

# 2021 | Media Kit



**Tucsonlocalmedia**  
YOUR COMMUNITY DELIVERED

## Driving Your Business FORWARD

TARGETED RESULTS

CREATIVE THINKING

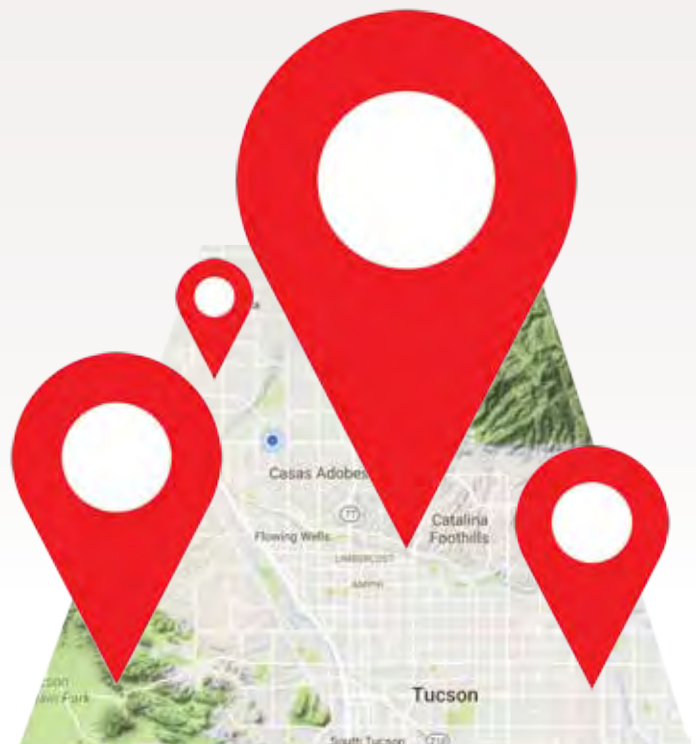
UNPARALLELED SERVICES

# ALWAYS LOCAL

Tucson Local Media saturates the market with **362,200** monthly distribution and audited yearly by circulation verification council (CVC). It covers all of the region with a major focus on community news, business, entertainment, politics and provides a market for advertisers to reach a well-desired demographic.

Owned by Thirteenth Street Media, Inc, Tucson Local Media, LLC, includes The Explorer Newspaper, the northwest region's leading source for community news; The Foothills News, which encompasses all of the Catalina Foothills; The Marana News, which covers Marana and Pima County; The Desert Times, which provides local content for residents of southwest Tucson; Inside Tucson Business, the region's leading source of news for professional leaders; and the Tucson Weekly, the region's leading alternative newspaper, which is the go-to publication for things to do, entertainment, political news and a unique look at local issues.

No matter what the publication, the reporting is fair, accurate and exclusive to the readers, whether it is online or in print. Tucson Local Media will always serve as your voice to all of Tucson.



# KNOW US, KNOW YOUR COMMUNITY

## WHO WE ARE

**Tucsonlocalmedia** is a full service media organization that can deliver your message to the correct audience at the right time.

Our **362,200** monthly print distribution, multiple websites with over **254,000** page views per month and our digital platforms can help you find the most effective way to deliver your message.

From community news and entertainment to an in-depth look at cultural and social issues, Tucson Local Media delivers the news NOW.

**E-editions available online for Explorer, Marana News, Foothills News and Tucson Weekly**





# 2021

# SPECIAL SECTIONS

**Tucsonlocalmedia** publishes special sections throughout the year to compliment our core products.



**ACTIVE LIVING**  
1/27 - EXP  
1/27 - MAR  
**DESTINATION TUCSON** 1/28



**SPRING ARTS PREVIEW**  
3/3 - DRT  
**BEST OF THE NW**  
3/17 - EXP  
3/17 - MAR  
3/24 - FTH



**GRADUATION**  
5/12 - EXP/MAR  
5/12 - FTH  
**SUMMER SURVIVAL**  
5/26 - EXP/MAR  
5/26 - FTH  
5/27 - TW



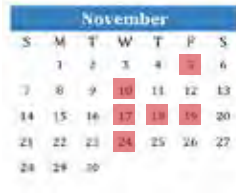
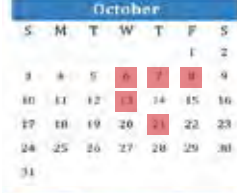
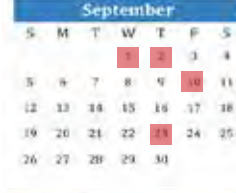
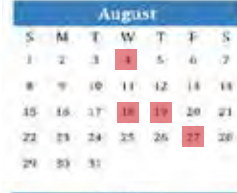
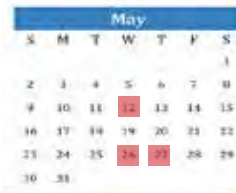
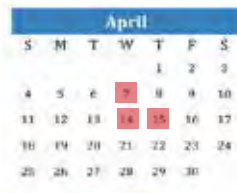
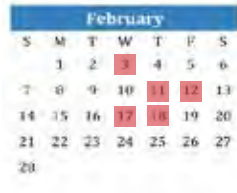
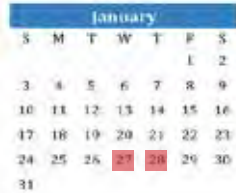
**BEST OF PETS**  
7/1 - TW  
7/7 - FTH  
7/7 - DRT  
**ROADTRIPPIN'**  
7/7 - DRT  
7/8 - TW  
**BACK TO SCHOOL**  
7/14 - EXP  
7/14 - MAR  
7/21 - FTH



**FALL ARTS PREVIEW**  
9/1 - EXP  
9/1 - MAR  
9/1 - FTH  
9/1 - DRT  
9/2 - TW  
**NONPROFIT**  
9/10 - ITB  
**PRIDE**  
9/23 - TW

**WOI PROGRAM**  
11/5 - ITB PREVIEW  
11/10 - ITB PROGRAM  
11/19 - ITB RESULTS  
**HOLIDAZE**  
11/17 - EXP  
11/17 - MAR  
11/18 - TW  
11/24 - FTH

REV 12/20



**ACTIVE LIVING**  
2/3 - FTH  
2/3 - DRT  
**BEER WEEK**  
2/11 - TW  
**COMMERCIAL REAL ESTATE**  
2/12 - ITB  
**SPRING ARTS PREVIEW**  
2/17 - EXP  
2/17 - MAR  
2/17 - FTH  
2/18 - TW

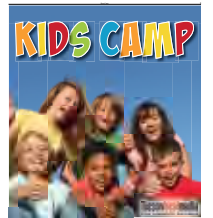
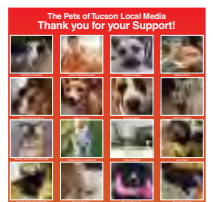
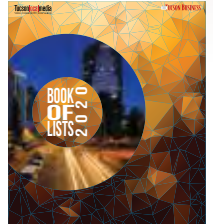
**KIDS CAMP**  
4/7 - EXP  
4/7 - MAR  
4/7 - DRT  
4/14 - FTH  
**TUCSON WEEDLY**  
4/15 - TW

**SUMMER SURVIVAL**  
6/2 - DRT  
**IHML (TBD)**  
6/4 - ITB PREVIEW  
6/9 - ITB PROGRAM  
6/18 - ITB RESULTS  
**ROADTRIPPIN'**  
6/16 - EXP  
6/16 - MAR  
6/17 - TW  
6/23 - FTH  
**BEST OF PETS**  
6/30 - EXP/MAR

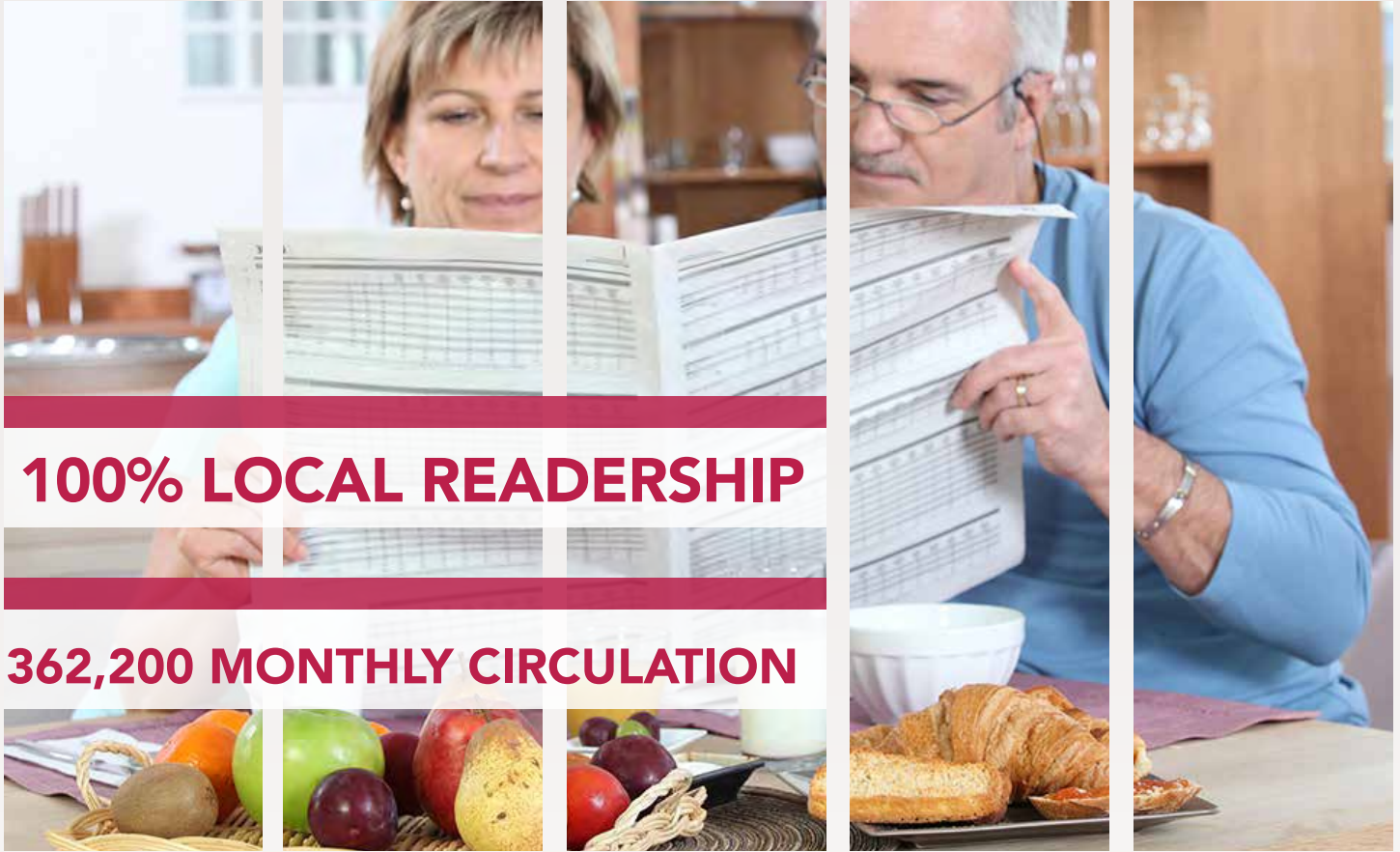
**BACK TO SCHOOL**  
8/4 - DRT  
8/18 - EXP  
8/18 - MAR  
8/18 - FTH  
8/27 - ITB  
**BACK TO COLLEGE**  
8/19 - TW  
**HOME SWEET HOME**

**BREAST CANCER AWARENESS**  
10/6 - EXP  
10/6 - MAR  
10/6 - DRT  
10/7 - TW  
10/8 - ITB  
10/13 - FTH  
**BEST OF TUCSON**  
10/21 - TW

**HOLIDAZE**  
12/1 - DRT  
**GIVING + TAX GUIDE**  
12/8 - EXP  
12/8 - MAR  
12/8 - FTH  
12/9 - TW  
12/17 - ITB  
**NEW YEAR'S EVE**  
12/22 - EXP  
12/22 - MAR  
12/22 - FTH  
12/23 - TW



# CIRCULATION



**100% LOCAL READERSHIP**

**362,200 MONTHLY CIRCULATION**

## NEWSPAPER PENETRATION

### EXPLORER NEWSPAPER

**Areas:** Oro Valley, Marana, Northwest Tucson.

**Weekly Circulation:** 30,800.

**Print Edition:** Every Wednesday

**Delivery Method:** 94% Residential, 6% Single Copy

### TUCSON WEEKLY

**Areas:** Tucson and surrounding areas.

**Weekly Circulation:** 33,000.

**Print Edition:** Every Thursday

**Delivery Method:** 100 % Single Copy

### MARANA NEWS

**Areas:** Town of Marana and surrounding areas.

**Weekly Circulation:** 12,220.

**Print Edition:** Every Wednesday

**Delivery Method:** 92% Residential, 8% Single Copy

### FOOTHILLS NEWS

**Areas:** Catalina Foothills, La Encantada, Sunrise & Swan.

**Monthly Circulation:** 8,000.

**Print Edition:** 2x per month

**Delivery Method:** 20% Single Copy, 80% Home Delivery

### DESERT TIMES

**Areas:** Avra Valley, Copper Crest, Picture Rocks, Tucson Estates, The Foothills, Three Points, Robles Junction, Southwest Tucson.

**Monthly Circulation:** 6,000.

**Print Edition:** Monthly

**Delivery Method:** 100% Single Copy

### INSIDE TUCSON BUSINESS

**Areas:** Mailed To Tucson Business Professionals.

**Bi-Weekly Circulation:** 5,000.

**Print Edition:** Every Other Friday

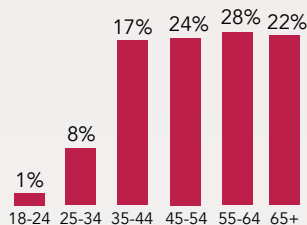
**Delivery Method:** 14% Mail, 86% Single Copy

# READER DEMOGRAPHIC PRINT

Tucson Local Media's audience is diverse with loyal readers from all over Southern Arizona. From the monthly and weekly community newspapers to the Tucson Weekly, we've evolved in the digital age, and we continue to recruit a larger, diverse audience. We deliver to an audience with the disposable income that is spent in your local business.

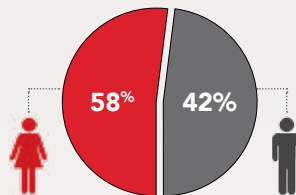
## COMMUNITY PAPERS Explorer, Foothills News, Desert Times, Marana News

Source: CVC Audit 2020



### AGE

The majority of COMMUNITY PAPER readers are 25 - 84.



### MALE/FEMALE

58% of readers are FEMALE.  
42% of readers are MALE.

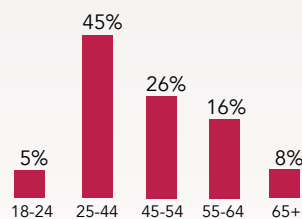


### INCOME

63% of readers earn \$50,000 to \$149,999 per year.

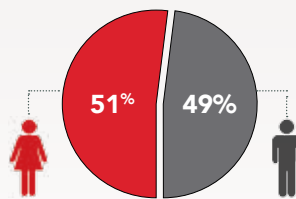
## TUCSON WEEKLY

Source: CVC Audit 2019



### AGE

The majority of TUCSON WEEKLY readers are between the ages of 25-74.



### MALE/FEMALE

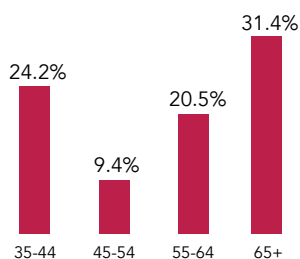
51% of readers are FEMALE.  
49% of readers are MALE.



### INCOME

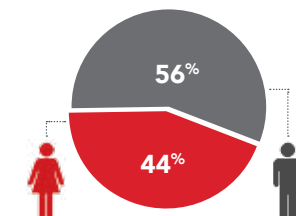
60% of readers household income is between \$35,000 - 99,000 per year.

## INSIDE TUCSON BUSINESS



### AGE

The majority of the INSIDE TUCSON BUSINESS readers are between the ages of 35-54



### MALE/FEMALE

56% of readers are MALE.  
44% of readers are FEMALE.



### INCOME

38% of readers household income is \$100,000 per year.



# SPECIALTY PRINT SOLUTIONS

Tucson Local Media'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 skybox ad position, stand alone inserts, as well as front page news. All of the specialty products have a purpose to directly solve an advertiser's need.



## SKYBOX

3"x1" Deliver your message on the front page



## FRONT PAGE STICKER

Deliver your message clearly and concisely by utilizing front page sticker (sticky note) advertising. Front page stickers are placed strategically on the front page that will overlay content on the newspaper. Front page stickers 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.

## INSERTS

Deliver your message to our readers through the power of an insert that is placed strategically within the middle of the newspapers. 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 distribution areas.

Insert printing options available



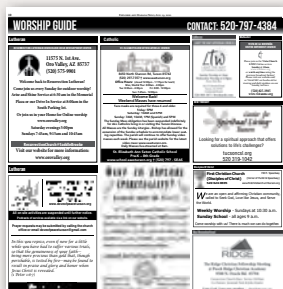
## KRAFT WRAP

If you are looking to make a big statement and put your message front and center, the kraft wrap is the way to go. Wrapping around the front and back of the main paper, the kraft wrap is great for promoting specials, delivering a message, or raising awareness for special events and programs happening in the region.



# DIRECTORY/CLASSIFIEDS

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 - Tucson Local Media has the answer for you within our directory and classified sections.



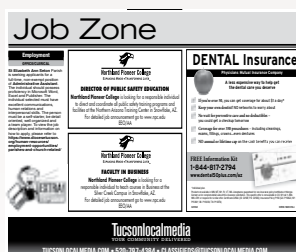
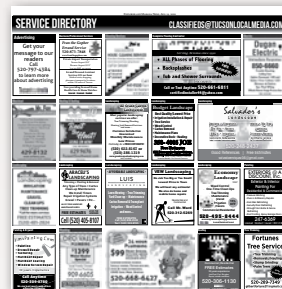
## WORSHIP GUIDE\*

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 available in multiple sizes and all ad positions are only available in black and white.

\* Not available in Tucson Weekly or Inside Tucson Business

## SERVICE DIRECTORY

Display your service business within the 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 available in multiple sizes and all ad positions are only available in black and white.



## RECRUITMENT SOLUTIONS

The Job Zone is a great solution for employers looking to hire help for their business. This combined with tucsonlocalmedia.com gives you access directly to hundreds of applicants that fit your specific requirements.

## CLASSIFIEDS

Looking to buy or sell a product or service - This is the perfect place to do it.



## OBITUARIES

Honor your loved one by placing an obituary. We offer the most competitive pricing in town





# TUCSONLOCALMEDIA.COM PROFILE

Tucson Local Media continues to enjoy growth. Its 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.

Source: CVC Audit 2020

## EXPLORER DESERT TIMES

## MARANA NEWS FOOTHILLS NEWS

**57,871**

unique visitors every month

**111,471**

page views per month



## SOCIAL MEDIA

**8,534+**

fans/followers

(via Facebook, Twitter & Instagram)

**Tucsonlocalmedia**  
YOUR COMMUNITY DELIVERED



## NEWSLETTERS

**4,870+**

(weekly opt-in)

# INSIDETUCSONBUSINESS.COM PROFILE

InsideTucsonBusiness.com provides the Tucson community with current information on construction, real estate, business openings, promotions and up-to-date news on the economic climate of the entire region.

# INSIDE TUCSON BUSINESS

**26,000+**  
unique visitors every month

**40,000+**  
page view per month



## SOCIAL MEDIA

**17,000+**

fans/followers  
(via Facebook & Twitter)



## NEWSLETTERS

**862+**

(bi-weekly, opt-in)

# TUCSONWEEKLY.COM PROFILE

TucsonWeekly.com isn't your average newspaper website or just another way to read the weekly paper. It's an entirely different experience, with years of archives, new content on the Range (our blog) all day and exclusive online contests and features.

Source: CVC Audit 2019

# TUCSONWEEKLY

## 46,410+

unique visitors every month

## 102,260+

page view per month



## SOCIAL MEDIA

## 93,000+

fans/followers

(via Facebook, Twitter & Instagram)



## NEWSLETTERS

## 35,632+

Monthly opt-in

**Tucsonlocalmedia**  
YOUR COMMUNITY DELIVERED





# INTERACTIVE SOLUTIONS

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 targeted geo fencing, Tucson Local Media 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

Tucson Local Media has a very successful Email/Postcard campaign that is specifically targeted to your ideal customer. We also offer advertising space in our branded email newsletters, with a combined total of over 60,000 subscribers—a perfect opportunity to reach our active, engaged readers.

## GEO FENCING

Deliver Banners to your perfect customer. Our campaigns are performing 2x better than national averages.

## RETARGETING

Regain lost customers. Don't miss out on lost business. Today's customers take time to research and reflect before making a purchasing decision. Now you can keep in touch and stay relevant to customers throughout their buying decision. Plus, increase return visits to your website.



# DIGITAL SOLUTIONS

## SEO & ORGANIC VISIBILITY OPTIMIZATION

On page Technical updates and modifications, verification and updating of local and national directory listings, citations, including Google My Business, Google and search engine indexing, ongoing link building and monthly reporting.



## GOOGLE MY BUSINESS - ORGANIC VISIBILITY STRATEGY

Management of Google My Business Listings, add and manage events and promotions, alert and respond to user reviews, pre-load Google Q&A, maintain directory and citation work, upgrade tracking, monitor GMB pages and provide monthly reporting.

## GOOGLE ADWORDS - PAID ADVERTISING

Management of all aspects of Adwords campaign including placement, tracking, creation of keywords, ongoing pay-per-click bid management and monthly reporting.



## SOCIAL AD CAMPAIGNS

Management of Facebook and/or Instagram ad campaigns. Develop a strategy to reach social marketing goals, implement ads and boosts and provide monthly reporting.

## YOUTUBE

Targeted video ads. Advertisers only pay when a user views over 30 seconds.

# TUCSON LOCAL MEDIA EVENTS

Tucson Local Media holds three events every year honoring the leaders of our community: Women of Influence Awards, Influential Health & Medical Leaders, and Executive Excellence Awards. Our categories include all facets of business to be recognized for their outstanding leadership. What makes our events unique is that our award winners are all nominated by colleagues, associates, and customers. Our panel of independent judges determines the winners in each of our categories.

There are a number of sponsorship opportunities available with each of these events, all with varying levels of benefits.



## TENTATIVE DATES

**TBD**

Women of Influence  
Dinner & Awards

**TBD**

Influential Health & Medical  
Leaders Dinner & Awards

**TBD**

Executive Excellence  
Dinner & Awards



# READER ACTION STATISTICS

AFTER SEEING AN ADVERTISEMENT IN EXPLORER NEWSPAPER OR MARANA NEWS, 79% OF READERS TOOK ACTION...

## TOP NEWSPAPER READER PURCHASES



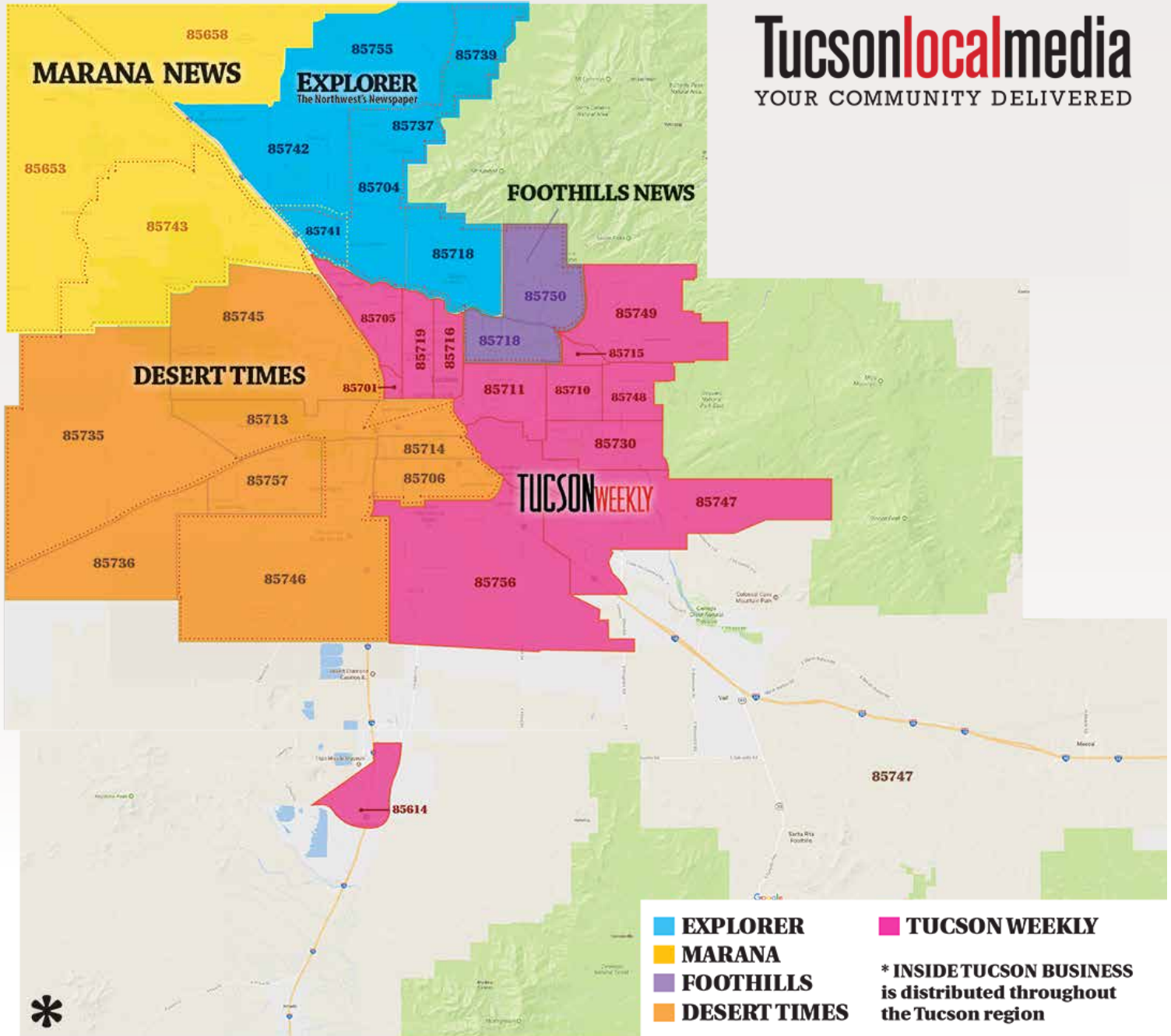
Source: CVC Audit 2020

AFTER SEEING AN ADVERTISEMENT IN TUCSON WEEKLY, 77% OF READERS TOOK ACTION...



# Paper Distribution

By Zip Code





**EXPLORER MARANA NEWS DESERT TIMES FOOTHILLS NEWS** **TUCSON**WEEKLY **TUCSON BUSINESS**



**Tucson**local**media**  
YOUR COMMUNITY DELIVERED

**[tucsonlocalmedia.com](http://tucsonlocalmedia.com)**

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