails back to website or in-store traffic • Custom analytics

#1 LOCAL MEDIA COMPANY.

We connect you with engaged local consumers in more and new, innovative ways than ever.



REACHING NEARLY
1 MILLION
LOCAL ADULTS
EACH WEEK.