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 **The News-Press**  
**media group**  
news-press.com A GANNETT COMPANY

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# One media company **connects buyers & sellers** in Southwest Florida, making our business community stronger **every day**.

**The News-Press Media Group** is a world-class organization dedicated to serving the local community through exceptional journalism, sales and marketing. We are customer focused, grounded in integrity, powered by innovation, and driven by excellence every day. Our extensive audience reach in

Southwest Florida, targeting and multimedia solutions make us the smart choice for delivering integrated and highly visible advertising messages to grow your business. Contact us and learn what **The News-Press Media Group**, a Gannett Company, can do for your business.



## The News-Press Media Group:

- is the largest and most powerful local media partner with solutions to grow your business
- is committed to be the best local source for news and enterprise journalism
- is committed to investigative journalism and rigorous reporting every day
- connects advertisers with customers when they are ready to buy.

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# Daily & Weekly Sections



## Daily Products



Lee County's #1 source for news and information since 1884. More than 345,464 Lee County adults have read The News-Press in the past 7 days; 212,696 readers on a typical weekday and 271,325 readers on Sunday. The average age of The News-Press reader is 57 years. The average household income of The News-Press reader is \$64,193.

## Weekly Sections



### Healthy Living

The weekly health and wellness section targeting adults with specific interests in eating healthy, dieting, plastic surgery, exercise, nutrition, longevity and medical advances as well as long-term health care, medication and vision and hearing.

68% of Lee County residents read the Healthy Living section in the past month

- 75% of women
- 76% of college graduates
- 58% of adults ages 35-59

Publishes: Tuesday  
Deadline: Wednesday, 3 pm



### Home & Garden

Inside The News-Press on Saturday, Home & Garden features home design and improvement information including interior design, gardening tips and local workshops.

73% of Lee County residents read the Home & Garden section in the past month

- 80% of women
- 75% of adults with a household income over \$50,000
- 73% of adults between the ages of 35-59

Publishes: Saturday  
Deadline: Wednesday, 3 pm



### cars.com

The twice weekly section featuring new car reviews, automotive maintenance tips, as well as dealer ads with the latest models and financing or leasing specials.

33% of Lee County residents read the cars.com section in the past month

- 47% of men
- 39% of adults ages 35-49
- 41% of adults ages 18-49

Publishes: Wednesday & Saturday  
Deadline: Monday, 3 pm & Thursday, 3 pm



### Real Estate

Inside The News-Press on Sunday, the section features neighborhood profiles, developer and homebuilder profiles, advertorials and new home developments throughout Southwest Florida. Listings of recently sold homes and commercial transactions are also found in this section.

50% of Lee County residents read the Real Estate section last Sunday

- 51% of women
- 49% of men
- 55% of adults between the ages of 35-59

Publishes: Sunday  
Deadline: Wednesday, 3 pm



### The Cape

Features Cape Coral and Pine Island news, recreation, entertainment and arts.

The Cape on Sunday is read by 90% of Cape Coral/Pine Island adults.

Publishes: Sunday  
Deadline: Wednesday, 3 pm

Source: 2010 Scarborough Custom Research/The News-Press Market Study  
Note: Section readership/demographics based on adults who read at least one issue, past 4 weeks on the particular day section publishes.

Effective: 1/12

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# Daily & Weekly Tabloid Products



## Daily Products



Lee County's #1 source for news and information since 1884. More than 345,464 Lee County adults have read The News-Press in the past 7 days; 212,696 readers on a typical weekday and 271,325 readers on Sunday. The average age of The News-Press reader is 57 years. The average household income of The News-Press reader is \$64,193.

## Weekly Tabloid Products



### Taste

The weekly food and dining section inside The News-Press on Wednesday features a variety of recipes, restaurant reviews and dining tips.

- 77% of Lee County residents read the Taste section in the past month
- 88% of women
- 68% of adults with a household income over \$100,000
- 70% of adults between the ages of 35-59

Publishes: Wednesdays  
Deadline: Friday, 3 pm



### Gulf Coasting

The weekly entertainment section inside The News-Press on Friday features places to go and things to do, hot spots, dining out trends, restaurant and movie reviews and other entertainment highlights.

- 86% of Lee County residents read Gulf Coasting in the past month
- 89% of women
- 83% of men
- 85% of adults between the ages of 35-49

Publishes: Fridays  
Deadline: Tuesday, 3 pm

Source: 2010 Scarborough Custom Research/The News-Press Market Study  
Note: Section readership/demographics based on adults who read at least one issue, past 4 weeks on the particular day section publishes.



### Tropicalia

Tropicalia showcases the area's history, arts and culture, weddings, anniversaries and noteworthy area events every Sunday. Also, inside you'll find travel features from exotic destinations and cruise information. Plus, TV primetime listings for the week are listed for convenient reference.

73% of Lee County residents read Tropicalia last Sunday

- 87% of women ages 50+
- 81% of women
- 75% of adults with household income of \$75,000+

Publishes: Sundays  
Deadline: Friday (Week Prior), 3 pm



### HomeFinder.com

The weekly real estate-oriented product provides up-to-date listings of properties for rent, lease or sale in Southwest Florida. Working in partnership with the Fort Myers Association of Realtors, The News-Press produces REALTORS Homeseeker Extra, the official publication of the association.

- 40% of Lee County residents read HomeFinder.com in the past month
- 40% of women
- 40% of men
- 52% of adults between the ages of 35-59

Publishes: Saturdays  
Deadline: Tuesday, 3 pm

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# Community Weeklies



Community weeklies published by The News-Press feature news and information about neighborhoods and the people who live there. They include places to go and things to do each week as well as recreation, entertainment, art and more.



## Lehigh News Star (Broadsheet)

Publishes: Wednesday - Deadline: Thursday  
 Distribution: 16,000  
 Reaches: 33936, 33971, 33972, 33973, 33974, 33976



## Cape Life (North & South - Broadsheet)

Publishes: Thursday - Deadline: Friday  
 Distribution: 20,000  
 North Reaches: 33909, 33990, 33991, 33993  
 South Reaches: 33904, 33914



## South Fort Myers Life (Broadsheet)

Publishes: Thursday - Deadline: Monday  
 Distribution: 22,000  
 Reaches: 33907, 33908, 33912, 33919, 33913, 33966



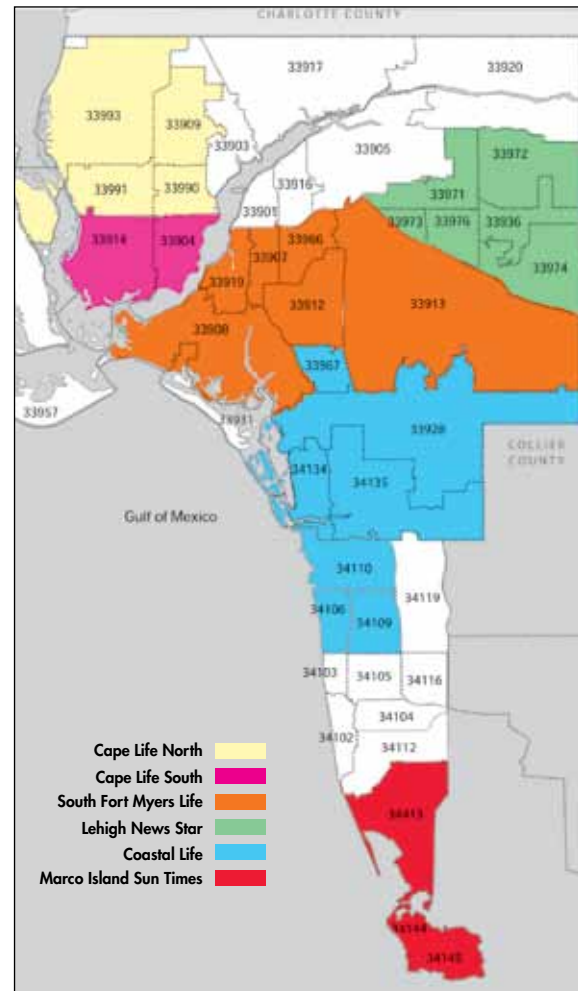
## Marco Island Sun Times (Broadsheet)

Publishes: Thursday - Deadline: Monday  
 Distribution: 10,000 - 14,000\*  
 Bulk/Single Copy locations  
 Reaches: 34145, 34140, 34113, 34114  
 \*based on seasonality



## Coastal Life (Tabloid)

Publishes: Friday - Deadline: Monday  
 Distribution: 32,000  
 Reaches: 33928, 33967, 34134, 34135, 34108, 34109, 34110



Source: 2010 Scarborough Custom Research/The News-Press Market Study

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# Magazines



## Grandeur

Grandeur captures the spirit of Southwest Florida and the surrounding areas with content and advertising that caters to the lifestyle and interests of affluent readers. Grandeur is designed and written to appeal to educated consumers of high-end goods and services, by covering the best dining, regional arts, culture, travel, style, design and wellness Southwest Florida has to offer. By marrying local and regional editorial with extraordinary photography, Grandeur offers a look at Southwest Florida's unique lifestyle. Grandeur is a treasure, enjoying the kind of stature and credibility that no other local publication can match. Its mission remains unchanged: to offer our affluent readers compelling local content that is both entertaining and informative, and to provide information that will drive decision making. [Grandeurmagazine.com](http://Grandeurmagazine.com) online features the latest galleries and community events.

Grandeur average issue readership – 45,800 Lee County adults  
Publishes Monthly: November - April



## Parent & Child

For over 10 years Southwest Florida Parent & Child has been the primary resource Southwest Florida parents turn to for tips and expert parenting advice from local professionals and writers. Southwest Florida Parent & Child magazine now reaches more than 103,330 parents each month. The average household income of our readers is \$68,500 or greater, offering our advertisers a solid return on their investment. Southwest Florida Parent & Child is a perfect-bound glossy magazine, featuring full color ads and a unique local flavor. [news-press.com/moms](http://news-press.com/moms) features online updates, community events and photo galleries.

Parent & child average issue readership – 68,500 Lee County adults  
Publishes: Monthly and available at 550 locations in Charlotte, Lee and Collier counties and all CVS Stores.

Source: 2010 Scarborough Custom Research/The News-Press Market Study

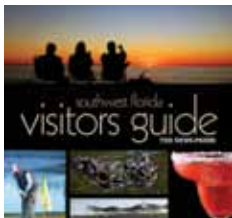
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# Special Sections



## Visitors Guide

This glossy section publishes every February at the height of "season" and recaps places to go and things to do in sunny Southwest Florida including a 12-page Restaurant Guide.

Publishes: February



## Hurricane Guide

The News-Press/WINK-TV Hurricane Guide is Southwest Florida's #1 source for hurricane information before, during and after the storm. The guide is available from June-November at Publix stores in the five-county area.

Publishes: May



## Bonita's Best

This annual promotion lets readers vote on their favorite businesses and services located in Bonita Springs.

Publishes: May (Ballot)



## Best of Southwest Florida

This annual promotion lets readers vote on their favorite businesses and services located in Southwest Florida.

Publishes: June (Ballot)



## Back To School

This annual section is the only back to school guide that includes a complete list of Lee County bus schedules, school calendar and education-related articles. The Sunday publication date guarantees high readership.

Publishes: July



## Lehigh Readers Choice

This annual promotion lets readers vote on their favorite businesses and services located in Lehigh Acres.

Publishes: June (Ballot)



## Living Guide

This annual glossy, magazine-style section publishes the day after Thanksgiving and is a complete resource to life and leisure in Southwest Florida.

Publishes: November

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# Digital Platforms



Delivering your world  
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Lee County's #1 website with 600,000 unique visitors and 13 million page views every month

## DealChicken.com

A deal-of-the-day website that promotes local businesses with zero upfront costs and is a digital product of **news-press.com**. A quick way for a businesses to instantly attract new customers and have the chance to earn repeat business.

## careerbuilder.com

As the most powerful integrated recruitment solution in print and online, **careerbuilder.com** provides employers, recruiters and job seekers with a best-of-breed online and print recruitment resource through its online component with the nations top three newspaper companies: Gannett, The McClatchy Company and Tribune Company.

## HomeFinder.com

Where homes and people find each other. Committed to making online home shopping a fun, practical and hassle-free experience by creating a doorway connecting home buyers, sellers and real estate professionals. **HomeFinder.com** gives you the listings, tools and resources you need to make your home buying process a success.

## HURRICANE HUB

A free interactive mobile app for iPhone and Android users developed by The News-Press Media Group. The hub app features satellite maps, interactive tools, breaking news and community resource links. Hub portals include:

- Real time radar maps of the Gulf, Atlantic and Caribbean plus 3-day and 5-day computer models
- Social links to share eye-witness reports and photos
- Official storm news updates
- Community resources for advance preparation and after storm assistance

The Hurricane Hub is a free download at **www.news-press.com/hurricanehub**. Since launching in 2010, the hub has over 62,000 downloads and more than 1.1 million page views. Local businesses can geo-target their ads on the Hurricane Hub app.



The most comprehensive destination for people looking to buy or sell a new or used car. The site lists more than 2 million vehicles from 13,000 dealer customers, classified advertisers and private parties to offer consumers the best selection of new and used cars online. **cars.com** combines powerful inventory search tools and new-car configuration with pricing information, photo galleries, buying guides, side-by-side comparison tools, original editorial content and reviews to help millions of car shoppers connect with sellers each month.



Yahoo! offers all the elements needed for great advertising today: the science to understand and target an audience, the art to create lasting engagement with consumers through context, and the scale to reach the right person in the right setting in meaningful numbers.

"Yahoo! is committed to making sure local businesses reach high-quality target audiences," said Lem Lloyd, Yahoo!'s vice president of North America channel sales. "By expanding our relationship with Gannett, we're reinforcing our commitment to extend Yahoo!'s local offering, providing advertisers access to the technology and scale they need to effectively reach these audiences."

All 81 of Gannett's local publishing organizations and nine of Gannett's Broadcasting Division markets, offer Yahoo! advertising as part of their integrated marketing services.

**With Yahoo! and news-press.com, you can reach 92% of the total online audience in the Fort Myers area.**

## apartments.com

A national online apartment search and relocation resource distinguished by highly customized searches, superior visual ads and partnerships with the local newspapers and television station web sites of more than 170 affiliates across the country. **apartments.com** is a destination for consumers. It provides users with the tools, resources and the most pertinent information available to make all renting decisions - including the ability not only to select an apartment, but also find everything they will need to move through the site's Moving Center.

Source: Omniture Site Catalyst, 2011

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# Events



The News-Press Market Watch brand has been an integral part of the Southwest Florida business community since 2001 bringing together the real estate industry and businesses annually to analyze growth trends and forecast future local economic impacts. In 2011, The News-Press Market Watch brand expanded with two new strategic sessions, Market Watch Future Vision and a Market Watch Education Summit. Market Watch Future Vision featured a nationally acclaimed futurist who addressed and challenged local leaders. Market Watch Education Summit was a five-county regional meeting featuring business and education panels assessing our area's educational prowess for the 21st century. The News-Press Market Watch brand is committed to engaging and leading community conversations for the betterment in Southwest Florida now for many years to come.



The world's leading food media brand, Taste of Home, brings its most popular cooking show to Southwest Florida. Taste of Home Cooking School informs and delights with live, interactive recipe demonstrations and cooking tips and techniques provided by culinary experts. The show is presented by The News-Press Media Group.



The Southwest Florida Parent & Child Family Fun Expo gives a fun-filled experience as well, offering parents the resource information they want and need. The Expo is filled with non-stop family entertainment, vendors, interactive exhibits, stage presentations and parenting resources. The Expo showcases the latest products, services, information and advice for parents and offers a one-stop shopping experience for families. It's affordable family fun!

## All-Area Stars

2012



TOP HIGH SCHOOL  
ATHLETES

The News-Press Media Group and the Boston Red Sox celebrate our youth, athleticism and school spirit. The event honors All-Area athletes chosen by The News-Press Media Group based on their athletic accomplishments. One top male and female athlete are chosen and announced at the banquet based on recommendations, academics, community engagement and overall achievements. By popular vote a school spirit trophy is also presented.



Southwest Golf Expo is the right show for your marketing dollars: The first event of its kind in a market known as the Golf Capital of the World, the timing is perfect to reach snowbirds, tourists and year-round residents. Nearly 190,000 adults in the Fort Myers-Naples DMA golfed in the past 12 months. All vendors get an ad in the 7,500 copies of the ParBusters SuperSaver Book given to all attendees.



Over the last 25 years, The News-Press Media group has honored people who have provided leadership and inspiration to this community. They have passionately led institutions or causes, served less fortunate people among us, delighted us with their artistic or athletic abilities and served as role models to the community as a whole. Each year we name these award winners at a reception called People of the Year.

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