PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

Media Kit

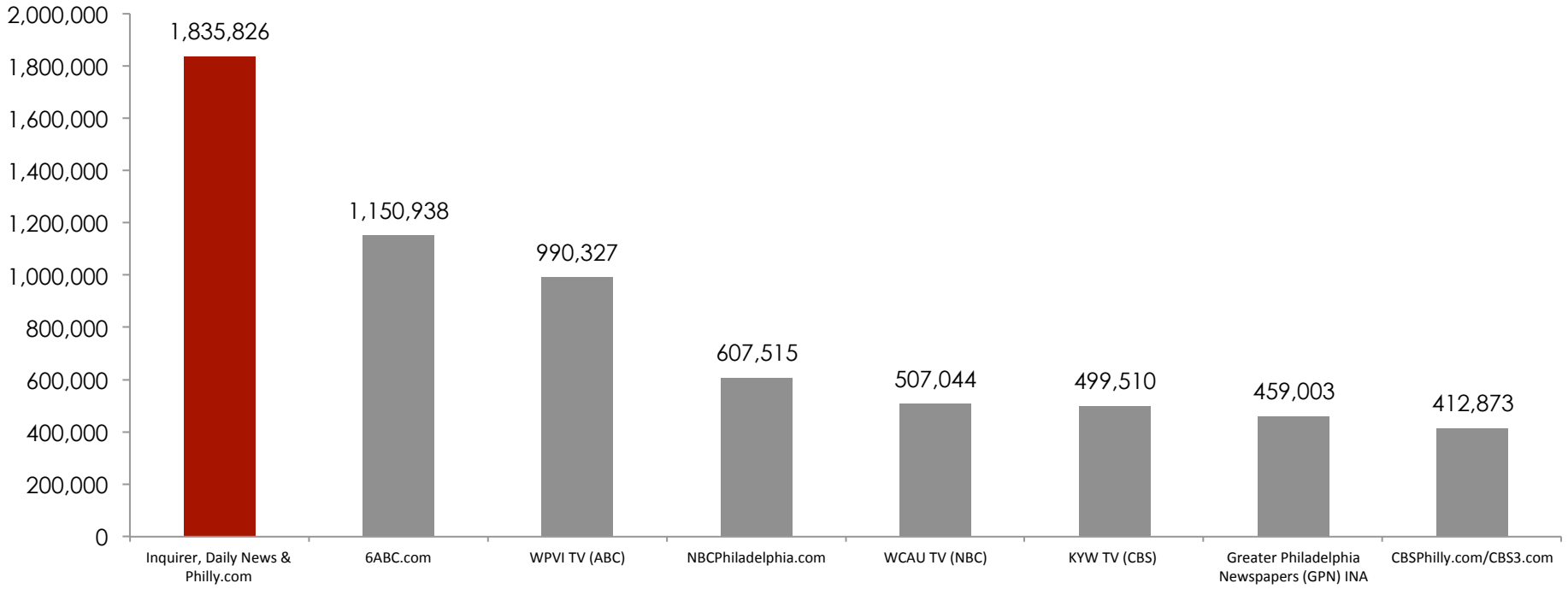


"Big Philly" reaches a larger audience than any other media property in the region

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Average Weekly Reach



Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on combined 1 week reach for print properties and their websites; Television based on early news 5pm-7pm cume; Greater Philadelphia Newspapers includes Bucks Co Courier Times, Doylestown Intelligencer; Burlington Co Times

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

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8.4MM **unduplicated, loyal brand users** across each platform each month[1]

THE INQUIRER AND DAILY NEWS



- 1.1MM read the Sunday Inquirer (570,187 Daily)
- 256,779 read the Daily News
- Avg. Household Income: $81,910
- Average Age: 51
- 47% Male / 53% Female

1.9MM
Monthly Readers of The Inquirer & Daily News

PHILLY.COM DESKTOP



- 2.8MM monthly Unique Visitors
- Average Household Income: $109,522
- Average Age: 42
- 56% Male / 44% Female
- 13.2 Average Minutes per Visitor

2.8MM
Average Monthly Unique Visitors on Philly.com

PHILLY.COM MOBILE

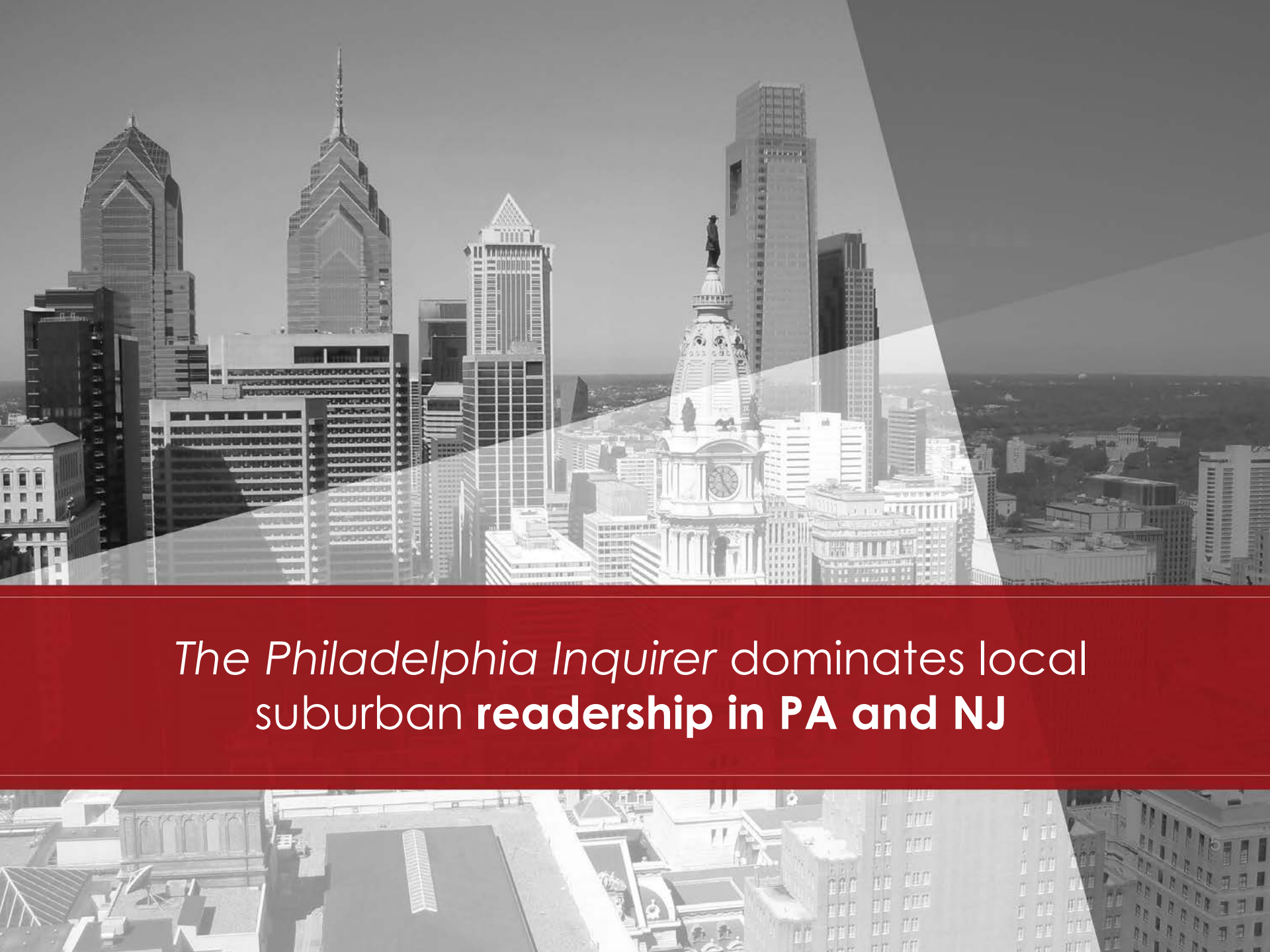


- 3.9MM monthly Unique Visitors
- 23.0MM monthly Page Views
- 64% HHI of $75,000 or more
- 48% Male / 52% Female
- 38% of Visitors are Age 35 or less

3.9MM
Average Monthly Unique Visitors on Mobile

[1]Combined print and digital unduplicated audience
Source: Scarborough 2015 R1; Base: Philadelphia DMA; comScore Media Metrix & Mobile Metrix Feb-Apr 2015; reflects browser access only


The Philadelphia Inquirer



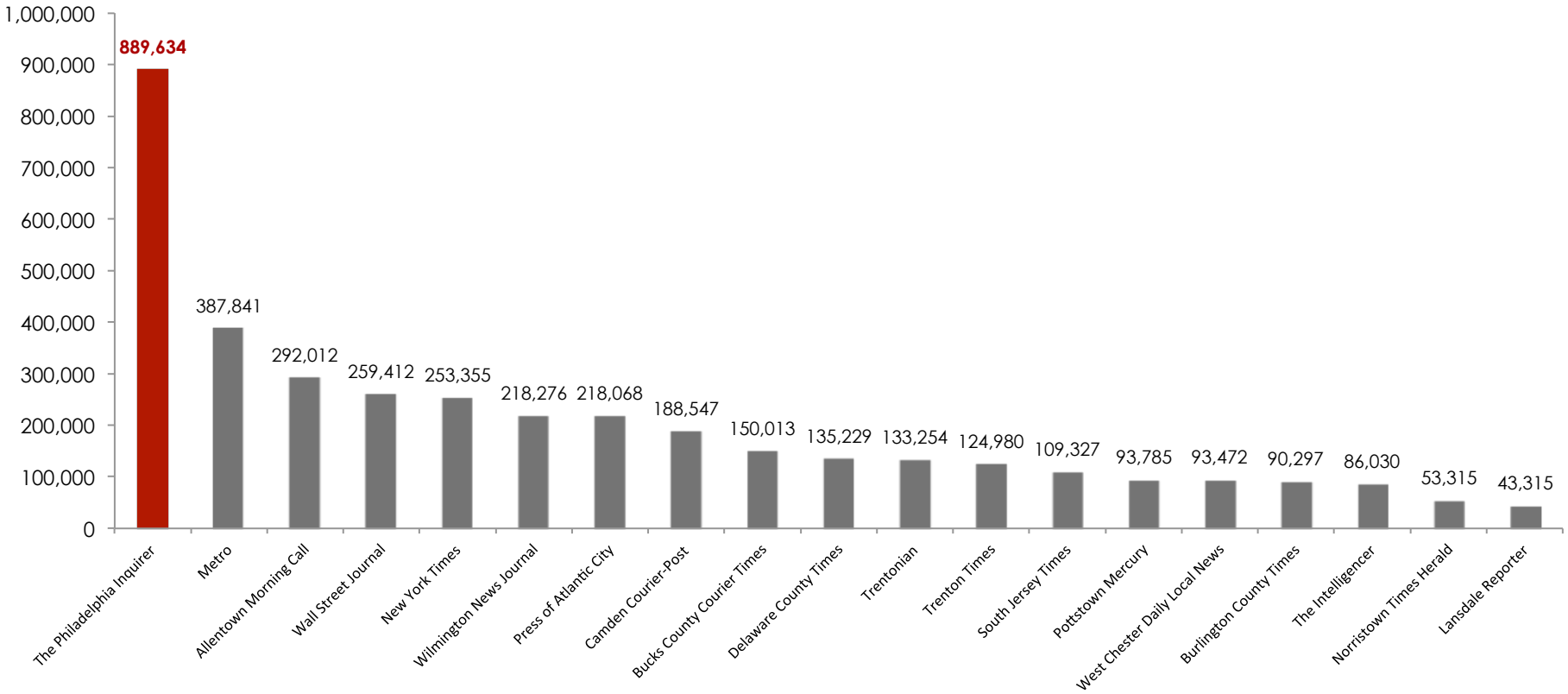
The Philadelphia Inquirer dominates local suburban **readership in PA and NJ**

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

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

Average Weekly Readership



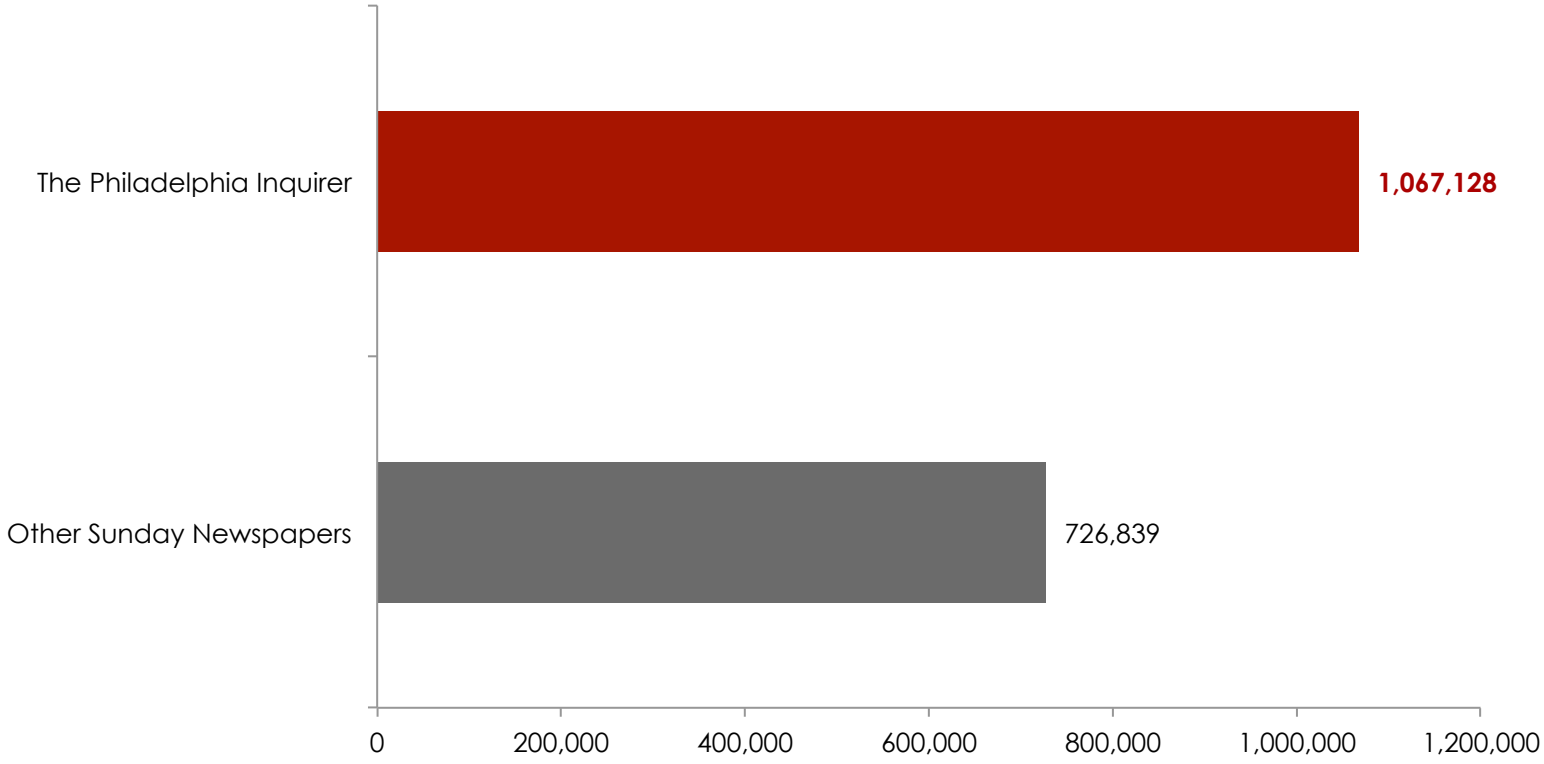
Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average weekly audience of the daily edition

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

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The Inquirer DAILY NEWS philly.com

Sunday Readership



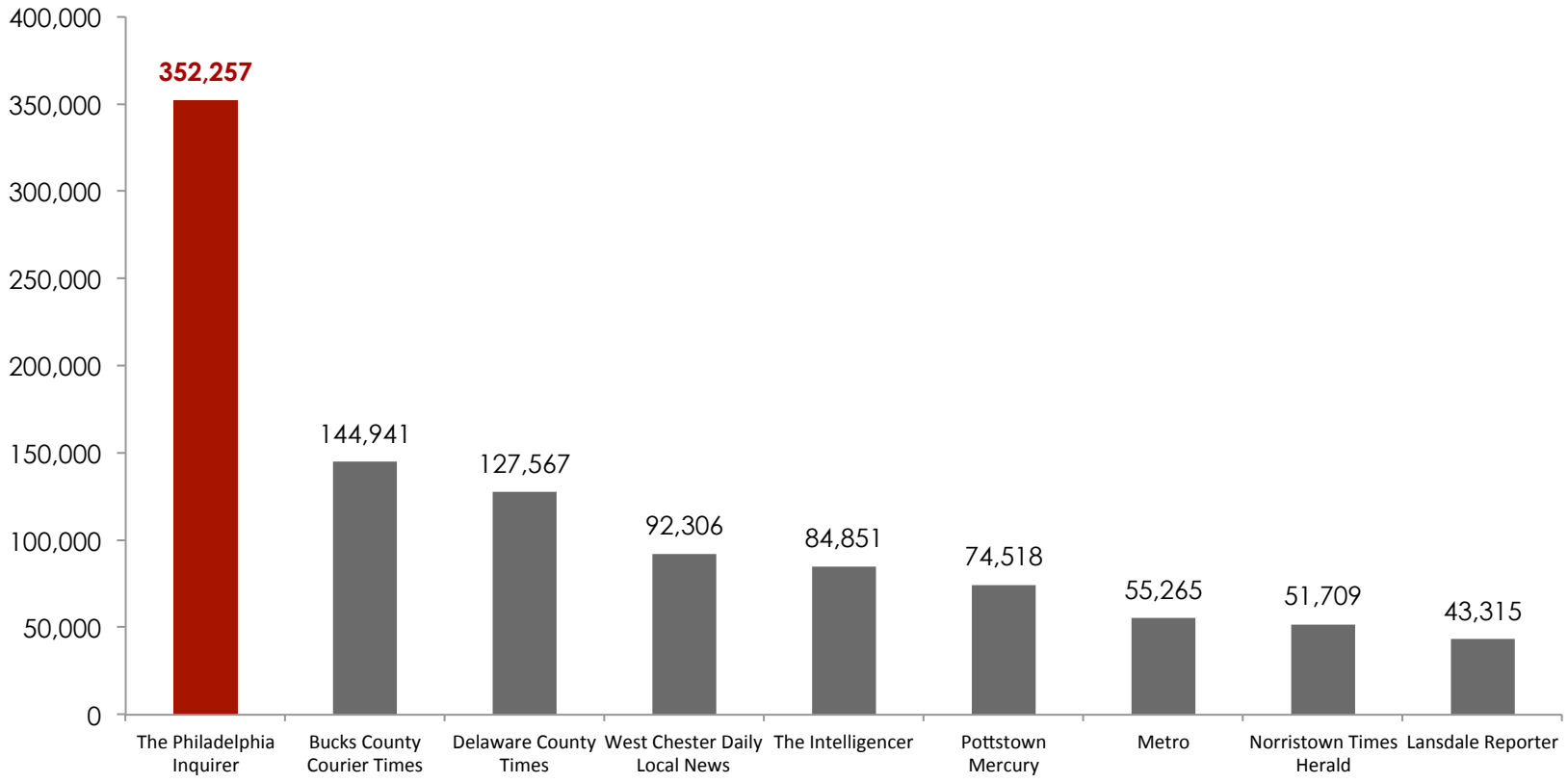
Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Other Sunday newspapers include: Bucks Co Courier Times; Burlington Co Times; Camden Courier Post; Delaware Co Times; The Intelligencer; Lansdale Reporter; Norristown Times Herald; South Jersey Times; Pottstown Mercury; West Chester Daily Local News

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

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Suburban Daily Readership



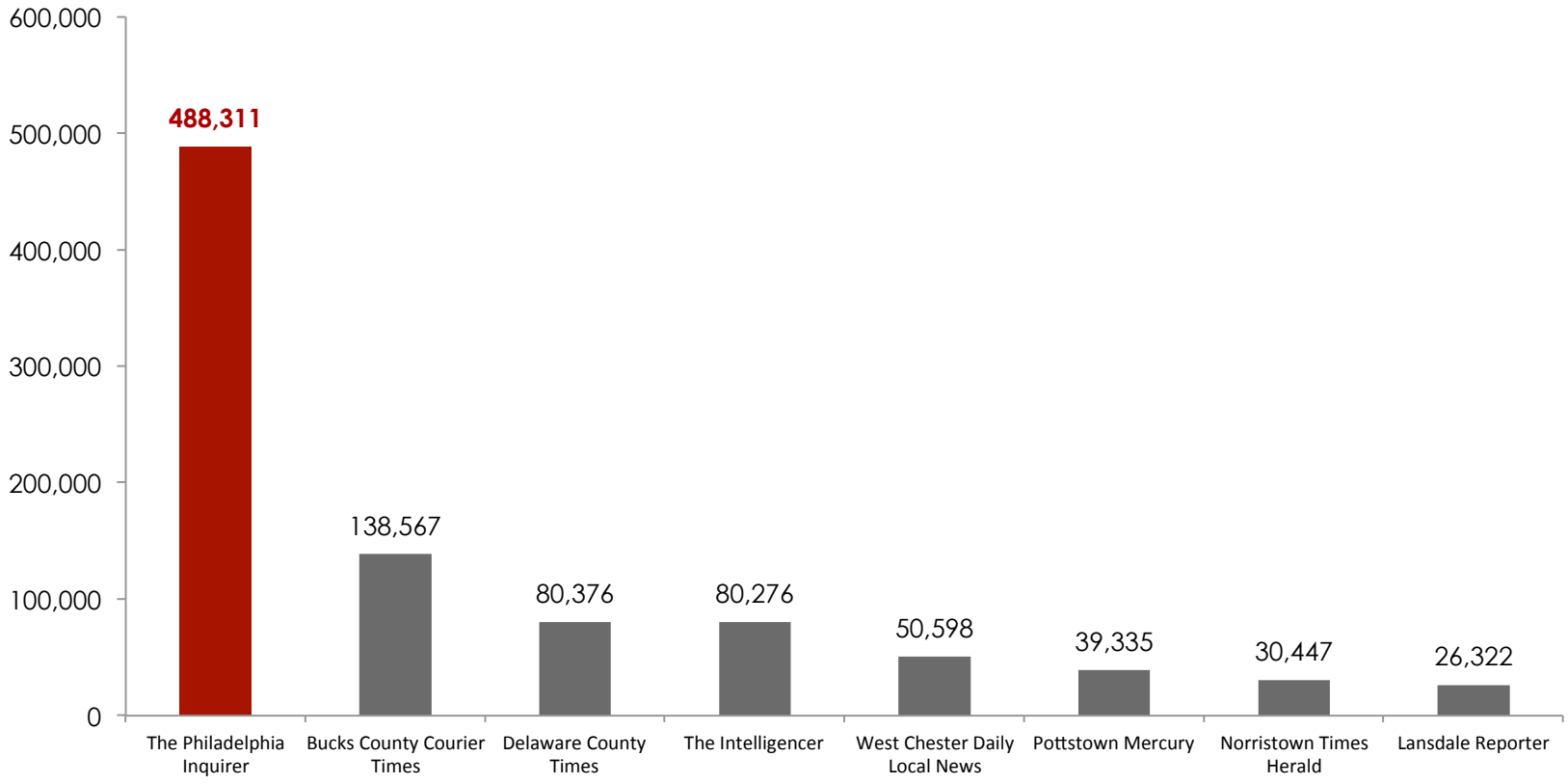
Source: Scarborough, 2015 R1; Base: PA suburban counties (Bucks, Chester, Delaware, Montgomery)
Newspaper audience is based on the average weekly audience of the daily edition

The Sunday *Inquirer* has 3 times more readers than that of its closest competitor in the PA suburbs

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Suburban Sunday Readership



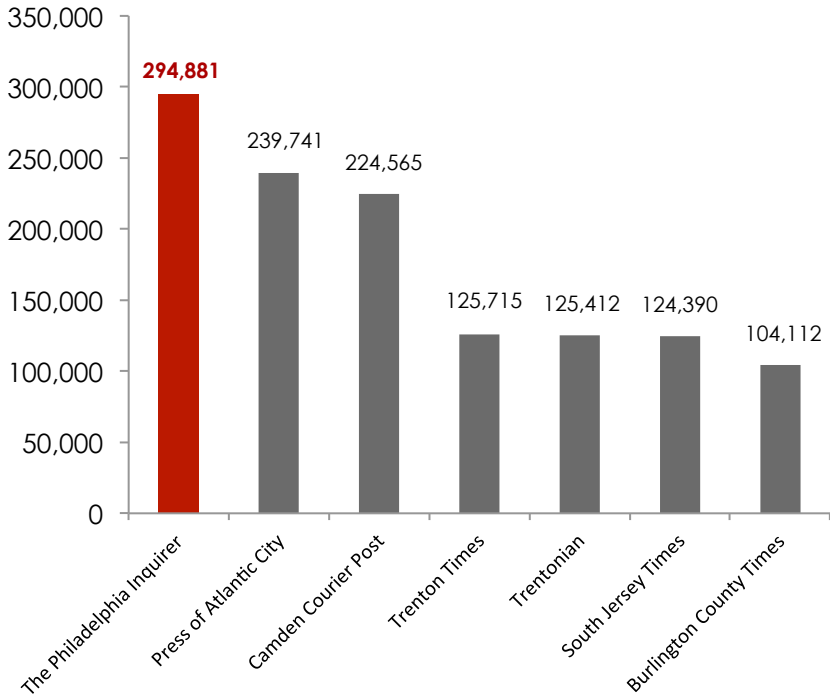
Source: Scarborough, 2015 R1; Base: PA suburban counties (Bucks, Chester, Delaware, Montgomery)
Newspaper audience is based on the average issue audience of the Sunday edition

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

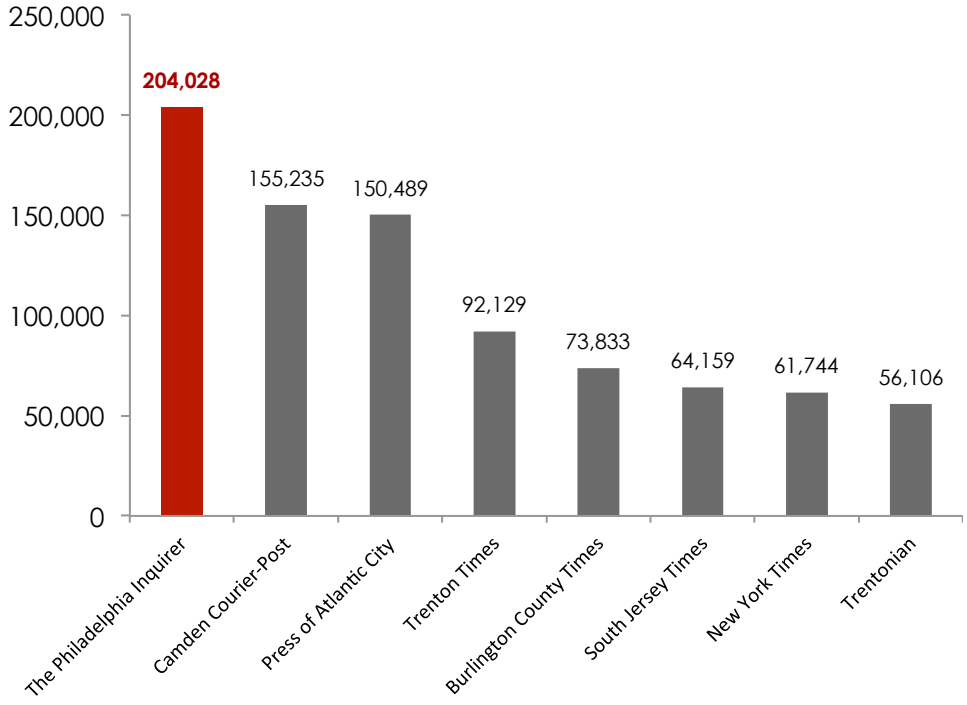
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The Inquirer DAILY NEWS philly.com

South Jersey Overall Readership



South Jersey Sunday Readership



Source: Scarborough, 2015 R1; Base: South Jersey counties (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem)

Overall Newspaper audience is based on the Daily & Sunday average week

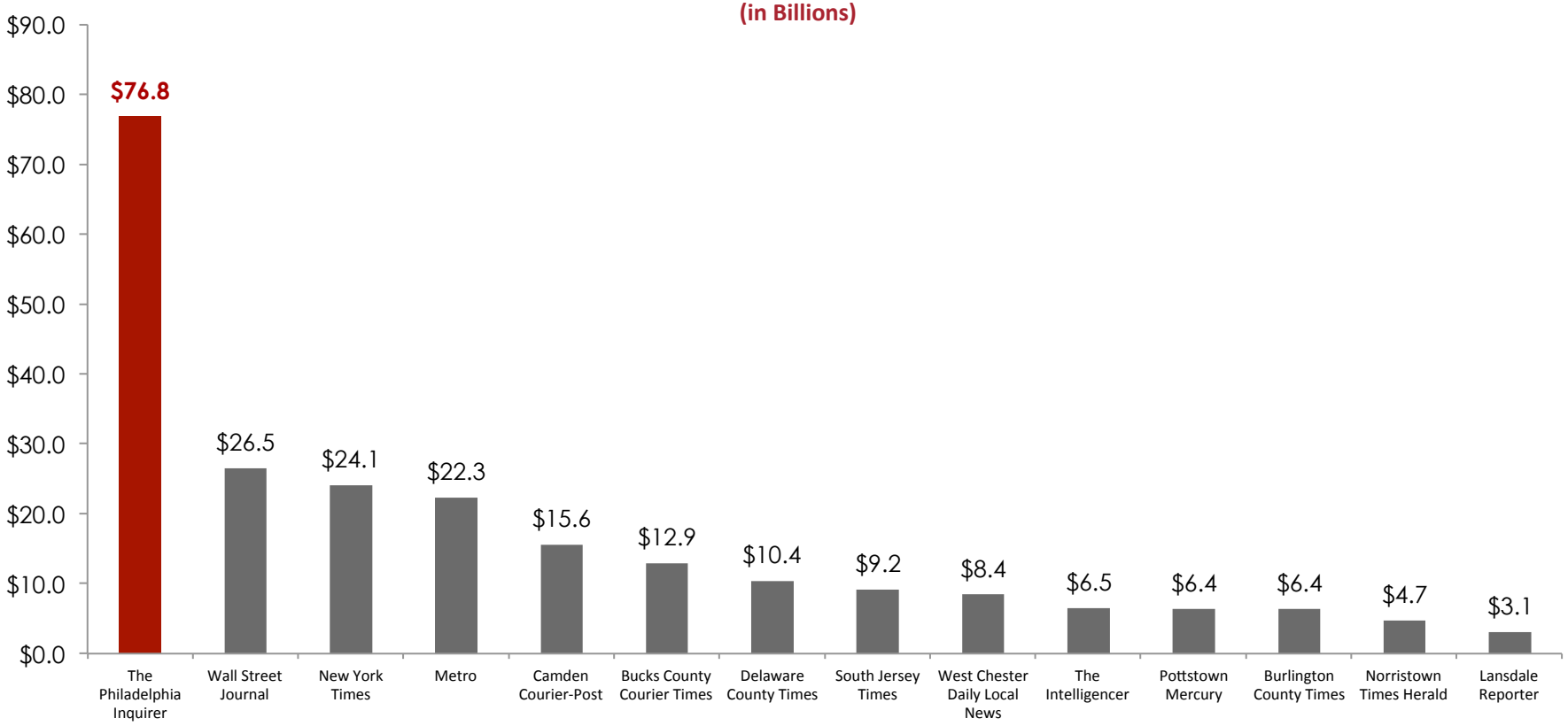
Inquirer readers have enormous buying power, more than $76 billion

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

Total Buying Power

(in Billions)



Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average weekly audience of the daily edition

The long-trusted voice of the region

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EAGLES AT FALCONS | MONDAY AT 7:10 P.M. TV: ESPN, PHL17 | SPORTS, SECTION D

DEEP COVERAGE

Can Byron Maxwell stop Atlanta's Julio Jones?

The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

TODAY'S TOP STORIES

MONDAY SEPTEMBER 14, 2015 | PHILLYINQUIRER | CITY & SUBURBS | C | $1

philly.com

Germany halts flow of migrants

The overwhelmed country will begin enforcing emergency border-control measures.

By Laura King
LOS ANGELES TIMES

BERLIN — Beleaguered Germany announced Sunday that it would temporarily stop free entrance for asylum-seekers.

The decision is likely to exacerbate bottlenecks at other European frontiers to the south and east, where tens of thousands of migrants and refugees are enduring desperate hardships.

Europe for weeks has been convulsed by the largest mass movement of people since World War II, with the crisis building refugees and migrants on the move arrived at coveted northern destinations. More every day enter a "pipeline" beginning in Greece, in Europe's southeastern reaches.

Germany's intention to begin enforcing emergency border-control measures was announced at a news conference by Thomas de Maiziere, the interior minister, though he provided no details. A day earlier, as many as 14,000 people poured in to Munich.

See MIGRANTS on A8

INSIDE

▶ German Chancellor Angela Merkel's pragmatic style hasn't changed, but perception of her has softened. A8.

MISS GEORGIA CLAIMS CROWN

Pageant's chairman apologizes to Vanessa Williams.

MISS AMERICA | A3

TEMPLE'S TIME TO SHINE

SPORTS | D1

DJOKOVIC WINS OPEN

SPORTS | D3

NATION+WORLD

Clinton, Trump virtually even

The two are separated by only a few points in a poll of registered voters. A6

LOCAL NEWS

Toomey launches reelection bid

Senate race is drawing national attention from parties and their allies. B1

MOSES MALONE | 1955-2015

'Chairman of the Boards'

The former 76ers center and famed rebounder led the team to its last NBA title in 1983.

By Joe Juliano
INQUIRER STAFF WRITER

The 76ers were practicing for the start of the 1983 playoffs when coach Billy Cunningham approached Moses Malone in front of reporters and asked him: "How do you think the playoffs will go?"

"Fo, fo, fo," Mr. Malone reportedly replied in regard to how many games the Sixers would need in each of the three series to sweep the playoffs and win the NBA championship.

The Sixers actually needed one more game to go all the way, but the words uttered by Mr. Malone became a permanent part of the lexicon in Philadelphia and gave him legendary status alongside Julius Erving, Maurice Cheeks and other stars of the city's last NBA title team.

Mr. Malone, one of the greatest rebounders in NBA history who was brought in to

	Daily	Sunday
Total Readership	570,187	1,067,128
Pennsylvania	462,980	847,834
New Jersey	102,017	204,028
Men	47.4%	44.8%
Women	52.6%	55.2%
Average Age	52.6	53.8
Average HHI	$84,892	$87,301
Married	52.3%	56.7%
Single/Widowed/ Divorced/Separated	47.7%	43.3%
Own home	77.6%	78.3%
College Graduate or more	38.9%	37.5%
Presence of Children: 1+	22.6%	28.8%

Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average issue audience



PHILADELPHIA

DAILY NEWS

THE PEOPLE PAPER

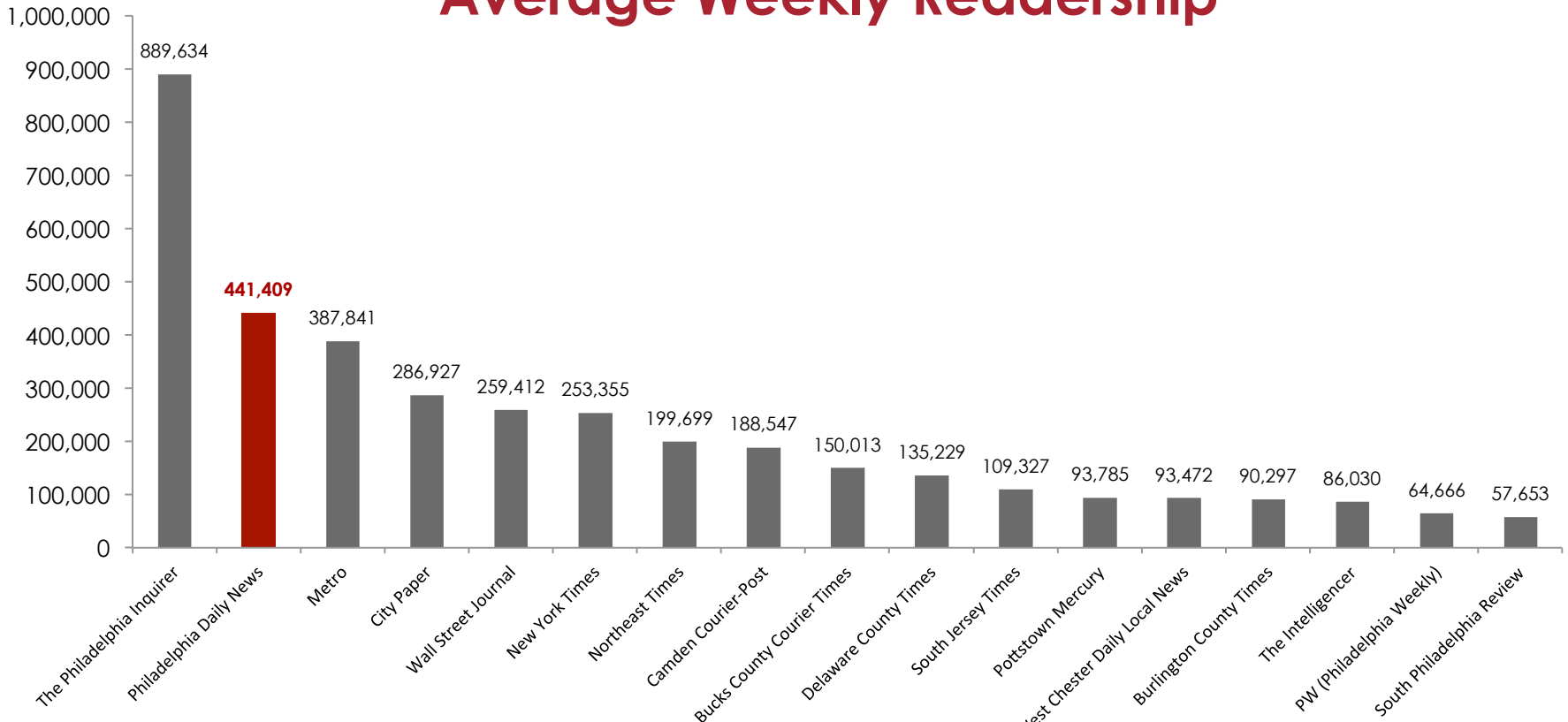


The *Daily News* is Philadelphia's heartbeat –
an unapologetic daily dose of the issues,
personalities and passions that animate our city

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

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The Inquirer DAILY NEWS philly.com

Average Weekly Readership

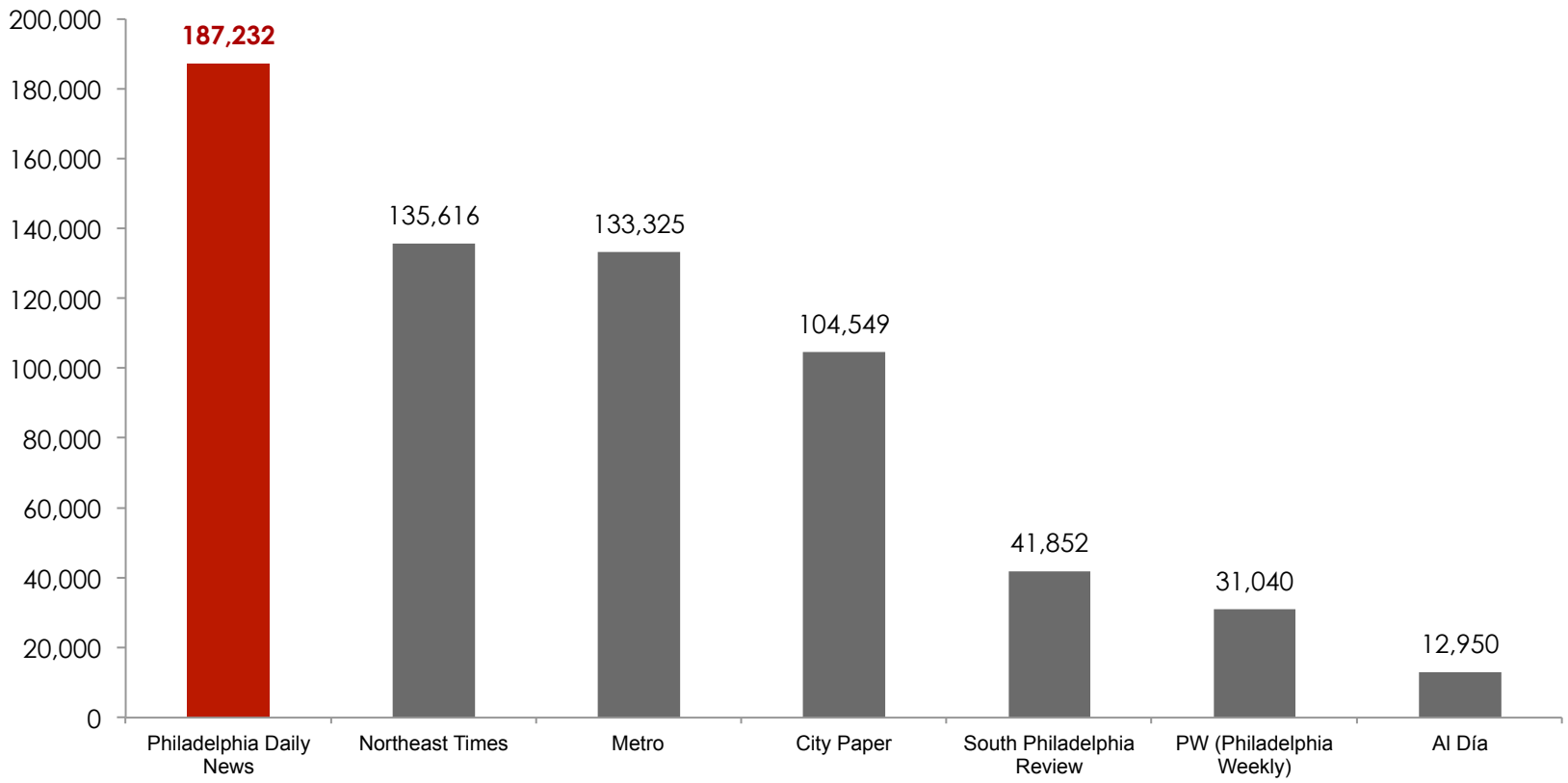


Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average weekly audience of the daily edition

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

PHILADELPHIA MEDIA NETWORK
The Inquirer DAILY NEWS philly.com

Average Day Issue Readership



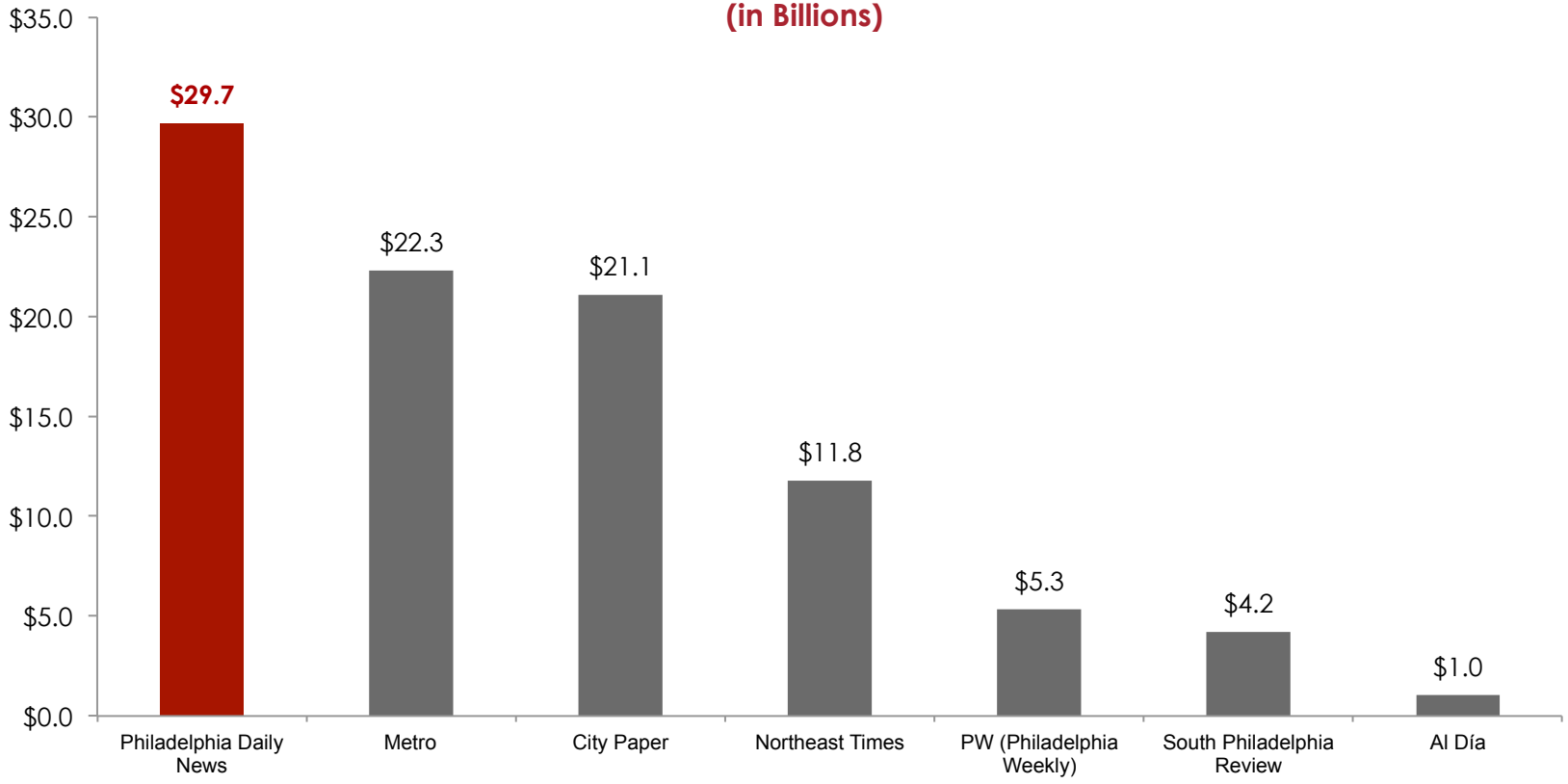
Source: Scarborough, 2015 R1; Base: Philadelphia County
Newspaper audience is based on the average issue

Daily News readers command over $29 billion in buying power

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The Inquirer DAILY NEWS philly.com

Total Buying Power
(in Billions)



Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average weekly audience of the daily edition
Non-daily publication audience is based on average issue of publication

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

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The Inquirer DAILY NEWS philly.com



	Daily
Total Readership	256,779
Pennsylvania	237,730
New Jersey	18,359
Men	64.1%
Women	35.9%
Average Age	46.9
Average HHI	$64,648
Married	38.0%
Single/Widowed/ Divorced/ Separated	62.0%
Own home	72.1%
College Graduate or more	19.7%
Presence of Children: 1+	45.5%

Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the average issue audience


philly.com



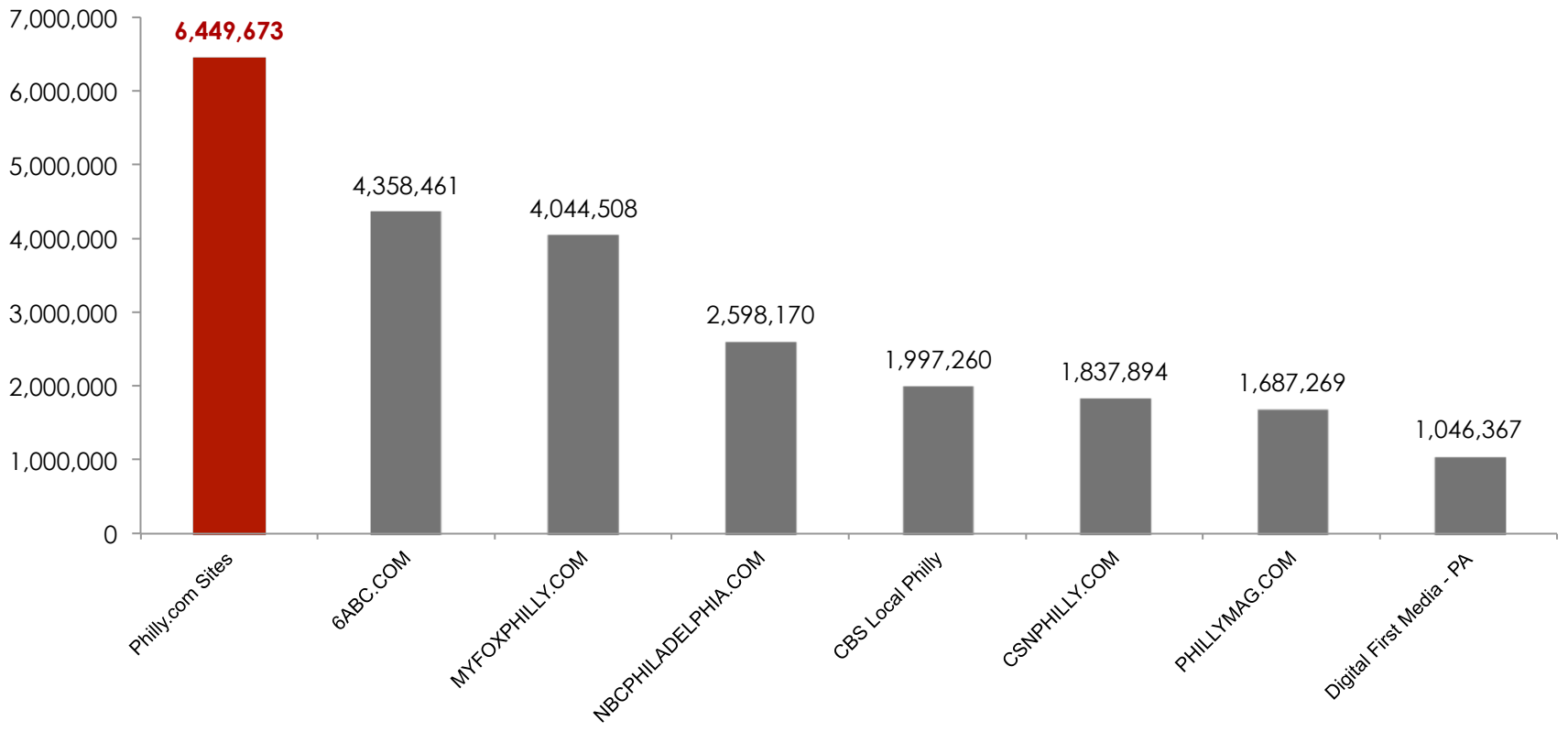
Philly.com is the **premier online media property** in the region

With more than 6.4 million users, Philly.com is the region's most popular media website

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

National

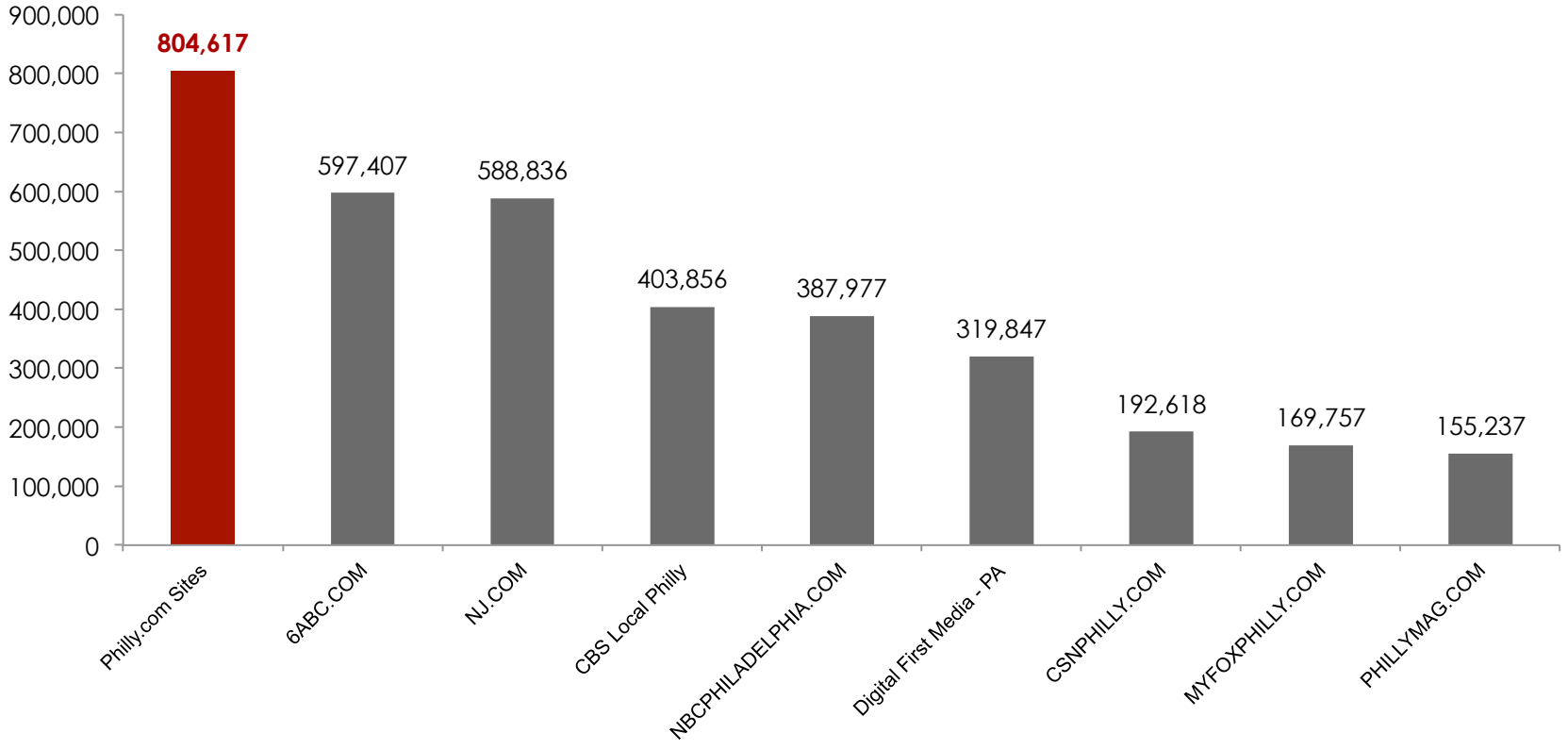


Source: comScore Media Metrix; multi-platform, Feb – Apr 2015
Digital First Media bought Journal Register Company

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

PHILADELPHIA MEDIA NETWORK
The Inquirer DAILY NEWS philly.com

Local



Source: comScore Media Metrix; desktop only, Feb – Apr 2015
Digital First Media bought Journal Register Company

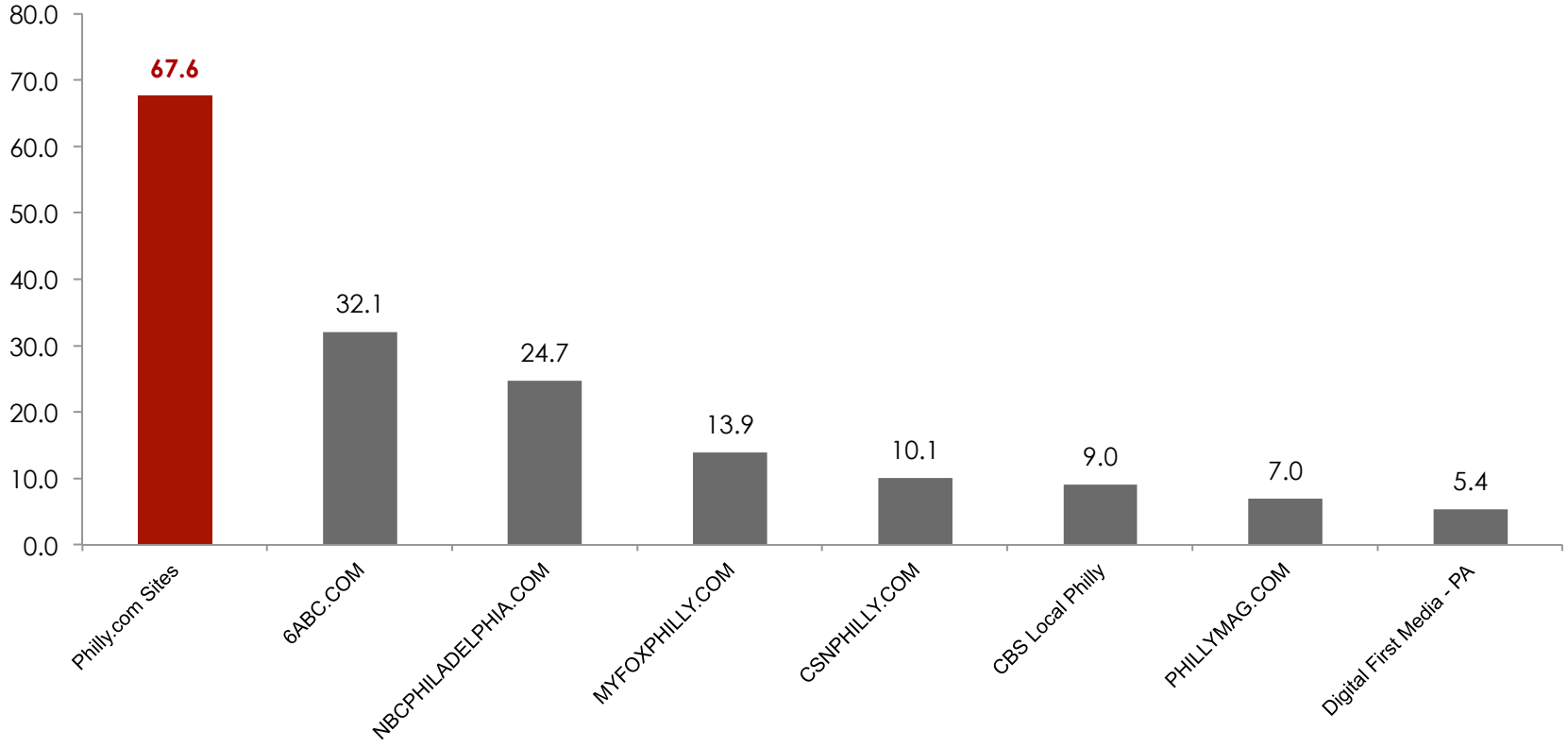
Total time spent by desktop and mobile visitors on Philly.com is greater than other sites in the region

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

Philly.com Total Minutes

(in Millions)



Source: comScore Media Metrix; multi-platform, Feb – Apr 2015
Digital First Media bought Journal Register Company

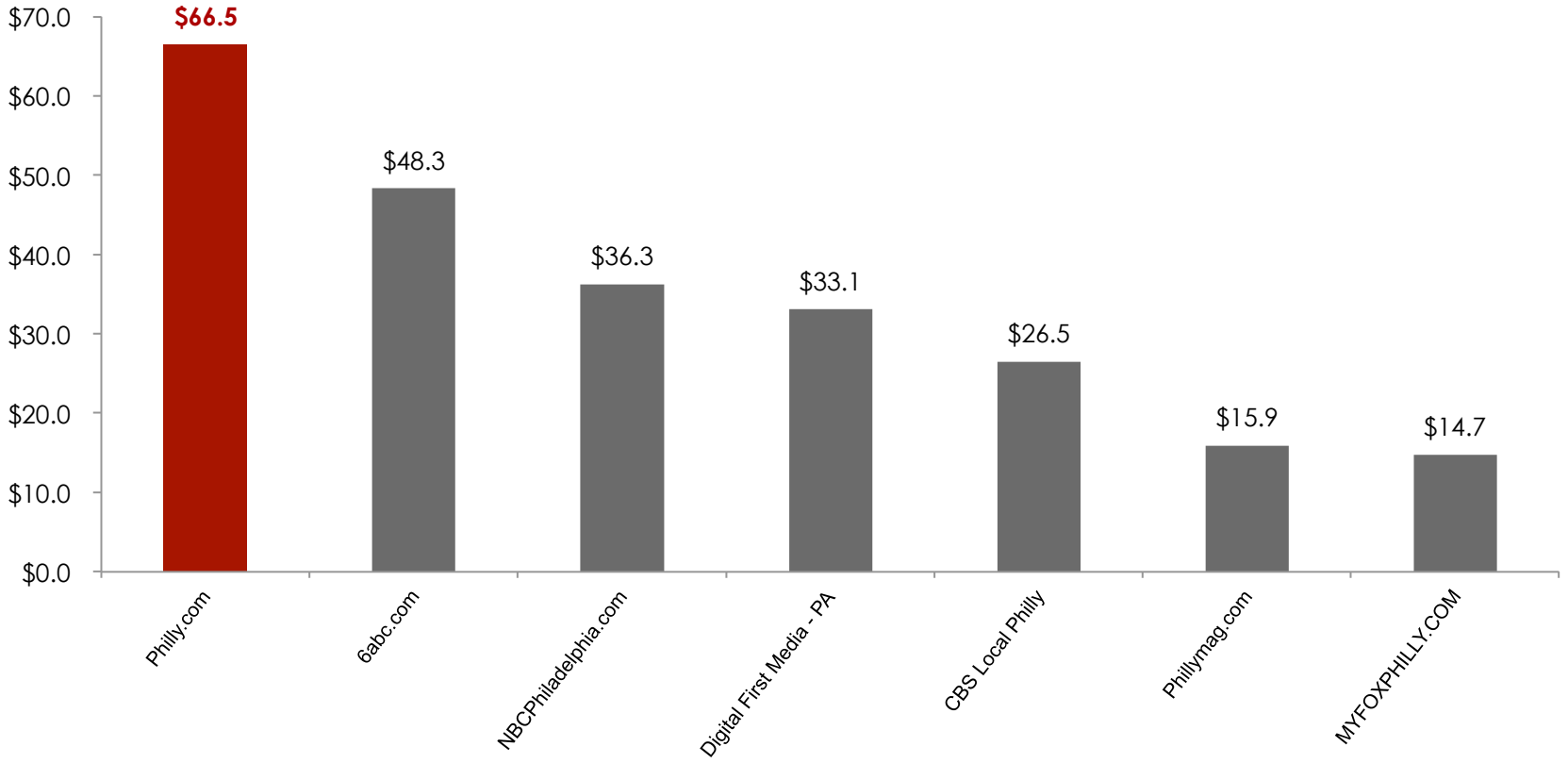
Philly.com users command more than $66 billion in buying power

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

Philly.com Total Buying Power in Philadelphia

(in Billions)



Source: comScore Media Metrix, Feb – Apr 2015; Scarborough, 2015 R1; Base: Philadelphia DMA
Digital First Media bought Journal Register Company

Award-winning news and commentary by leaders in every field

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com



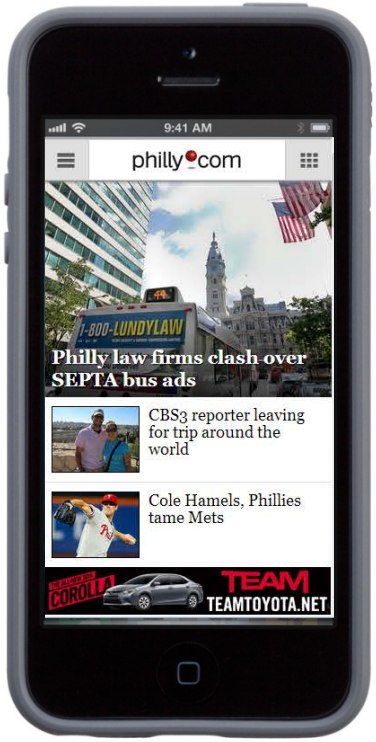
Unique Visitors (Avg. Month)	6.4MM
Page Views (Avg. Month)	65MM
Men	55.6%
Women	44.4%
Average Age	42
Average HHI	$109,522
Married	60.3%
Single/Widowed/Divorced/ Separated	39.7%
Own home	71.6%
College Graduate or more	49.9%
Presence of Children: 1+	51.2%

Source: Scarborough, 2015 R1; Base: Philadelphia DMA; comScore Media Metrix; multi-platform Feb – Apr 2015

You can reach an additional 3.8MM[1] unique visitors on Philly.com mobile

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The Inquirer DAILY NEWS philly.com

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%**

Source: [1]comScore Mobile Metrix; Feb – Apr 2015
comScore Media Metrix; multi-platform, Feb – Apr 2015

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

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Total mobile unique visitors	3.8MM
Page Views	23.0MM
HHI under $75,000	36.3%
HHI $75,000+	63.7%
Women	52.2%
Men	47.8%
Age under 35	37.5%
Age over 35	62.5%

Source: comScore Mobile Metrix, Feb – Apr 2015; browser access only



Print Advertising Opportunities

The Inquirer: Impactful advertising opportunities

SPADEAS



High-impact ad: front flat and the back outside page. 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.

UNIQUE AD POSITIONS



The Inquirer: Impactful advertising opportunities

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

FRONT PAGE STRIP AD



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

FRONT 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.

FRONT PAGE JEWELBOX



Unique ad position at the bottom of the front page.

Daily News: Impactful advertising opportunities

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

FRONT PAGE STRIP AD



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

POPPER/STOPPER



Popper: A custom, removable adhesive ad (front page only)
Stopper: A custom ad integrated in the cover design (front and back pages)

Prominent front page placement on the *Daily News*! Great for coupon offers and as teasers to refer readers to clients campaigns within the paper.

POP-UP



Be seen on every page with a new feature extending your message above the page.

PRE-PRINTS



Along with your daily dose of issues, personalities and passions, the *Daily News* will provide readers on Thursdays with various local and national pre-prints filled with retail savings, coupons and more.

WRAP



Gain maximum visibility with a full-color wrap of the front page.

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

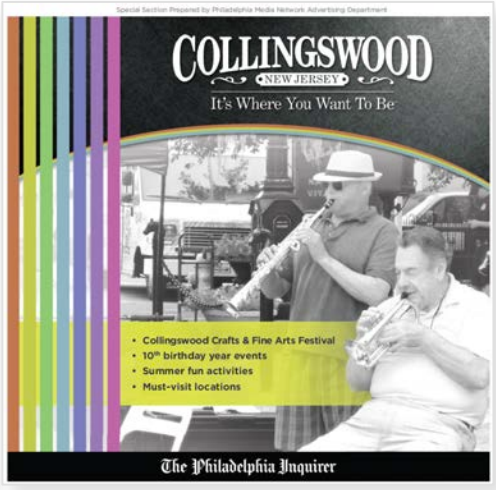
PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com









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 unique needs.

SPECIAL ADVERTISING SECTIONS

- Bryn Mawr
- Devon Horse Show
- Fall Home Improvement Guide
- Festival of Homes
- Focus on Education
- Focus on Retirement
- Gift Guide
- Living Well
- New Car Model Preview
- Readers' Choice
- Top Workplaces
- 55+ Living

Pre-Prints: *The Philadelphia Inquirer*

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

The Philadelphia Inquirer

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

PHILADELPHIA DAILY NEWS THE PEOPLE PAPER

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

shoppersexpress

an edition of The Philadelphia Inquirer

BARGAINS COUPONS TRENDS

inquirer.com/shoppersexpress | customer service 800.222.2765

Philadelphia Media Network provides a Select Market Coverage (SMC) product weekly, called *Shoppers Express*. The SMC is carrier-delivered to 180,000 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 to non-subscribers of *The Philadelphia Inquirer*.

Pre-prints

Philadelphia Media Network offers pre-print distribution in *The Philadelphia Inquirer, 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 pre-print rates are based on the cost per thousand (CPM) of the quantity ordered by the advertiser.

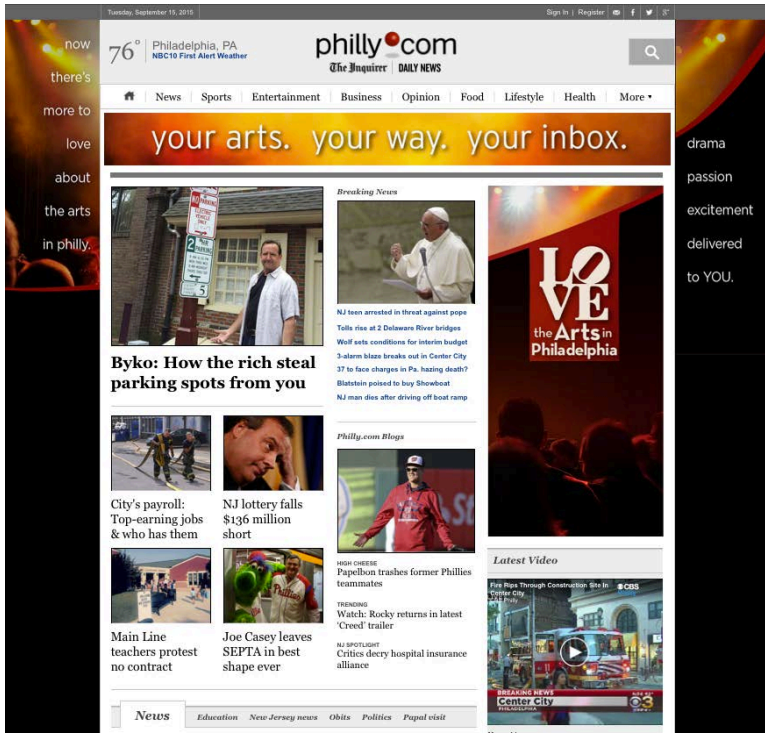


Digital Advertising Opportunities

Philly.com advertising opportunities overview

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com



STANDARD IAB

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

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.

HIGH IMPACT

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.

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

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

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

IAB RISING STAR AD UNITS: Portrait/filmstrip/billboard/sidekick/pushdown.

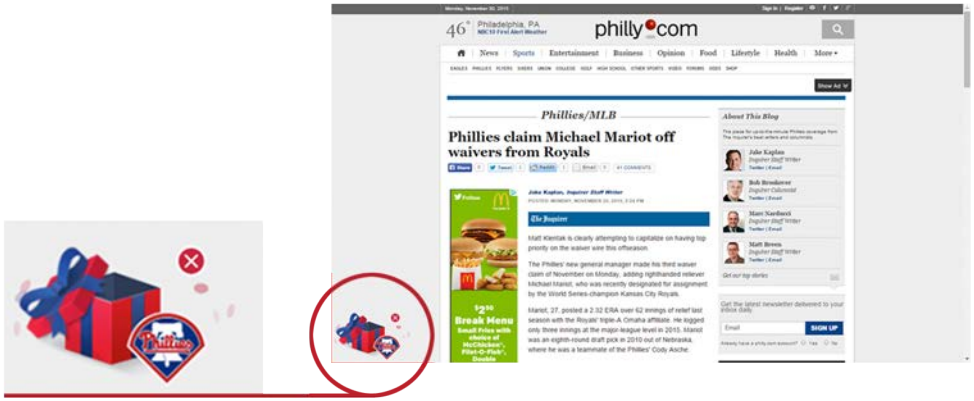
PRE-ROLL & CUSTOM VIDEO SPONSORSHIP INTEGRATION OPPORTUNITIES

SPONSORSHIP

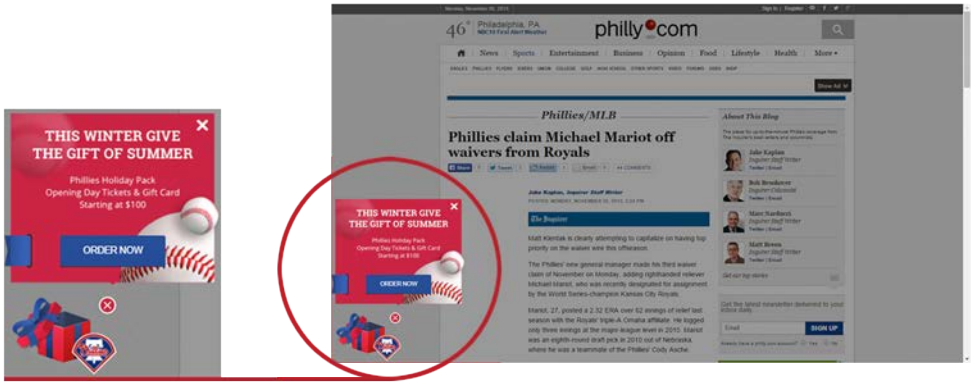
CHANNEL SPONSORSHIP: Specific channel sponsorships in an exclusive manner – 100% SOV.

Floating Ad Unit

Animated Logo/Image



300x250 Pop-Up



This CPM-priced ad unit allows advertisers the opportunity to draw the attention of readers with a highly interactive ad unit that "floats" on the screen.

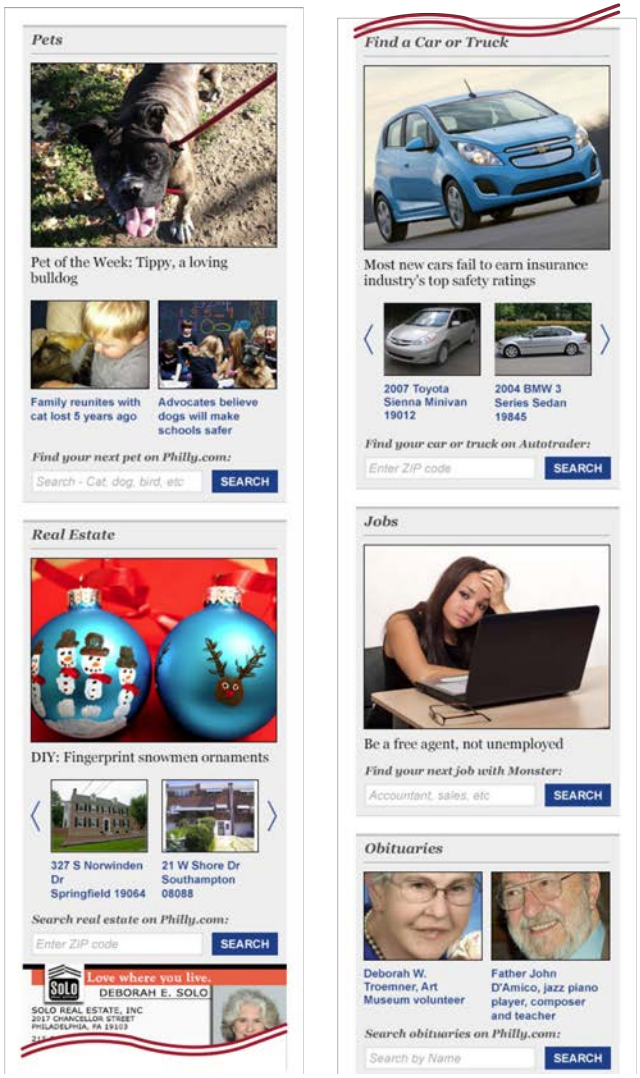
Users can interact with the logo/image by clicking and dragging across the screen. Additional interactive options include the following:

- Animated Logo/Image
- Automatic Text Link or 300x250 Pop-Up (shown in example)
- Full Screen Interstitial with video and social integration
- Automatic Interstitial in center of screen with text input fields (i.e. sign up for coupons)

Natural and relevant sponsorships and integrations

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com



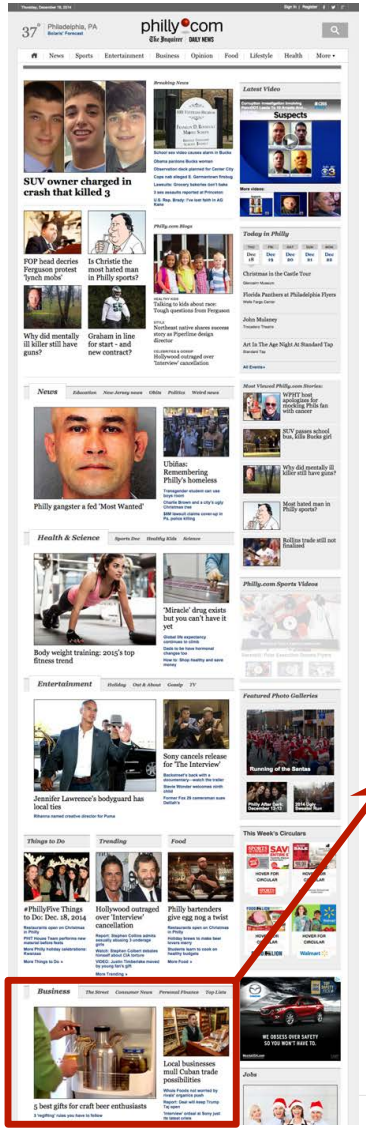
BRAND NEW CLASSIFIEDS (sponsorships available)

- Pets
- Real Estate
- Cars
- Jobs
- Obituaries

Philly.com provides the most up-to-date and relevant content

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

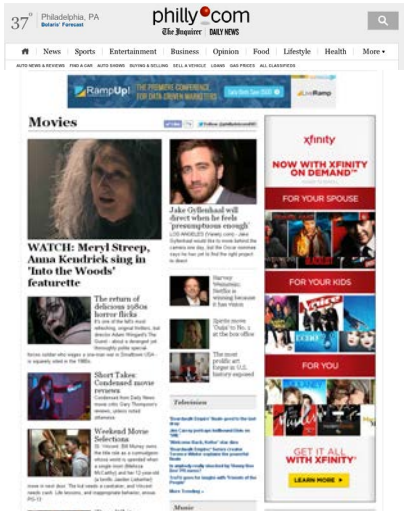




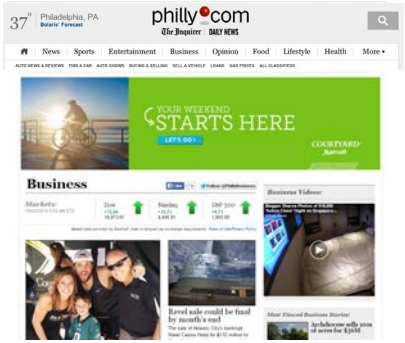
- Content modules around the Homepage allow editors to bring top channel stories to the Homepage, as well as move modules up and down the page.
- Working with visual revenue, editors can update content in real time to better serve our readers.

Interstitial ads provide a rich experience for your brand

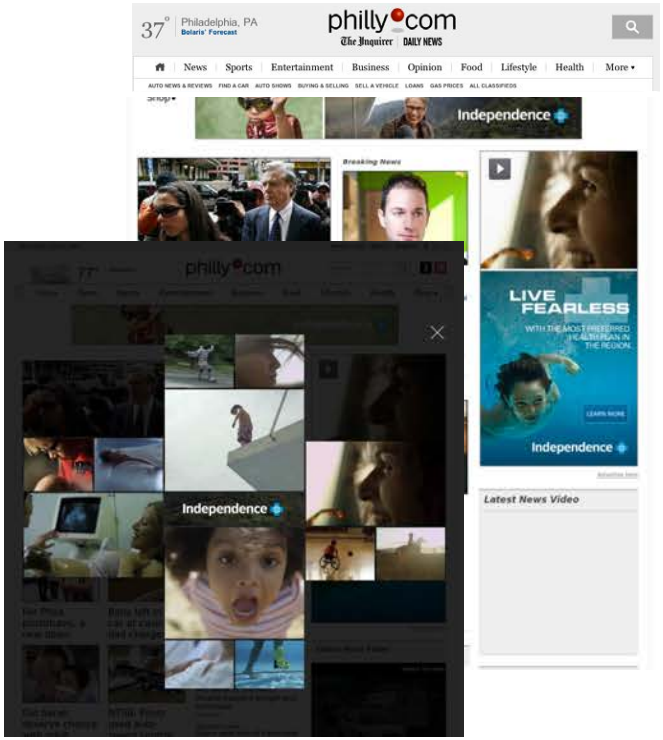
RISING STAR PORTRAIT



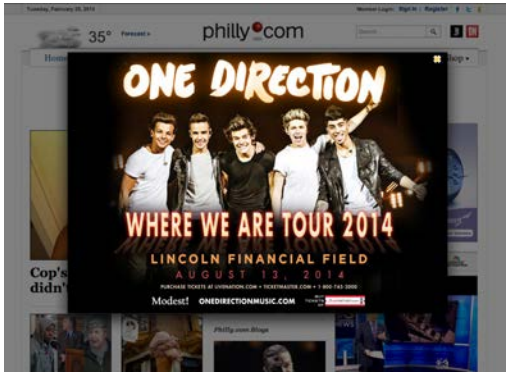
RISING STAR PUSH DOWN



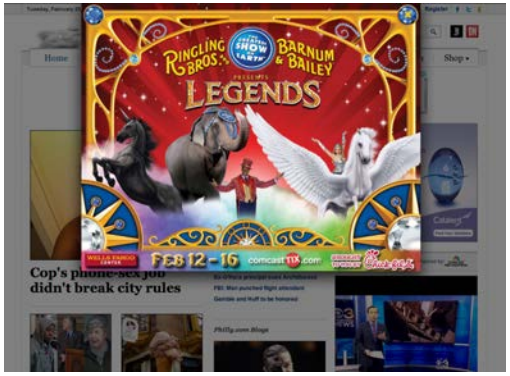
INTERSTITIAL PAIRED W/ HPTO



INTERSTITIAL



AD CURTAIN

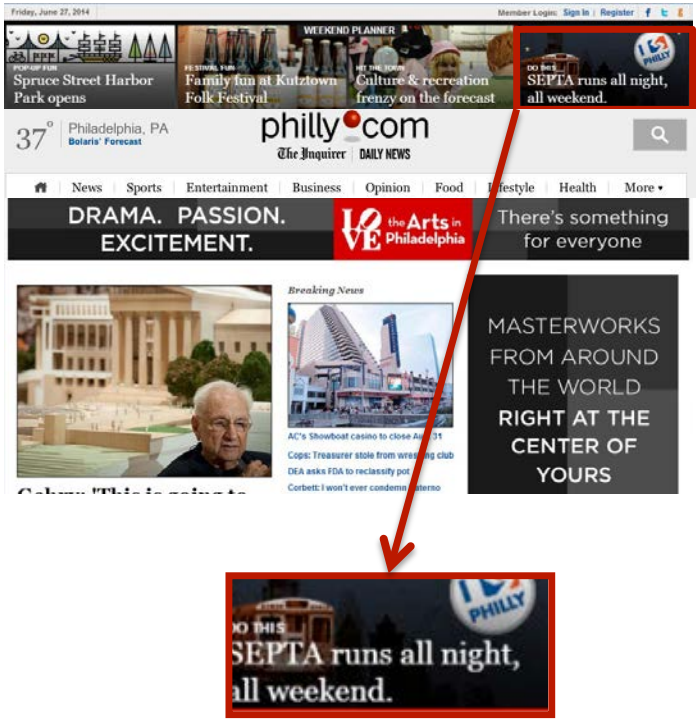


Own a Weekend Planner module to drive consumers to your promotion or event

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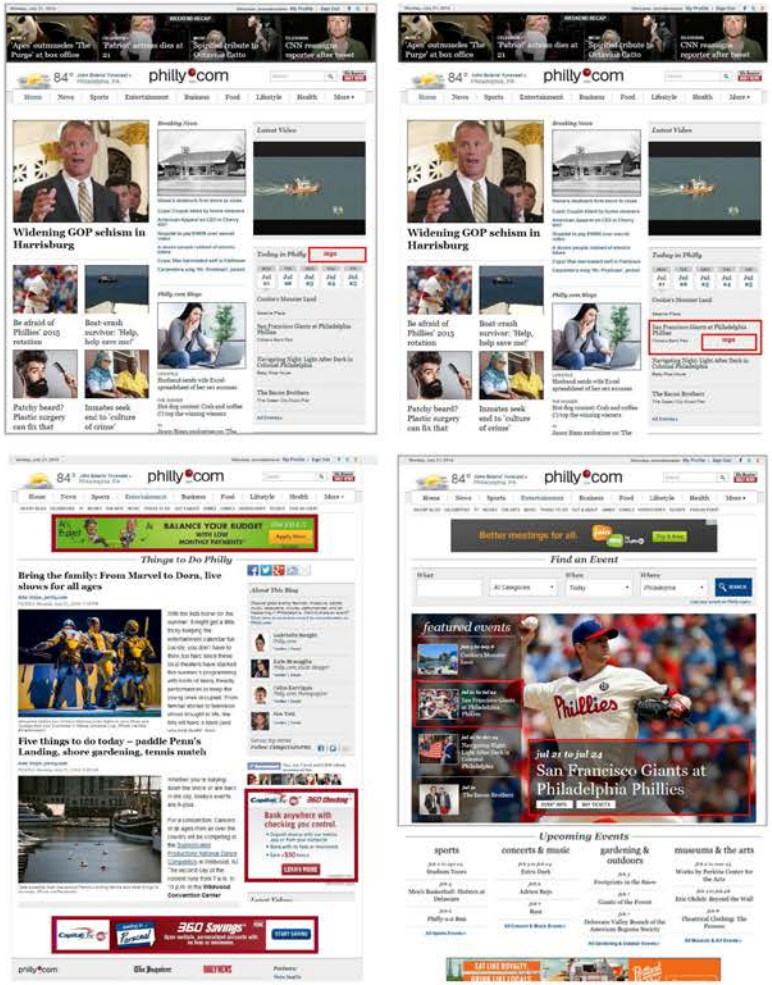
Advertising integrated into the Homepage of Philly.com and the mobile site. Every Thursday through Sunday, Philly.com promotes exciting activities for users to do that weekend.

INTEGRATION:

- Images: 240x120, 135x68
- Transparent logo
- Text: 33 - 37 characters
- Click-through URL

Get fixed exposure on the Homepage

FULL EVENT LISTINGS **FEATURED EVENT**



FULL EVENT LISTINGS:

- "Sponsored by" Homepage logo placement 50x31
- "Things to Do" and "Event Listings" page ad placements
  728x90 ATF and **BTF,**
  300x250 ATF and **BTF,**
  160x600

FEATURED EVENT:

- Event text and an **88x30 horizontal logo** or **44x60 vertical logo** on the "Today in Philly" Homepage Events Calendar
- Featured events on "Find an Event" front page

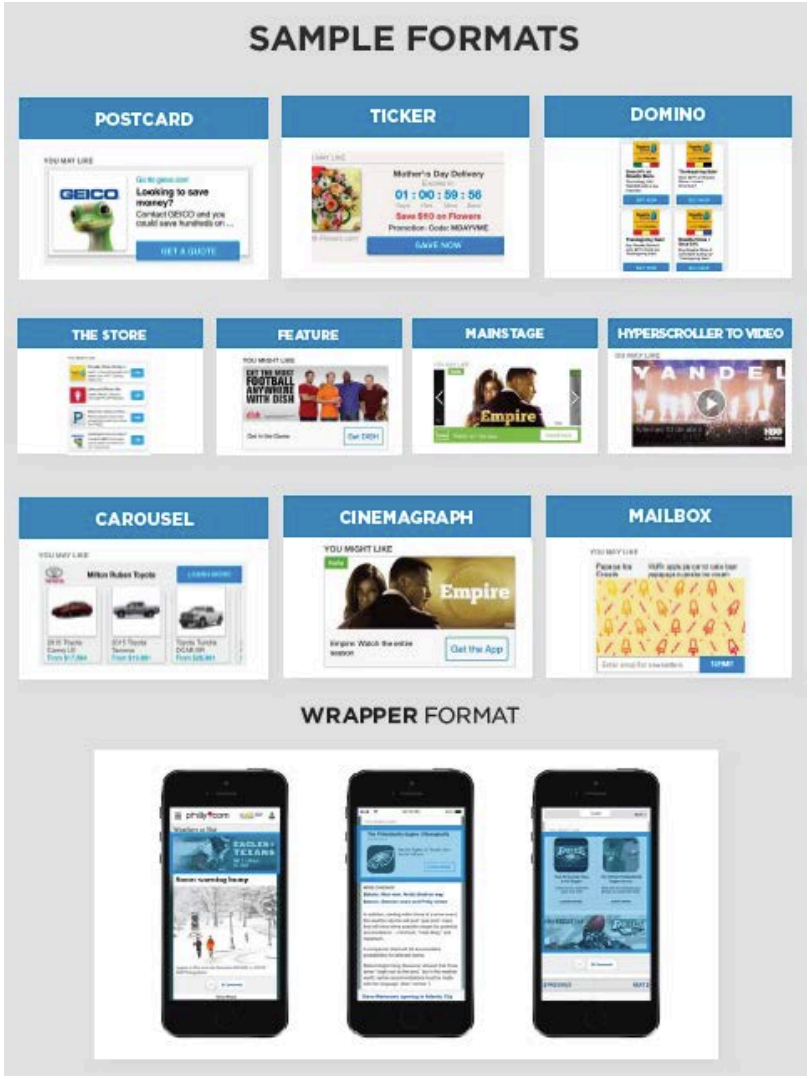
Philly.com Weather sponsorship



SPONSORSHIP INCLUDES:

- Logo with weather content widget on header of Philly.com
- Logo on weather page (adjacent to section header)
- 100% SOV to either the 728x90 or 300x250 weather section front

Premium mobile advertising opportunities



Philly.com ad Placements

On Philly.com mobile, you have dynamic options to reach and engage your audience and increase traffic to your website.

IN-CONTENT

- Graphical
- Postcard
- Feature
- Carousel
- Ticker
- Mainstage
- Cinemagraph
- Window
- Pull
- Email Capture

FOOTER

- Domino
- The Store

VIDEO

- Hyperscroller
- Hyperscroller to video

WRAPPER 100% SOV

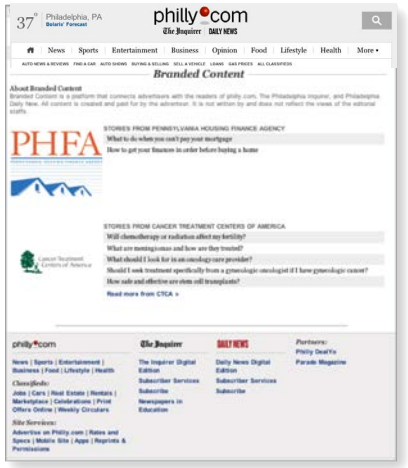
Sponsorship of header, in-content and footer positions on the page

Philly.com Native Advertising

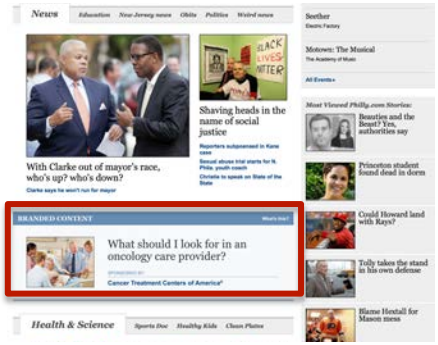
Story Level Content



Brand Content Page



Homepage Module Placement



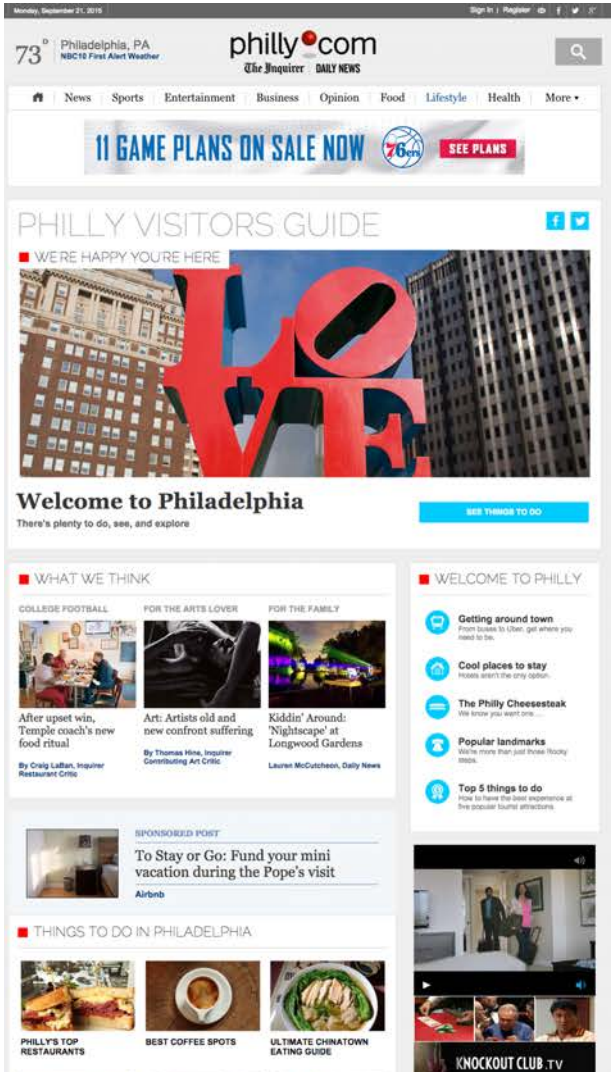


Your marketing message will be seen as content on Philadelphia's most popular media website

FEATURES AND BENEFITS

- Highly visible placement throughout Philly.com (desktop and mobile)
- Searchable via Google, Bing, Yahoo, etc.
- Promotable via social media and display advertising
- Created and curated by journalism school-trained and experienced editors

Visitors Guide



Philly.com's Visitors Guide is the place to find out what's happening now in Philadelphia.

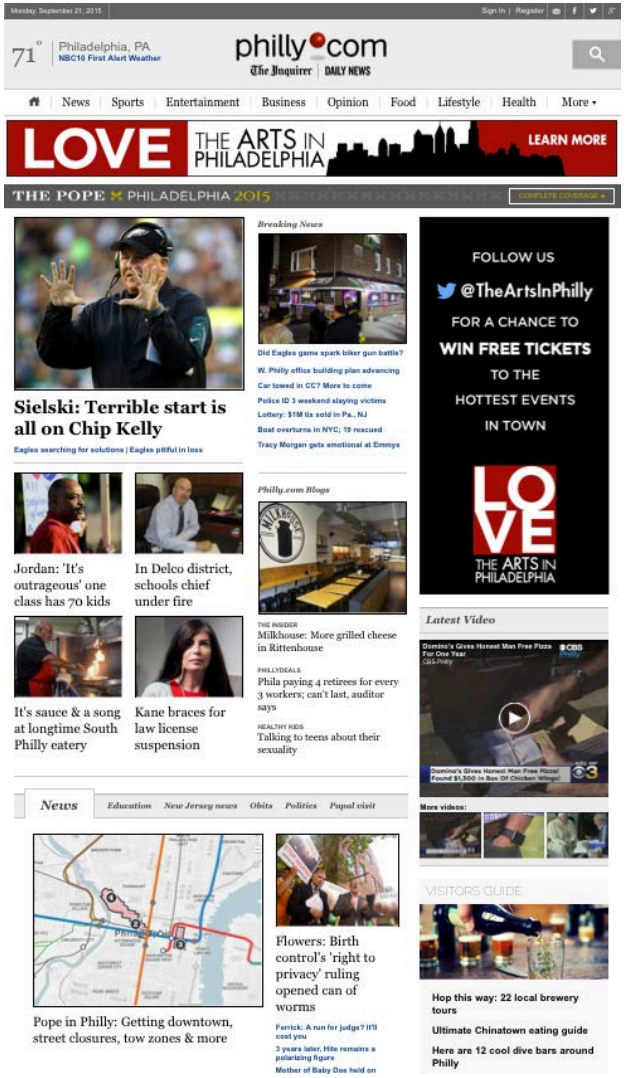
SPONSORSHIP OPPORTUNITY

- Linkable logo on Visitor's Guide widget
- Super leaderboard or Half Page
- "Things to Do" in Philadelphia sponsorship

Deliver your message to your desired audience

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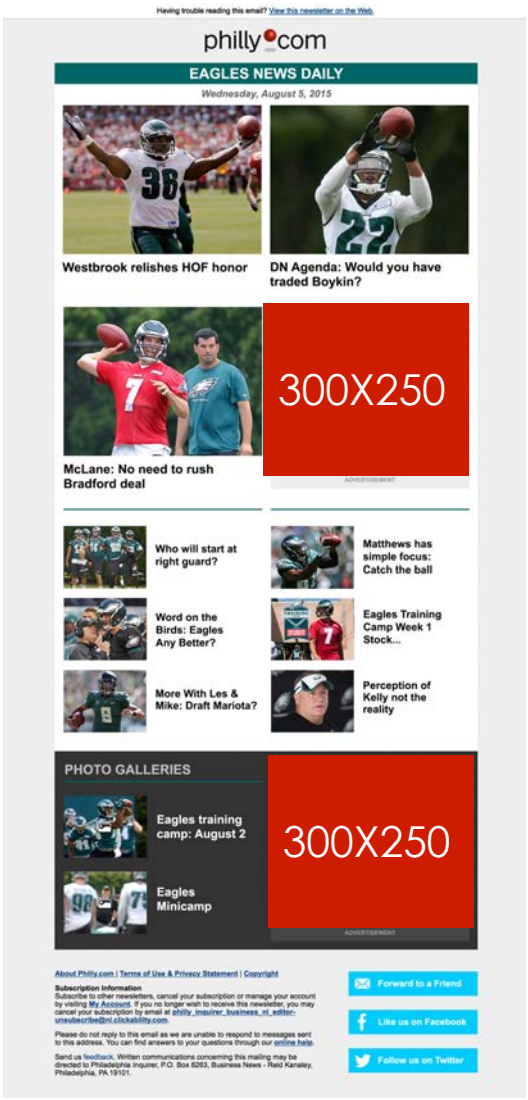
Targeting Methods

- **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
- **CONTEXTUAL:** Target users with an ad that is in direct correlation to the content of the page they are viewing
- **RETARGETING:** Target users on their previous Internet actions, in situations where these actions did not result in a sale or conversion

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

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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)

Digital Direct Mail: Lead List generation and Retargeting capabilities

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

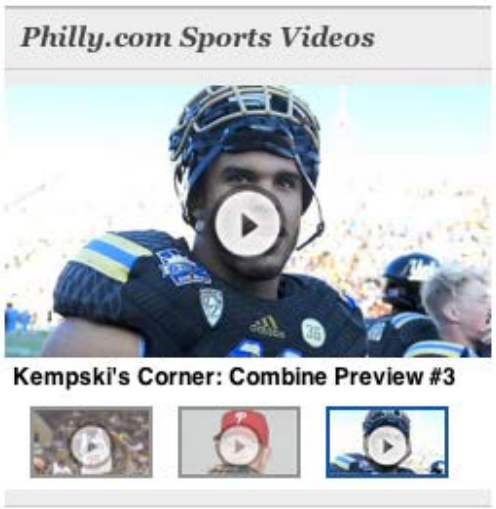


SAMPLE SELECTS

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

Numerous video opportunities are available to drive engagement and brand awareness

PRE-ROLL:
Extend your broadcast reach with pre-roll (highest viewed videos are in Sports and Entertainment channels).

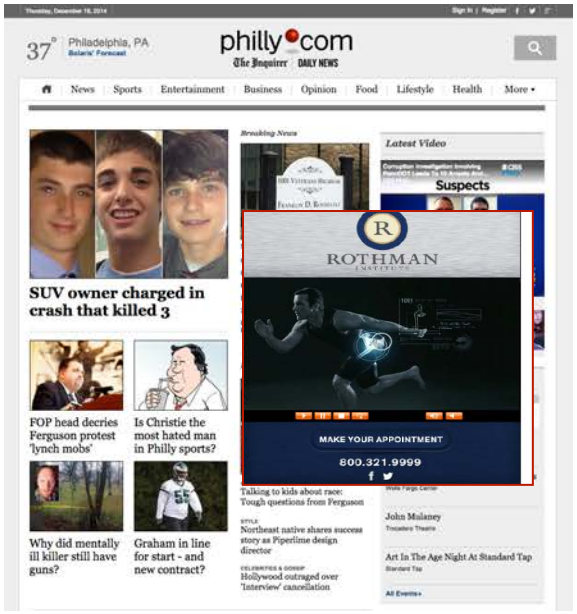


SPONSORED VIDEO:
Sponsorship of an editorial video series, with advertiser's brand seamlessly integrated within content.



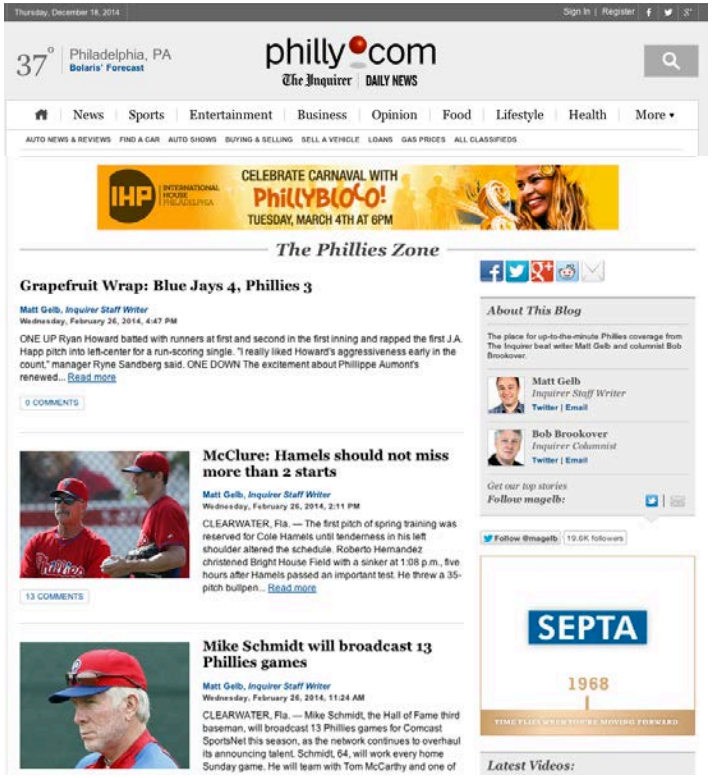
CUSTOM IN-BANNER VIDEO:
Sponsor a custom video programming series that has content relevant to the advertiser and desired by users of Philly.com.

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

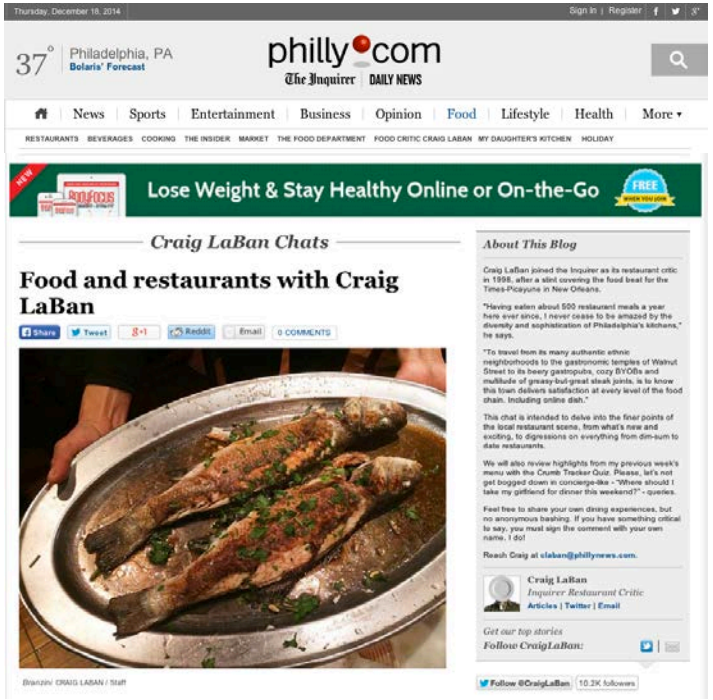


Chats and blogs

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



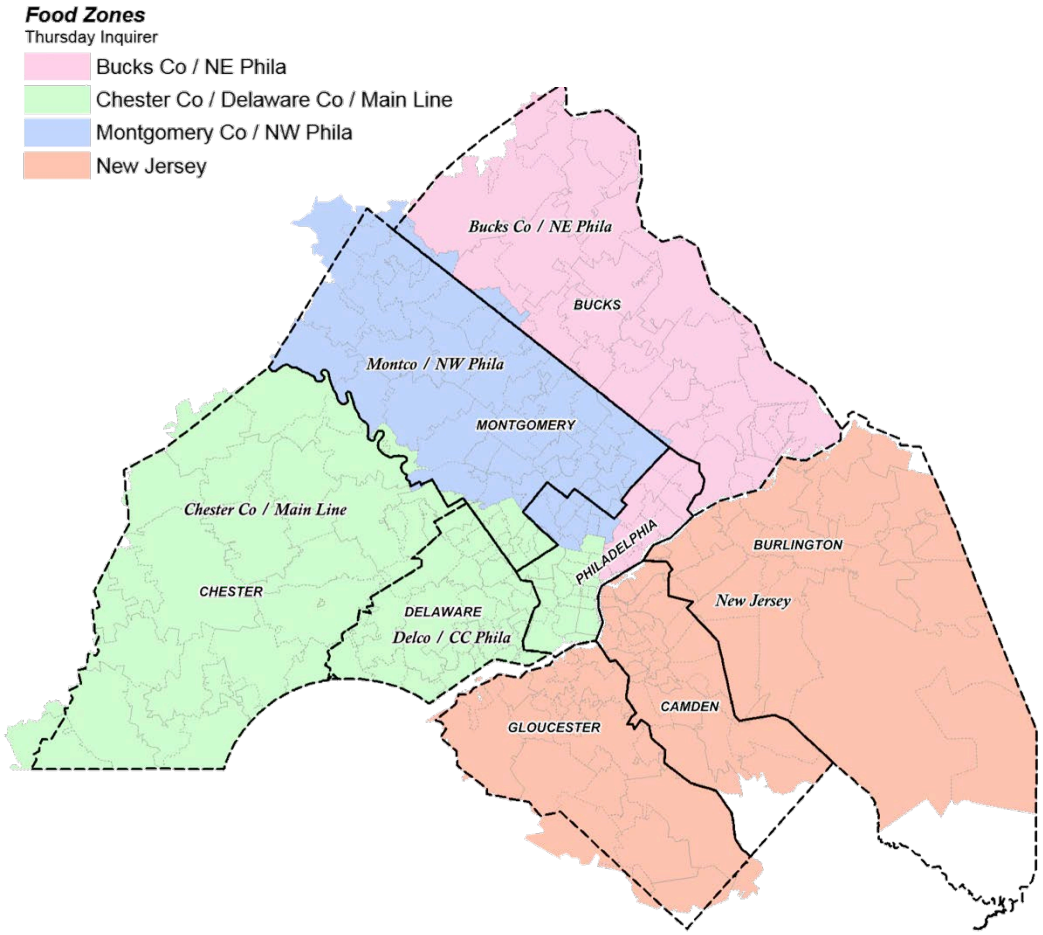
CHATS: Topics cover a variety of content, and can be customized for a client/topic.





The Philadelphia Inquirer **Zones**

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



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.

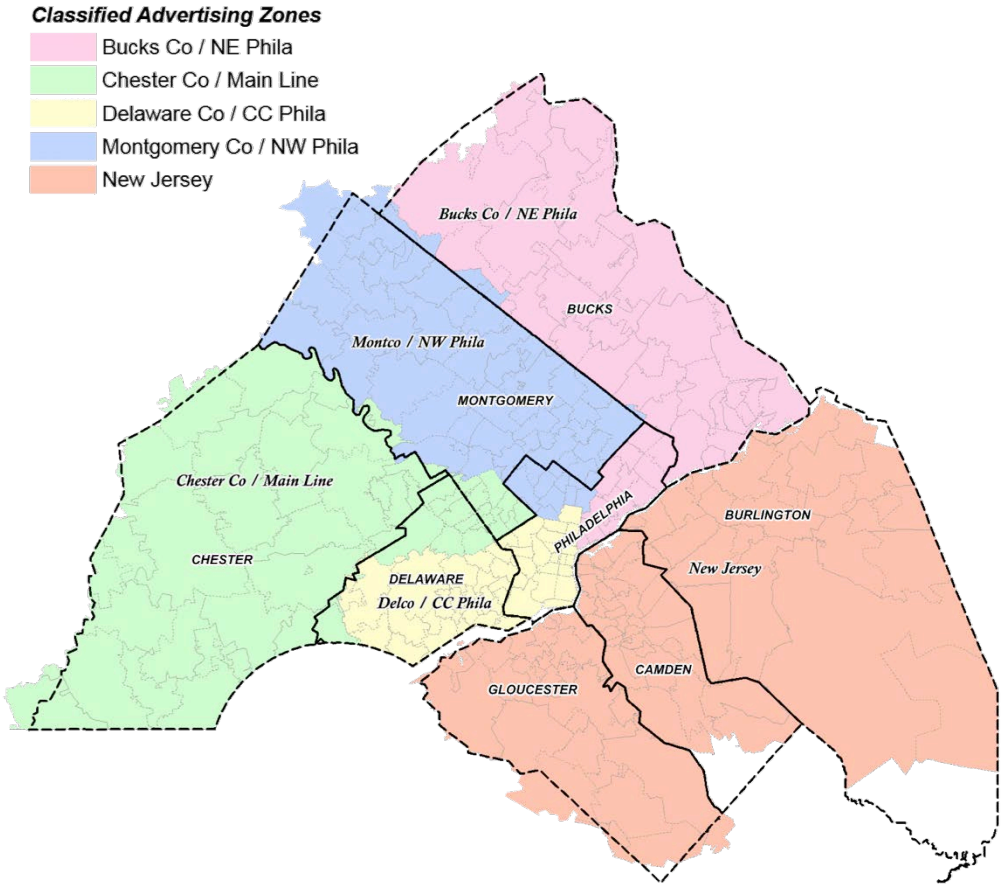
Thursday Food Zone		
	Circulation	Readership
Bucks Co / NE Philadelphia	31,104	152,196
Chester Co / Delaware Co / Main Line	63,489	165,304
Montgomery Co / NW Philadelphia	40,458	124,443
New Jersey	28,936	85,755

Source: Scarborough, 2015 R1; AAM Audit 2014

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

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Classified Advertising Zones Daily & Sunday

	Circulation	
Classified Zone	**Daily Inquirer**	**Sunday Inquirer**
Bucks Co / NE Philadelphia	31,104	64,053
Chester Co / Main Line	32,572	54,417
Delaware Co / Center City Philadelphia	30,917	59,046
Montgomery Co / NW Philadelphia	40,458	76,872
New Jersey	28,936	57,533

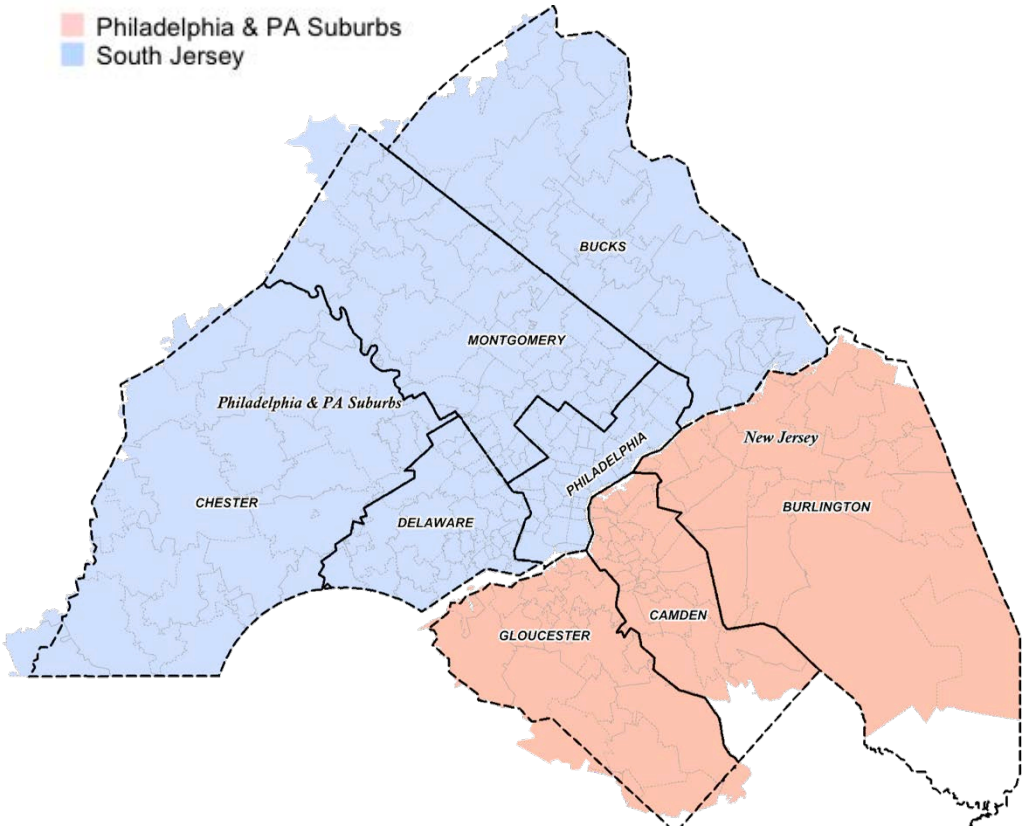
	Readership	
Classified Zone	**Daily Inquirer**	**Sunday Inquirer**
Bucks Co / NE Philadelphia	152,196	239,945
Chester Co / Main Line	77,891	140,036
Delaware Co / Center City Philadelphia	87,413	212,372
Montgomery Co / NW Philadelphia	124,443	230,082
New Jersey	85,755	162,823

Source: Scarborough, 2015 R1; AAM Audit 2014

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

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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.

	Circulation	
Local "B" Zone	**Daily Inquirer**	**Sunday Inquirer**
Philadelphia & PA Suburbs	135,051	254,388
New Jersey	28,936	57,533

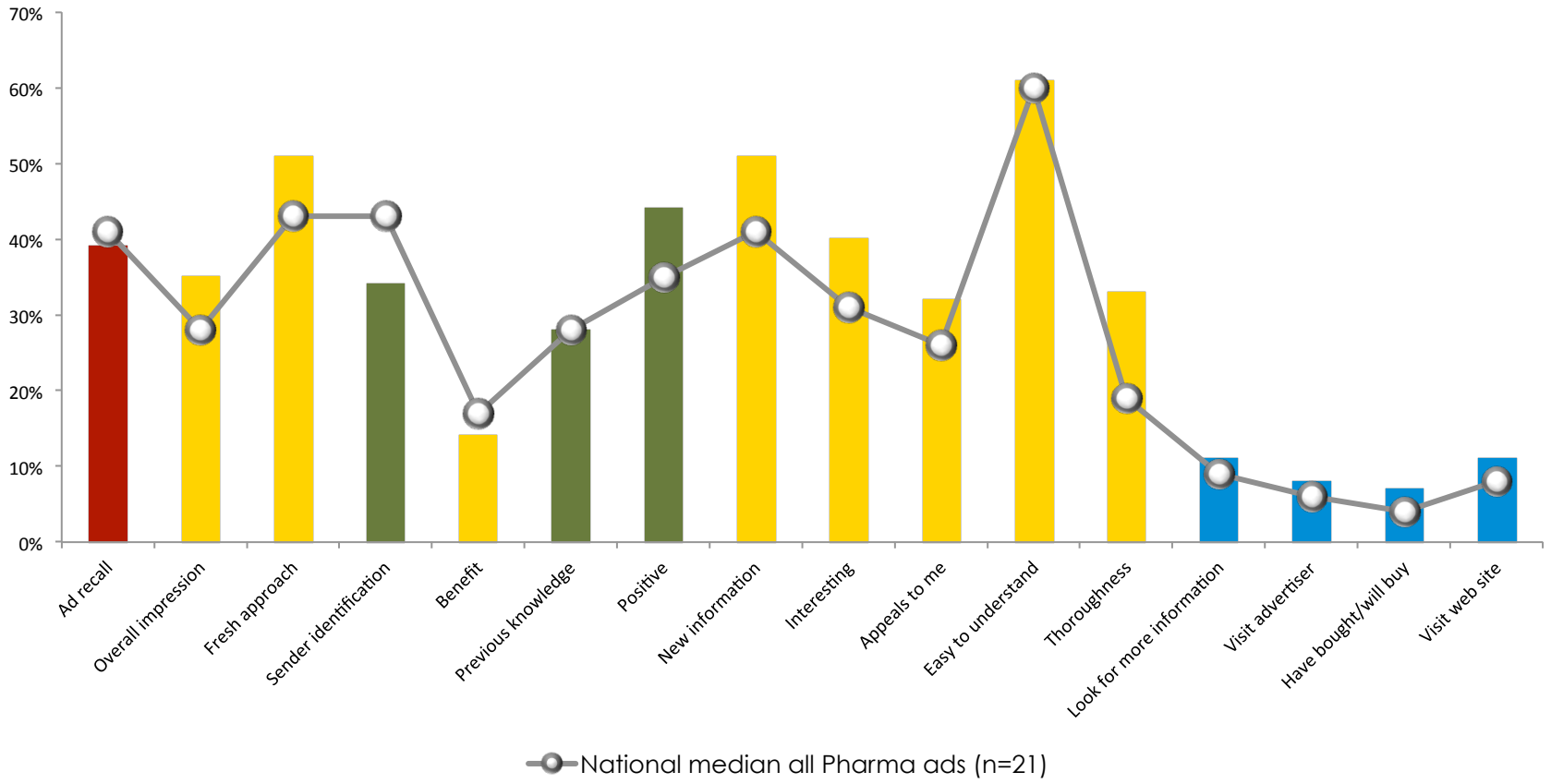
	Readership	
Local "B" Zone	**Daily Inquirer**	**Sunday Inquirer**
Philadelphia & PA Suburbs	446,845	837,200
New Jersey	85,755	162,823

Source: Scarborough, 2015 R1; 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.



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

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ONLY 6% Also Read **CAMDEN COURIER POST**



ONLY 6% Also Read **DELAWARE COUNTY DAILY TIMES**



ONLY 3% Also Read **WEST CHESTER DAILY LOCAL NEWS**



ONLY 4% Also Read **BUCKS COUNTY COURIER TIMES**



ONLY 3% Also Read **DOYLESTOWN INTELLIGENCER**



ONLY 3% Also Read **SOUTH JERSEY TIMES**

Source: Scarborough, 2015 R1; Base: Philadelphia DMA
Newspaper audience is based on the Daily & Sunday average week



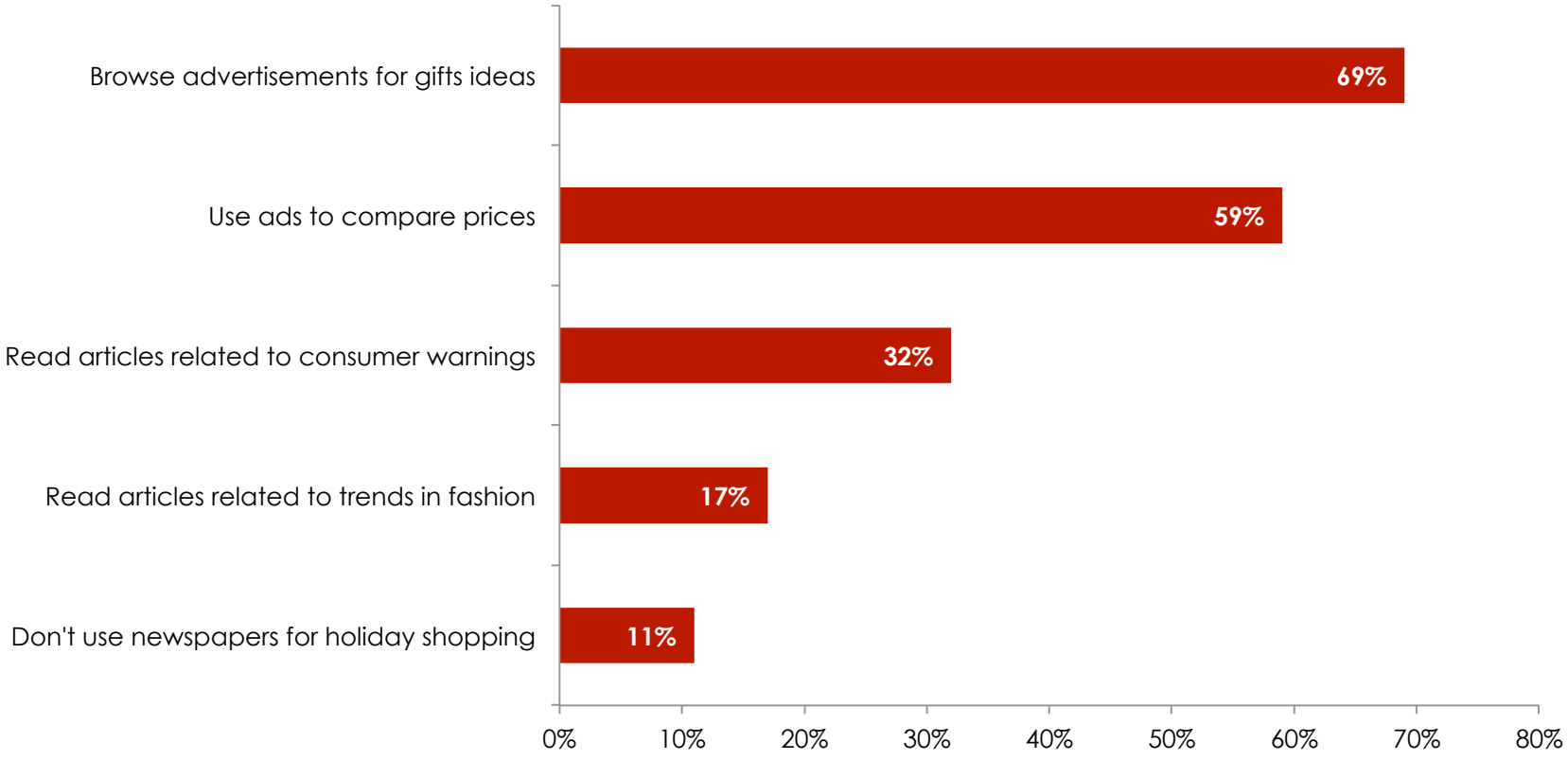
85% of the Philadelphia market will use newspapers when it comes to shopping this holiday season

Source: 2014 RAM Holiday Survey - Philadelphia
Question: Where will you look for the Thanksgiving specials?

69% will use newspaper advertising for gift ideas

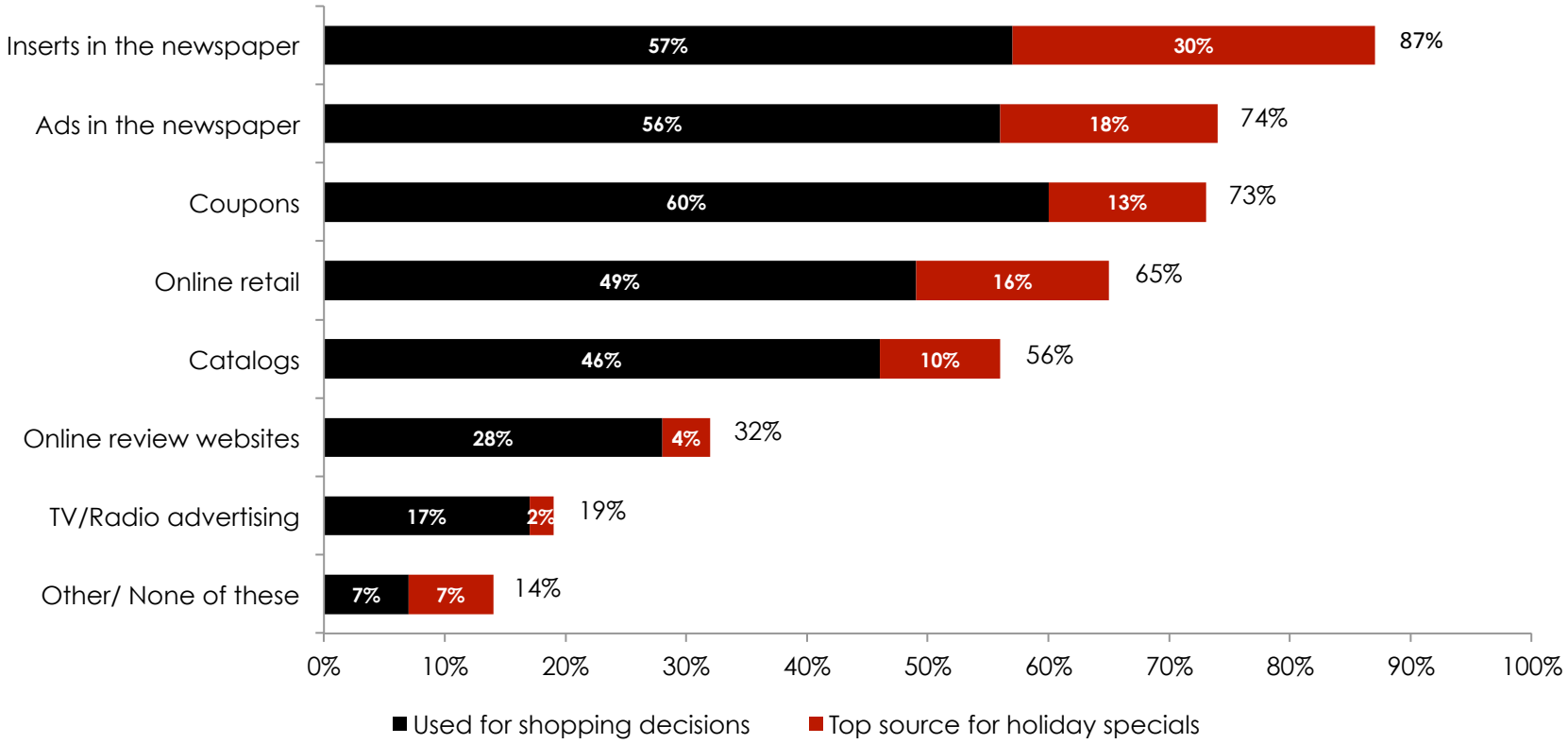
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Source: 2014 RAM Holiday Survey - Philadelphia; 2014 RAM Holiday Survey - USA
Question: In which, if any, of the following ways do you use newspapers for holiday shopping?

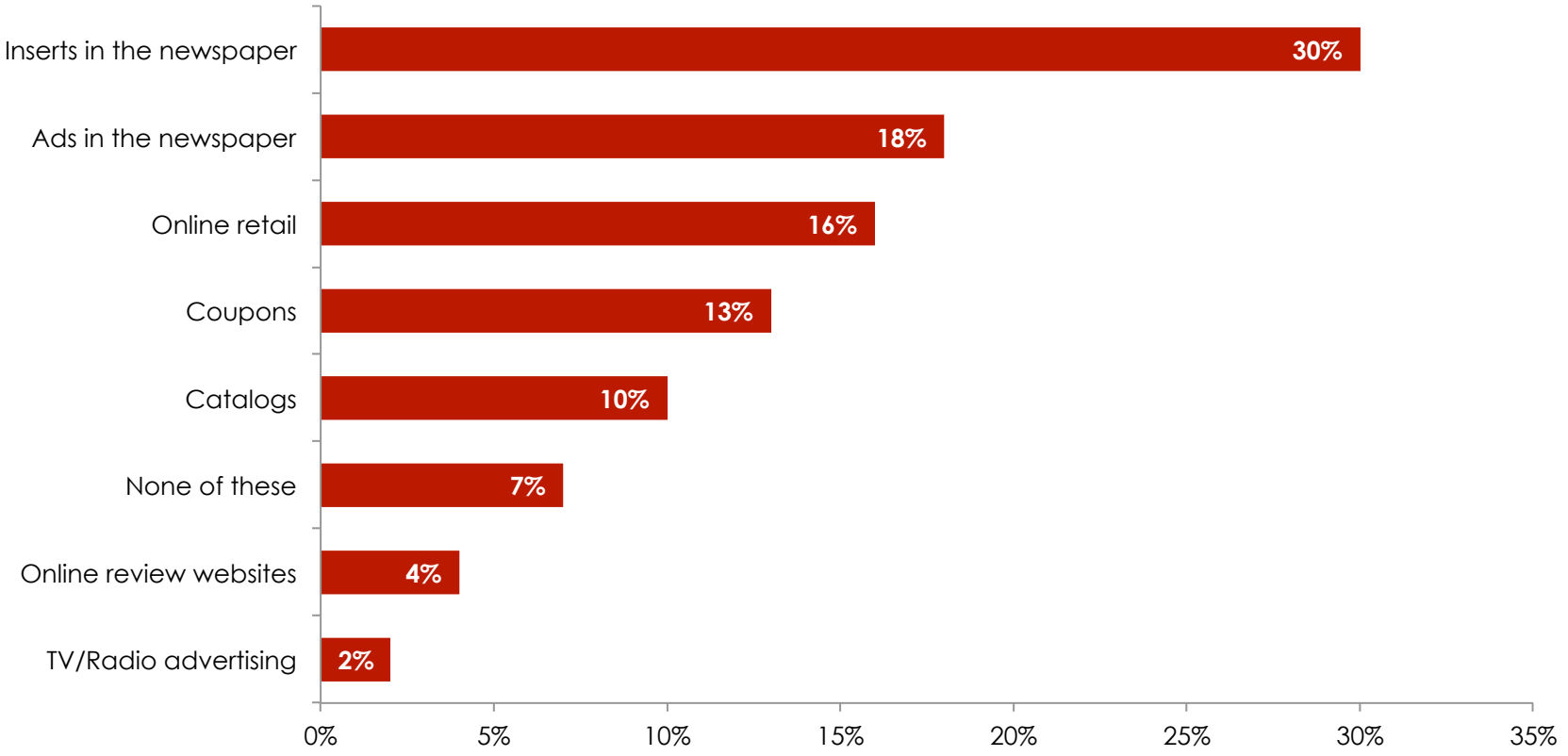
Newspaper inserts outpace other media to drive shopping decisions



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

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Question: Which is your main source (#1 choice) for holiday specials?
Source: 2014 RAM Holiday Survey

Key Contacts

PHILADELPHIA MEDIA NETWORK

The Inquirer DAILY NEWS philly.com

ADVERTISING CONTACTS

Fred Groser
Sr. Vice President, Sales & Marketing
215.854.5505
FGroser@philly.com

Tony Cuffie
Vice President, Local Advertising
215.854.5542
TCuffie@philly.com

Daniel Sarko
VP, Digital & National Sales
215.854.2243
DSarko@philly.com

MARKETING CONTACT

Matt Broad
Director, Marketing Solutions & Business Development
215.854.2914
MBroad@philly.com