



**THE SOUTHERN  
ILLINOISAN**

**AMPLIFIED**



**PRINT**



**DESKTOP**



**MOBILE**

# MEDIA KIT

With our reach, distribution and readership,  
we can help your business grow.

Contact us for more information today!

**618-351-5015**

# Your News, Your Way, Everyday

More people are reading news from The Southern than ever before! We reach the most highly sought after audience each day as they are actively engaging with our products.



## PRINT

Sunday Readership  
**61,878**

Daily Readership  
**35,409**

Sunday Circulation  
**22,918**

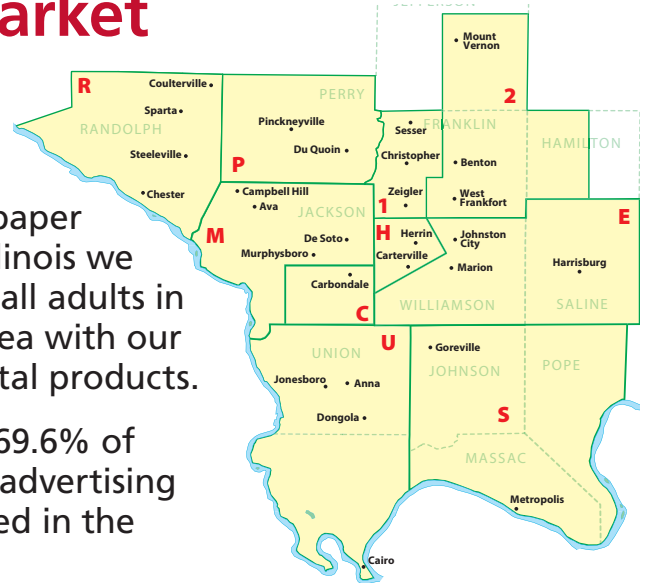
Daily Circulation  
**14,754**

Source: Alliance for Audited Media, Q4 2015

## Print Market Reach

As the only regional newspaper in Southern Illinois we reach 78% of all adults in the market area with our print and digital products.

According to 69.6% of readers, your advertising is being noticed in the newspaper.



## DIGITAL

### THESOUTHERN.COM

Monthly Sessions (visits): 767,285

Monthly Unique Visitors: 408,558

Monthly Page Views: 2,067,942

Monthly Home Page Visits: 220,059

### MOBILE WEB

Monthly Sessions (visits): 367,890

Monthly Unique Visitors: 211,193

Monthly Page Views: 907,381

Monthly Home Page Visits: 40,125

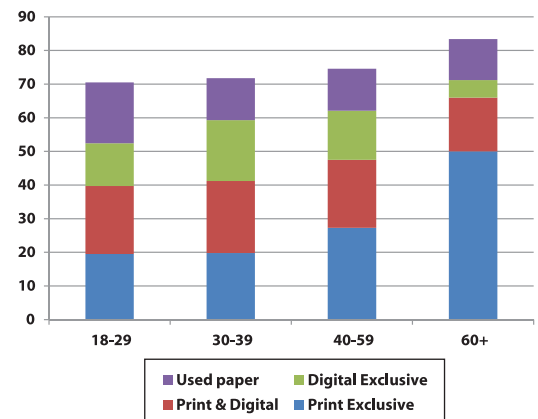
Source: Google Analytics Data, March 2016.

### *TheSouthern.com is the #1 local website!*

Our website offers leaderboard and box ad display options as well as premium high impact positions to put your marketing message in front of the best online audience in Southern Illinois.

**Don't believe the rumours!**

**The Southern Illinoisan reaches every age demographic!**



Source: Lee Enterprises Audience Report, 2014

## NICHE PRODUCTS



### Life & Style IN SOUTHERN ILLINOIS

Life & Style is a high end quarterly magazine distributed in retail locations and home delivered to high income households.

This glossy publication is highly sought after and displays your advertisement alongside engaging local content.



### southern BUSINESS JOURNAL "ONE REGION, ONE VISION"™

The Southern Business Journal or SBJ is the premiere business publication in the region.

Published monthly, this section is full of information relevant to business leaders in Southern Illinois.

It is a great place for B2B advertising and to reach high end consumers.

## PRINT & DELIVER



### STICKY NOTES

Dominate exclusive front page real estate with a sticky note. These cannot be missed on page 1 of the newspaper.

Front and back printing is available. Limited to one advertiser per day.



### GLOSSY FLYERS & BROCHURES

We can design, print & insert glossy single sheet flyers into the paper. If you have tried direct mail in the past, this is an even better alternative.

We can also print brochures, flyers and take out menus for typical business purposes.



## DID YOU KNOW?

**47.6%** of our readers own a DVR device such as TiVo and **23.5%** have Satellite Radio.

Through our digital agency we are able to target any audience on the web!  
***We create digital campaigns that Amplify your brand.***

## AUDIENCE EXTENSION

- Targeted display advertising on hundreds of websites.
- Define your target market by geography, gender, age, income, interests, and more.



## SOCIAL MEDIA MANAGEMENT

- Let us create and manage social media campaigns using accounts such as Facebook & Twitter.
- We are able to provide a useful content dashboard and manage reviews.

## SEARCH ENGINE MARKETING (SEM)

- Save time and increase results by using our experienced SEM team.



## SEARCH ENGINE OPTIMIZATION (SEO)

- Increase your site rank in organic searches with our SEO solutions.

## WEBSITE DESIGN • MOBILE SITE DESIGN



- Our team of professionals have designed hundreds of websites from simple to extraordinary - we can fulfill any request including e-commerce.

**? Did you know that Google will lower your ranking in searches if you do not have a mobile compatible website?**

## EMAIL MARKETING



- Our targeted email marketing program allows you to concentrate on the exact audience you want in the area you want. Email marketing is an affordable way to contact potential customers with your business news or offer.