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Naples Daily News, naplesnews.com

PRINT

- 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.

ONLINE

- Southwest Florida's #1 news Web site available 24/7 with up-to-the-minute local news, video coverage, audio interviews, webcams and searchable databases
- Averages 7.5 million monthly page views, 977,000 monthly unique visitors

Bonita Daily News/The Daily News

- Broadsheet 7-days-a-week, single copy and home delivery to (BDN Bonita Springs, (TDN) South Lee County)
- 7,000-13,000 combined paid and ABC-audited circulation based on seasonal population fluctuations

Marco Eagle, marconews.com

PRINT

- Marco Eagle is a broadsheet published Tuesday and Friday with local content for Marco Island, Isles of Capri and Goodland
- Over 8,400 copies are home delivered to Naples Daily News and Marco Eagle subscribers. 750 copies are room delivered to the Marco Island Marriott Beach Resort and Hilton Marco Beach Resort and Spa. Over 6,750 copies are available at high-traffic rack locations

ONLINE

- Web site covering local news in Marco Island, Isles of Capri and Goodland
- Averages 476,394 monthly page views and 117,894 monthly unique visitors

Marco Magazine

- Marco Magazine reaches an affluent audience five times a year
- 9,000 copies of which 7,000 are mailed to residents of Marco Island, Isles of Capri, Fiddler's Creek and Mainsail. Copies are also distributed to Marco hotels and rack locations

The Banner, the-banner.com

PRINT

- Broadsheet published on Wednesdays and Saturdays with local content for Bonita Springs, Estero and South Lee County.
- Average circulation: 43,000. 35,900 copies are distributed via home delivery in the Daily News on Wednesday and Saturday. 7,100 copies are delivered to racks at high-visibility locations within the distribution area

ONLINE

- Web site covering local news in Bonita Springs, Estero and all of South Lee County
- Averages 30,413 monthly page views and 21,741 monthly unique visitors
- Targets the upscale tastes of South Lee County residents and visitors (Bonita Springs, Estero, San Carlos Park and more)

Collier Citizen

PRINT

- Published on Friday, the Collier Citizen is home delivered at no charge to Naples Daily News subscribers residing in northeastern, northwestern and southern Collier County.
- Average circulation of 32,400, more than 28,100 are home delivered with the Naples Daily News PLUS 4,300 are available at newsstand at high-visibility retail locations and community clubhouses

ONLINE

- Web site covering local news in the city of Naples
- Averages 6,620 monthly page views and 4,646 monthly unique visitors

The Journals

- Direct-mail tabloids to exclusive upscale communities in Collier and South Lee County
- **North Naples Journal:** 18,500 mailed
- **Naples Journal:** 12,000 mailed downtown and beachside
- **Pelican Bay Journal:** 7,000 mailed in season
- **BB Journal:** 12,000 mailed to North Naples and Bonita Springs

Real Estate Marketplace

- Tabloid publication printed 6 times a year. Available at 150 rack and dealer locations such as hotels on Marco Island and select Naples locations along the 951 corridor and local airports
- Online on marconews.com and homes.naplesnews.com

Tab-ons/Versa Cards

- Front-page position on the paper with advertising that sells itself!
- Available in 3" x 3" single panel or 3" x 3" 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

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 can create an effective direct mail piece for you and deliver it to a targeted market, based on qualities such as age, income, and home value
- We offer competitive pricing!

Source: Omniture, based on 6 month averages (Sept., 2010 to Feb., 2011)



SCRIPPS

Naples Daily News

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Mobile

- Banner ads are available at the top of our mobile app feature pages and when consumers click on your ad, we can direct them to your business Web site, landing page or map
- Customers interact by calling, emailing or texting your business
- Averages 565,000 monthly page views, 110,000 monthly unique visitors

Email

- Have us send your special offer to our opt-in email database of more than 40,000 subscribers
- Categories of interest include: Auto, Boating, Cooking/Dining, Decorating/Home Improvement, Entertainment, Family/Parenting, Gardening, Golf, Health/Fitness, Music, Outdoor Activities, Pets, Shopping, Sports, Travel, and Entertainment & Dining

Deals

- This is a daily special offer we extend to our active consumers at half price from the best spots in town!
- HUGE potential for your business to gain customers, exposure via promotion through our powerful media solutions, such as the naplesnews.com homepage and front page of the Naples Daily News
- Customers act quickly because deals only last 24 hours and there are no out-of-pocket expenses for the business owner

Yahoo! Online Targeting Solutions

- naplesnews.com and Yahoo! have partnered to bring you online targeting solutions to reach your most valuable customers by promoting your products and/or services to a more desired audience
- Targeting opportunities include: run of network/site, behavioral, geographic, demographic, day-parting, frequency capping and section (entertainment, local, mail, maps, messenger, news, weather and autos)

Social Media - Facebook

- naplesnews.com has an exclusive local partnership with Facebook
- On average there are 179,040 Facebook users within a 50 mile radius of Naples city center
- We develop highly interactive Facebook ads for your business
- Promote your products, services and brands to users who fit the targeting criteria you select

SEM – Google, Yahoo, Bing, Ask & AOL

- Search Engine Marketing (SEM) a marketing method to ensure your business Web site is found when consumers search online for your products and/or services on popular search engines like Google, Yahoo!, Bing, Ask and AOL

Zillow - Real Estate Web site

- Zillow.com is an online real estate community that allows consumers to lookup what homes are worth, what's for sale and what the online community is saying about their local real estate market
- Our partnership with Zillow gives your business the opportunity to promote to an audience of homeowners, buyers, sellers and real estate professionals who are in Collier and South Lee County

Monster - Recruitment

- Our partnership with Monster enables us to help your business streamline its recruitment process and address all of its hiring needs – from entry-level employees to senior level staff
- With a broad choice of online products, in addition to our traditional print offerings, we can develop just the right hiring solutions for your needs

PrepZone

- Reach families who are engaged, and support Southwest Florida schools and sports!
- Approximately 15,000 local high school students and their families are in Collier South Lee County
- Averages 160,000 monthly page views and 93,000 monthly unique visitors!

swflwheels.com

- Specifically targeted to automotive shoppers and enthusiasts
- Averages 40,000 monthly page views and 5,000 monthly unique visitors

SetAnchor.com

- The most complete boating and fishing Web site in South Florida
- Averages 14,000 monthly page views and 9,000 monthly unique visitors

GoNaples.com

- An entertainment, visitor and newcomers' guide updated daily
- Find listings for dining, music, movies, attractions and more
- New search features allow for highly customizable searches that will help you find the perfect spot for any occasion!

VistaSemanal.com

- Spanish-language online publication serving all of SWFL that provides the latest news and information for our local Hispanic community



Naples Daily News

naplesnews.com

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