three simple reasons to partner with us
ABOUT US

NOT JUST A “NEWSPAPER COMPANY”

DFM is a 5-star 24-hour all-you-can-eat buffet of what’s going on.

- Original, award-winning local and national daily news content
- Delivered however our readers want it

what’s going on

desktop
275+ local news and information web sites

mobile
365+ mobile web sites and apps

print
75 trusted daily and Sunday newspapers

48 PULITZERS = QUALITY CONTENT
Combined, DFM news and information properties reach over **66.5 million wanna know it alls** every month.

That translates into massive numbers of just about every niche audience segment, accessible via any of our platforms:

- **41%** of DFM’s *mobile* audience are **millennials** (=9.7 million)
- **38%** of DFM’s *desktop* audience have an **HHI of $100K+** (=18.4 million)
- **64%** of DFM’s *digital* audience **own a home** (=33.3 million)
- **48%** of DFM’s *mobile* audience have **kids under 18 at home** (=11.3 million)
- **53%** of DFM’s *print* audience are **women** (=7.7 million)

Sources: Omniture, SiteCatalyst, Rumble, 3-mths ending Dec 2014. Scarborough, AAM Fall 2014. Total unduplicated reach is projected. Audience demographic compositions are from comScore November 2014 and Scarborough 2014.
ABOUT US

NOT SOME SCATTERED “LOCAL PAPERS”

DFM is the 2\textsuperscript{nd} largest newspaper company in the United States by daily circulation.

Our 75 trusted local newspaper brands offer both deep penetration in key markets and collective national scale.

national reach, local roots

[CLICK TO SEE DFM PENETRATION IN TOP DMAS]

DFM PROPERTIES REACH EVERY DMA IN THE U.S., INCLUDING EACH OF THE TOP 100

Source: AAM Fall 2014.
NO. 2
MASSIVE SCALABLE REACH

ENORMOUS AUDIENCES.
ALWAYS COMING BACK FOR MORE.
Scalable by platform. Our news and information properties reach 66.5 million affluent, educated consumers across three media platforms.

66½ MILLION UNDUPLICATED FOLKS EVERY MONTH

14.5M PRINT READERS
- MEDIAN AGE: 45-49
- AVG HHI $78K*
- 60% ATTENDED COLLEGE

23.6M MOBILE UNIQUES
- AVG AGE: 35-39
- AVG HHI $92K*
- 74% ATTENDED COLLEGE

43.8M DESKTOP UNIQUES
- MEDIAN AGE: 44-49
- AVG HHI $89K*
- 75% ATTENDED COLLEGE

Scalable by segment. Our targeting capabilities allow your brand to reach any consumer group, anywhere at any hour across our desktop and mobile properties.

- Users who are actively seeking your product or service online
- Users who are actively consuming relevant online content
- Gender
- Age
- Domestic status
- Income
- Employment
- News
- Sports
- Business
- Finance
- Entertainment
- Food
- Travel
- DMA
- State
- City
- Zip code
- Radius
- Tablet
- Smartphone
- iPad
- iPhone
- Ad position
- Day-part
- Weather conditions

*AVAILABLE ON DESKTOP ONLY.
MASSIVE SCALABLE REACH

**Scalable by target audience.** We offer extended audience targeting across 10,000+ brand-safe web sites through our in-house ad network.

**Premium Inventory**
- Display (RTB & Premium Publisher Inventory)
- Mobile/Tablet
- Video (RTB Pre-Roll)
- Social
- E-Mail
- Search

**Extensive Targeting Capabilities**
- Behavioral, category, geography, demographics, retargeting

*Together, AdTaxi and DFM deliver both massive volumes of your key prospects across the web and exclusive high-impact opportunities on DFM sites.*
Enormous potential. Total potential reach of 188M A18+.

VIA OUR ADTAXI AUDIENCE NETWORK, DFM CAN REACH 77.5% OF ALL U.S. ADULTS 18+—OR 188 MILLION MONTHLY UNIQUES.

Sources: comScore 2014; Scarborough 2014.
360° SOLUTIONS, A LA CARTE

Choose a media platform, audience segment or market, then easily scale your campaign up or down.

DFM MAKES IT EASY.

- OUR LOCAL NEWS SITES HAVE ONE UNIFIED DESIGN
- OUR NEWSPAPERS AND DIGITAL PROPERTIES HAVE ONE CONSISTENT AD MAP
Go desktop. Add oomph to your national campaign with high-impact homepage takeovers on select days in key markets.

1. 300x900 Wallpaper (2)
2. Sliding Billboard/Pencil (970x30/250, 300 or 600)
3. ATF Cube (300x600, 300x900, 300x250 or 160x600)

Not Shown
• Prestitial/Interstitial (640x480)
• Leaderboard (728x90 or 970x90)
• 120x90 Ear Ads (2)
• Floating Hand
• Peelback Ad
Go mobile. Reach 21.1M mobile consumers across our network, or buy specific markets, demographics or content.

1. 320x50 Adhesion or Mid-Stream
2. 728x90 Adhesion or Anchor

Not Shown
• 300x250 Anchor or Mid-Stream
• Full-Screen Interstitials
  – 320x480
  – 1024x768
• Click-to-play video

Note: Some units are restricted according to device. Source: Omniture July-September 2014.
Go print. Combine premium print units with a digital program to maximize impact and reach in key markets.

- Premium Display
- Spadeas
- Polybags
- Front Page Impact Notes
- Inserts
- High-Impact Creative Units
Go native. Educate consumers with branded custom content, created by DFM experts and integrated right into our editorial.

- Custom-created articles, blog posts, infographics, slideshows and/or video content
- Premium distribution via DFM’s national news platform with promotional integration into relevant editorial
- Brand attribution via logo/link at the top of each post and 100% SOV on article pages
- Social amplification for maximum impact
Things have changed in the media landscape.

What hasn’t changed is our unique ability as a local news-driven content provider to reach massive audiences (of even niche targets) on a daily basis.

What’s gotten better is our ability to connect your brand with your target anytime, anywhere.
THANK YOU.

REACH ME.

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