

2014 MEDIA KIT

East Valley Tribune

Proudly Serving Mesa, Gilbert and Chandler

mesa

gilbert

chandler

digital

east valley

maricopa
county

politics
sports
news
relevant
interactive
fair
entertainment
community
accurate

2014

EVT Media Kit - Updated 1/17/2014

Always Local

Since its founding in 1891, the East Valley Tribune has become the leading news source for Chandler, Gilbert, Mesa, and the entire East Valley region.

The East Valley Tribune is delivered every Thursday and Sunday to an average readership of more than 208,750. Our Thursday product is focused on things to do/entertainment within the East Valley and our Sunday product is divided into three hyper local community zones that consist of the Mesa Tribune, Chandler Tribune, and Gilbert Tribune. We cover a variety of topics and issues that impact our readers, including sports, business, recreation, and government, along with arts and entertainment. Our content offers a voice for the people who make up the East Valley region. Simply put, we publish relevant and local content every single week in print and online.

The EastValleyTribune.com audience is continuously checking for late-breaking news, things to do, education, as well as unique blogging throughout the week. Over 300,000 unique visitors take part in engaging with EastValleyTribune.com, whether it's commenting, social sharing or simply reading each article. We strive to engage our readers every day online.

Our reporting is fair, accurate and exclusive to our readers whether it is online or in print. We will always serve as your voice to Chandler, Gilbert, Mesa, and the entire East Valley region.



2014 Our Market Position

EVT Media Kit - Updated 1/17/2014

We are local. Local is the East Valley. We cover the East Valley better than any other media. Local. It's what drives us, what separates us and what defines us. The communities of Chandler, Gilbert, Mesa, and the East Valley region rely on us to deliver local and relevant news and advertising in print and online. We are the dominant media in the most desirable geography in the East Valley area, reaching more East Valley residents throughout our print and online products than any competitor. For our advertisers and our readers, we deliver the East Valley now and in the future.

Average Weekly Circulation 83,500

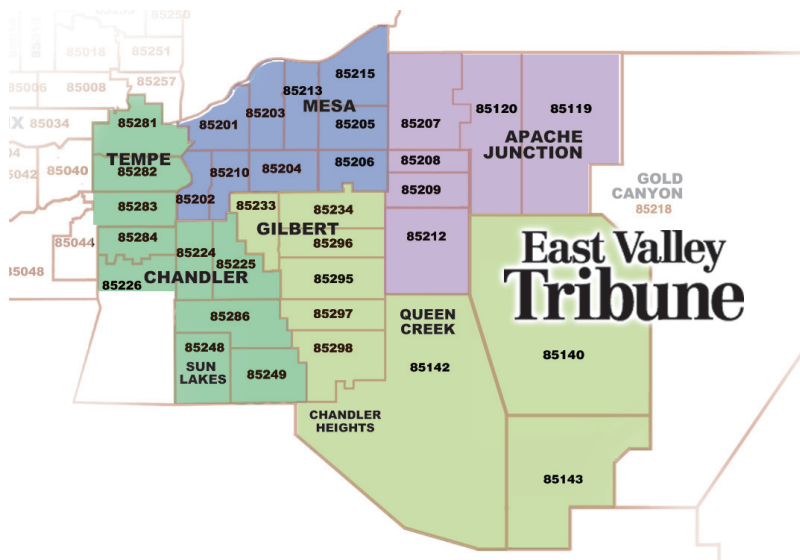
Weekly Readership 208,750

Zip Code Penetration

Mesa: Thursday 31.2%, Sunday 52%

Gilbert: Thursday 31.6%, Sunday 41.8%

Chandler: Thursday 18%, Sunday 57.6%



Free of charge
\$100 outside the East Valley

SUNDAY,
JANUARY 12, 2014

Today: High 71, Low 46,
Mostly sunny

Tomorrow: High 72, Low 45,
Sunny



COMMUNITY:
Career 'boot
camp' for youth
Police Department
over Post teaches
real-world skills; p6

MEYER'S closing
Store of
is closing, as
company's
strategy

Gilbert Tribune

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Chandler Tribune

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Mesa Tribune

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Serving Mesa, Gilbert, Chandler, Tempe, Queen Creek and Sun Tan Valley
THE VOICE OF THE EAST VALLEY SINCE 1988, AND WINNER OF THE PULITZER PRIZE FOR LOCAL REPORTING

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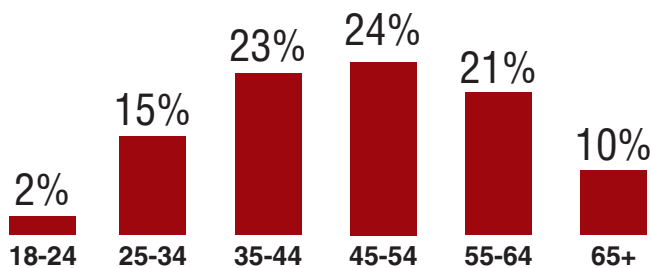
Today: High 71, Low 46,
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Tomorrow: High 7

2014 Tribune Audience Profile

EVT Media Kit - Updated 1/17/2014

The Tribune's audience is diverse with loyal readers from the retired population and young families of Gilbert to the busy working families of Mesa. Since starting in 1891, the East Valley Tribune has been able to hold on to our loyal readers in print, and as we've evolved in the digital age, we've recruited a new kind of audience. We deliver to an audience with a disposable income that is spent on our advertisers.



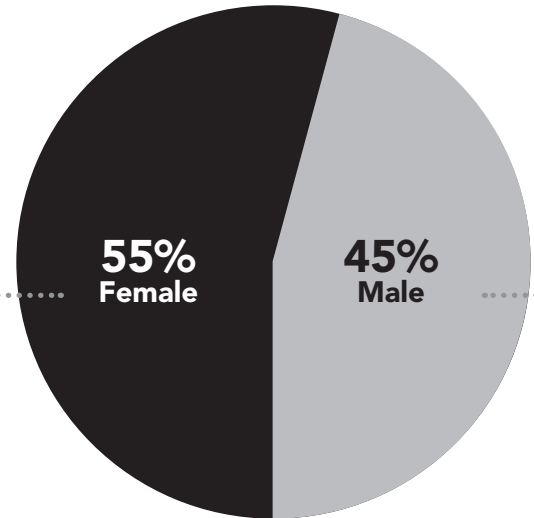
Age

The majority of East Valley Tribune readers are between the ages of **35-54**.



Income

40% of East Valley Tribune readers earn **\$75,000** to **\$149,999** per year.



Gender

55% of East Valley Tribune readers are female.

45% of East Valley Tribune readers are male.



Education

81% of East Valley Tribune readers have attended college.

40% Completed Some College.

13% Completed Post Graduate.

2014 Special Content Sections

EVT Media Kit - Updated 1/17/2014

Special content sections are centered around specific areas of interest and offer the best in each category throughout the year. This goes to being a true community newspaper aimed at informing and educating.



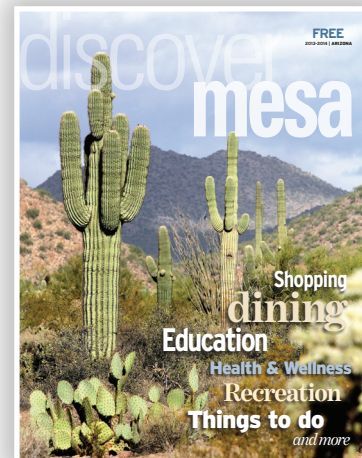
Spring Training

February



Experience Queen Creek

February, May, August, November



The Discover Series*

Gilbert, Chandler, Scottsdale, Mesa, Tempe

*Magazine style



Active Adults

February, March



Best Of 2014

Mesa, Gilbert, Chandler



Open for Business

February, June

2014 Special Content Sections (continued)

EVT Media Kit - Updated 1/17/2014



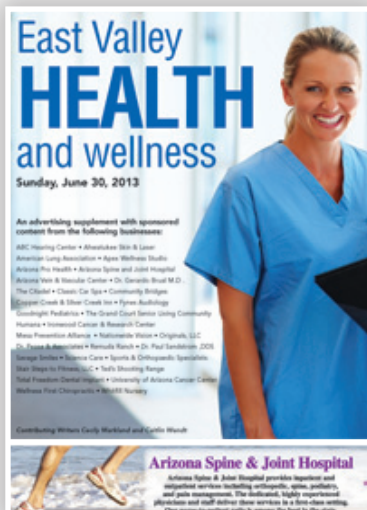
Celebrate the 4th
July



Back to School
July



Varsity Xtra
August



Health & Wellness*
August
*Magazine style



GetOut*
September
*Magazine style



Holiday Edition
November

2014 Specialty Print Solutions

EVT Media Kit - Updated 1/17/2014

The Tribune's specialty print solutions allow clients to utilize different aspects of the newspaper to effectively reach potential customers. Advertisers have the ability to incorporate their message into unique custom opportunities that stem from a unique spadea ad position, stand alone inserts, as well as front page news notes. All of the specialty products have a purpose to directly solve an advertisers's need.



Front Page

Spadea

Deliver your message with a unique wrap-around ad position on the front and back page of the East Valley Tribune. The front page of the newspaper is the most sought out piece of advertising real estate within any newspaper and this ad position allows advertisers to have the best of both worlds with a synchronized advertisement on the front and back.

Inserts

Deliver your message to our readers through the power of an insert that is placed strategically within the middle of the East Valley Tribune. Allow readers to engage with your advertising message for days, weeks and even months, allowing you to always have a top-of-mind awareness campaign throughout the East Valley.

Insert Printing Options available



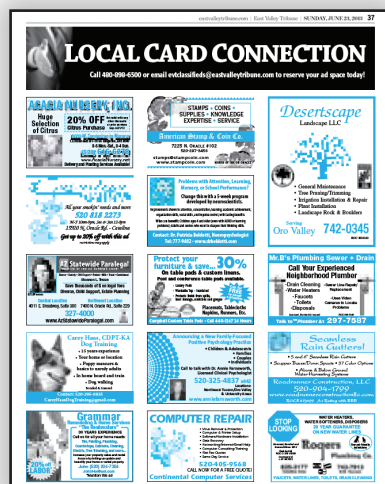
Front page labels

Deliver your message clear and concise by utilizing front page labels (Post-it note) advertising. Front page labels are placed strategically on the front page that will overlay content on the newspaper. Front page labels allow a client's message to have a shelf life of up to 30 days as well as high impact recognition of front-page exposure.

2014 Directory Solutions

EVT Media Kit - Updated 1/17/2014

Whether you are a small-to-medium-size business looking to drive traffic through the power of a coupon, a service-related business trying to make your phone ring, or a church looking to advertise special services, we have the answer for you within our directory solutions.

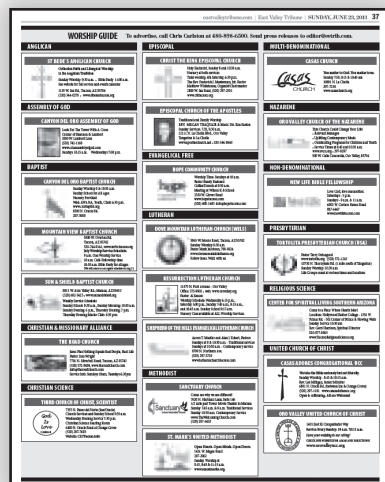


Local Card Connection

Display your small to medium size business with an effective card-size ad within the local card connection directory. Perfect for service customers or small local direct clients. All ad positions are 3 x 2 inches, and include spot color.

Tribune Coupons

Deliver your message with a special coupon that is unique to East Valley Tribune readers. Ad positions are templated for increased effectiveness. Each ad is 3.25 x 2.75 inches.



Worship Guide

Display your church's message and information within the Worship Directory. Increase your exposure by allowing the public to view hours, locations, notice of any special services throughout the month. Templated dimensions are 3.2153 x 1.3241 inches, and all ad positions are only available in black and white.



Service Directory

Display your service business within the East Valley Tribune's Service Directory, which caters to all industries such as plumbing, landscaping, painting, housekeeping, handyman and much more. Premium inside back cover placement. Ad dimensions are 1.57 x 2.25 inches. All ad positions are only available in black and white.



2014 Online Digital Profile

EVT Media Kit - Updated 1/17/2014

Eastvalleytribune.com continues to enjoy growth. The Tribune's readers are attractive to advertisers because they are well-educated consumers. The popularity of this site combined with a targeted and appealing local audience makes this a highly desirable place to advertise online. Each ad campaign is carefully focused on key audiences, giving businesses a smart and effective way to extend their reach locally.

EastValleyTribune.com Online Audience

1.2M & Growing Pageviews per month

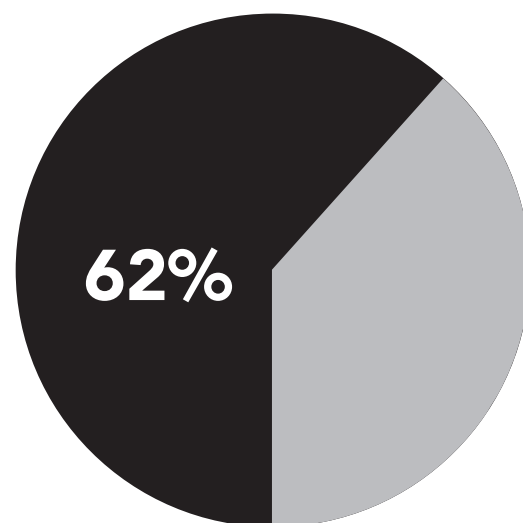
300,000+ Unique visitors per month

62% Traffic from Phoenix & East Valley

\$75K Average online reader income

14+ Minutes average time on site

WE ENGAGE online



Local Readers

62% of site visitors report living in the East Valley, (location) and the nearby region.

Lead Interests

- Home Page
- Varsity Xtra
- Local East Valley News
- Sports
- Get Out



2014 Online Advertising Units

EVT Media Kit - Updated 1/17/2014

Leaderboard 728x90px

*Has the ability to expand ask your digital representative for details

East Valley Tribune

EastValleyTribune.com

Pencil 960x30px Dropdown 960x300px

Rectangle
300x250px

Small Banner 468x60px

Rectangle
300x250px

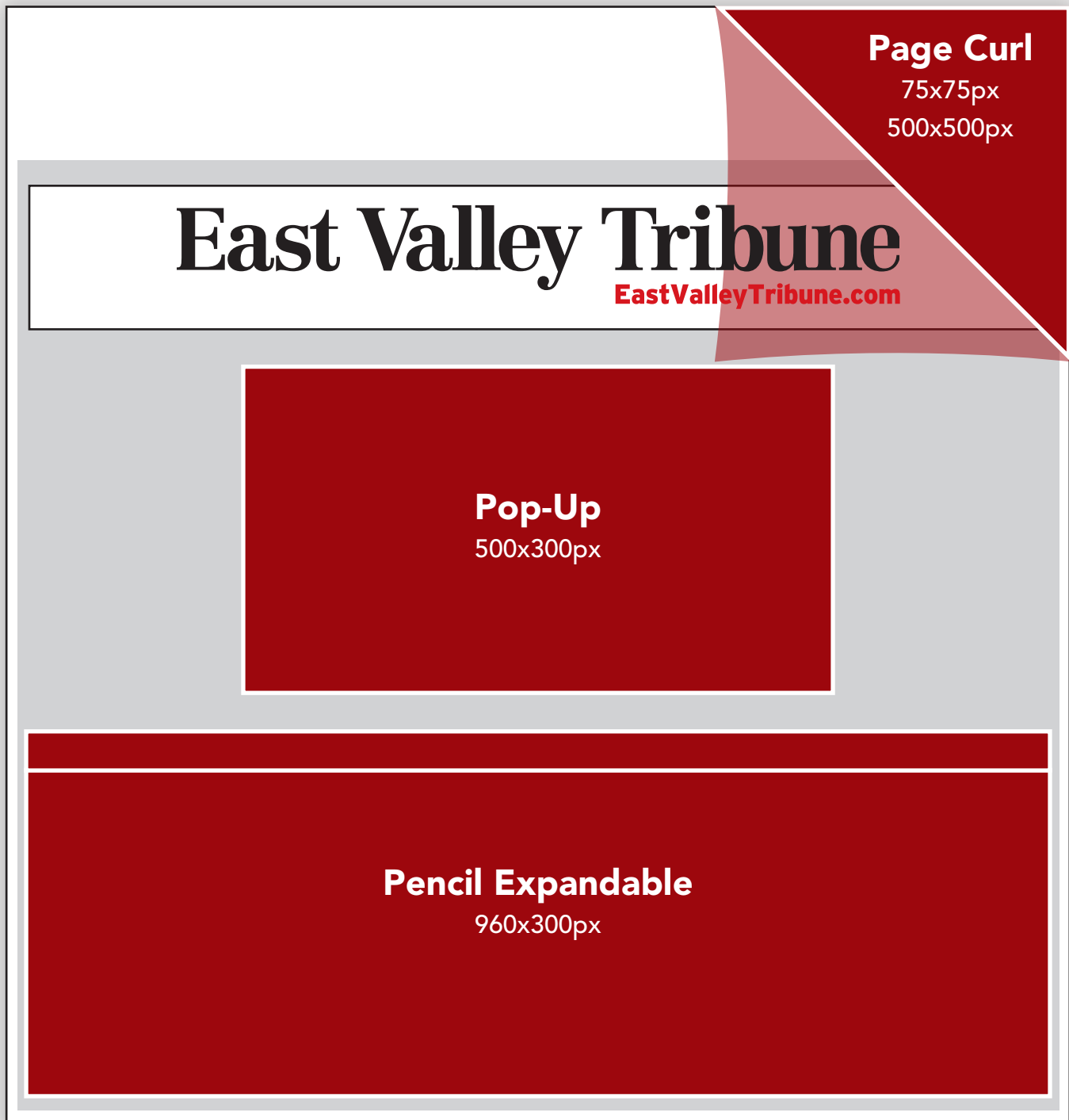
Leaderboard 728x90px

*Has the ability to expand ask your digital representative for details

2014 Specialty Online Advertising Units

EVT Media Kit - Updated 1/17/2014

Ask your sales representative about other rich media options.



2014 Mobile Site

EVT Media Kit - Updated 1/17/2014

The Tribune's mobile capabilities continue to increase. With access on the Apple iPhone and iPad and services for Android, the news of the East Valley is available anywhere, anytime. Find us on your mobile browser, or download the app on Google Play, or on the Apple App Store.



Mobile Readers

120,000+ Pageviews per month

40% Apple iPhone and iPad

10+ minutes user spends on site

* Advertising available on mobile platform

Video Content

To compliment the East Valley Tribune's push to have a bigger presence online, we tapped into our storytelling skills through video.



Tribune videos

1,000+ Weekly Video Views

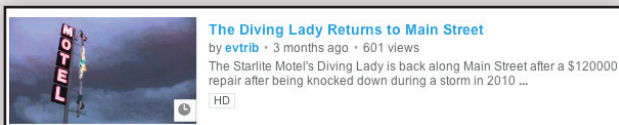
Community voices

Our journalists ask how readers feel about local and national issues.

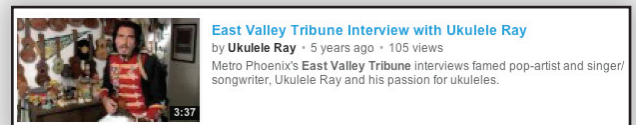
GetOut entertainment

Journalists Mandy Zajac and Stephanie Perrault let the East Valley in the know of weekly entertainment, happenings, and events.

Local features



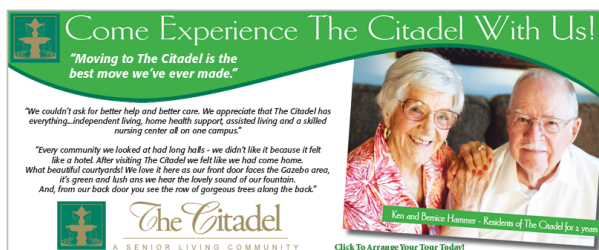
unique angles



2014 Interactive Solutions

EVT Media Kit - Updated 1/17/2014

The future is now! If you have not been advertising online, you are missing a tremendous amount of revenue that is going to your competitors who are taking advantage of multiple digital solutions. With a robust digital product platform that encompasses everything from digital display to front-page advertising on Google, The Tribune strives to drive results through the power of the internet.

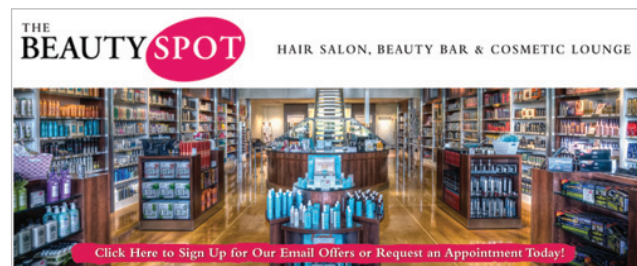


Digital Display

With the power of digital display you can monitor results, which include impressions as well as clicks so you can determine if your online message is seeing a return on investment. Ad positions include leaderboard and medium rectangle, drop down, peel back, expandable, sequenced, back drop, and much more.

Email Marketing

Deliver your interactive message directly to your customers through the power of email marketing. Choose detailed demographics such as zip code, male/female, locations and interests to select who will receive your offer and message directly within their inbox TARGET who sees your message and increase your ROI. We deliver and track all emails and provide open rate and click thru statistics on every campaign.



Video Production

Increase online exposure and get your message out to the growing population of video users online. Our video production is simple and to the point and built to engage your customers. All video is shot in high definition (HD) and implemented onto YouTube.com. Production includes a basic shoot and edit, minimum of 1 hour of HD shooting, full editing with graphics and music and a completed video from 30 seconds to a minute.

Reputation Management

**Businesses can't be competitive if they can't be found.
And it's getting harder by the minute...**

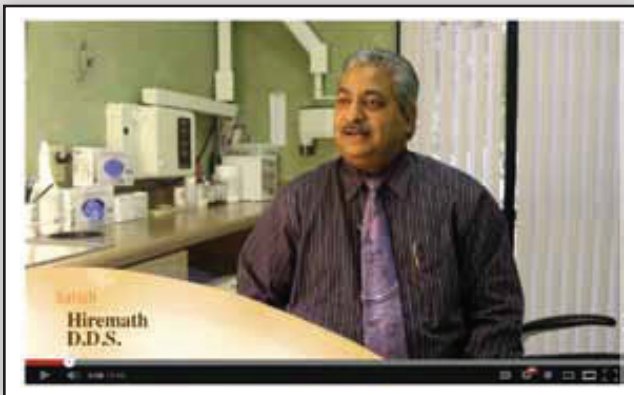
Diagnose all your online fears, know what consumers say whether positive or negative, up to date web and social interactions as well as a monthly analysis of your competition. We take the fear of your businesses inaccurate online information and make it accurate and relevant.



2014 Video Solutions

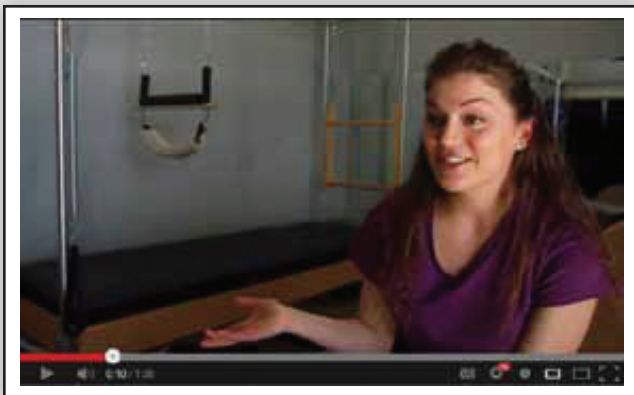
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30 seconds

This is a short and sweet opportunity for any business to inform the public about who you are, and what you do to go along with a call to action. It boils down to a half minute of completely useful content for any customer to see what you have to offer.



1 minute

In 60 seconds, The Tribune gives you the chance to personally highlight your services and specialties through a visually pleasing video that gives your business a true advantage over any competitors.



2 minutes, 30 seconds

This is the best choice for any business to truly relay a message to customers about service, specialties and specials being offered. Whether you are a newly established business, or a longtime fixture in the community, an up-to-date video with information and testimonials will help you grow your business.




















**Ask for marketing and pricing information.*

2014 Reader Action Statistics

EVT Media Kit - Updated 1/17/2014

After seeing an advertisement in the Tribune,
77% of readers took action...

TOP 20 AREA READERS PLAN TO PURCHASE

	75.9%	Bank 96,132 Reader Household		26.5%	Auto Repair Shop 33,564 Reader Household
	71.7%	Family Style/Casual Dining 90,812 Reader Household		25.8%	Amusement Parks 32,677 Reader Household
	65.2%	Dental Service 82,580 Reader Household		24%	Sporting Goods Store 30,397 Reader Household
	62.2%	Department Store 79,287 Reader Household		23.5%	Insurance Agent 29,764 Reader Household
	51.7%	Hair/Beauty Salon 65,481 Reader Household		22%	Gyms 27,864 Reader Household
	38.4%	Veterinarian 48,636 Reader Household		18.8%	Chiropractor 23,811 Reader Household
	38.4%	Credit Union 48,636 Reader Household		16.4%	Golf Course 20,772 Reader Household
	33.6%	Casino 42,556 Reader Household		15.3%	Furniture Store 19,378 Reader Household
	32.6%	Bar/Lounge/Pub 41,290 Reader Household		13.5%	Jewelry Store 17,099 Reader Household
	31.2%	Eyewear & Opticians 39,517 Reader Household		10.3%	New Vehicle Dealer 13,046 Reader Household

*Ask your sales associate for a detailed market survey including your business.

Our Customer Promise

Thank you for your interest in the East Valley Tribune and eastvalleytribune.com.

As the leading media source in the East Valley, we value each and every business, from locally owned and operated, to national retailers across the East Valley market. We continue to strive to be the best advertising resource by holding ourselves accountable in numerous ways that include delivering tangible results, outstanding customer service as well as 120% effort each and every day put toward growing your business. Simply put, we are here to help you understand the value of advertising, and coach you through the process of making one of the most important investments your business can make.

Once again we thank you for your interest in the East Valley Tribune and eastvalleytribune.com and look forward to helping grow your business.

Thank you.



Ryan Kedzierski

Associate Publisher &
Director of Digital Media

480-898-6504

rkedzierski@evtrib.com

**East Valley
Tribune**

EastValleyTribune.com

**Mesa
Tribune**

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