



# Product Portfolio

## ▶ Naples Daily News

- ◆ Broadsheet 7 days a week, single copy and home delivery in Collier County
- ◆ 50,000-110,000 paid and ABC-audited circulation based on seasonal population fluctuations
- ◆ One of the highest measured audiences in the U.S.
- ◆ Delivers a highly educated, wealthy market

## ▶ Bonita Daily News

- ◆ Broadsheet 7 days a week, single copy and home delivery in South Lee County - one of the country's fastest-growing areas
- ◆ 7,000-10,000 paid and ABC-audited circulation based on seasonal population fluctuations

## ▶ naplesnews.com

- ◆ More than 5 million combined page views per month and 585,000 unique visitors
- ◆ Winner of four 2007 Digital Edge Awards including Best Overall News Site in the U.S. and Best Advertising Programs
- ◆ Video coverage, audio interviews, podcasts, webcams

## ▶ Marco Eagle/Marco Magazine

- ◆ Tabloid published Wednesday, Friday and Sunday on Marco Island, Isles of Capri and Goodland.
- ◆ 7,500-12,500 circulation
- ◆ Marco Magazine reaches an affluent audience five times a year: February, April, June, August and November. 15,000 copies are distributed by mail to residents of Marco Island, Isles of Capri, Fiddler's Creek and Mainsail.

## ▶ The Banner

- ◆ Tabloid published on Wednesdays and Saturdays in Bonita Springs, Estero and the rest of South Lee County.
- ◆ 43,400-50,300 ABC-audited circulation

## ▶ Collier Citizen

- ◆ Home delivered on Fridays at no charge to residents of northeastern, northwestern and southern Collier County. (Also available free at news stands in the circulation area)
- ◆ Average distribution: 41,000

## ▶ Vista Semanal

- ◆ Spanish-language publication serving all of SWFL
- ◆ 20,000 free, full-color copies distributed every Thursday

## ▶ Naples Sun-Times

- ◆ A free entertainment tabloid distributed in North Naples, East Naples, Golden Gate and downtown at more than 500 locations every other Thursday
- ◆ Average distribution: 20,000

## ▶ Journals

- ◆ Direct-mail tabloids to exclusive Naples neighborhoods in three zones
- ◆ North Naples Journal: 16,000 mailed. Naples Journal: 12,000 mailed downtown and beachside. Pelican Bay Journal: 7,000 mailed in season

## ▶ Coastalbeat.com

- ◆ An alternative website geared to college students and young professionals - a rapidly growing demographic in our market
- ◆ Page views are continually increasing and have reached over 30,000 a month

## ▶ Studio 55

- ◆ Naplesnews.com's vodcast (video on demand) bringing hyper-local news about Collier County to audiences 24 hours a day via the web.

## ▶ Tab-ons/Versa Cards

- ◆ Make the front page with advertising that sells itself!
- ◆ Available in 3"x3" single panel or 3"x3" folded 8 panel Tab-Ons that adhere to front page of the newspaper
- ◆ Versa cards double your advertising message with copy front and back and leave no adhesive residue on the card

## ▶ Electronic Floating Notes

- ◆ Available daily on naplesnews.com home page

## ▶ Print And Deliver

- ◆ Preprinted inserts that can be zoned by zip code or distributed full run in the newspaper on the days you need to reach our affluent readers to get results for your business.

## ▶ Direct Mail

- ◆ We have the right direct mail piece for you and can deliver it to a targeted market, such as age, income, home value, gender, presence of children, some ethnic groups, etc.
- ◆ Competitive pricing!