

**EXPLORER NEWSPAPER  
MEDIA KIT | 2013**

local northwest  
politics sports tucson  
news relevant fair  
entertainment interactive  
digital marana  
community accurate  
oro valley pima  
county

# Always Local

Since its founding in 1993, The Explorer has become the leading news source for Marana, Oro Valley, Pima County and the entire Northwest region.

The Explorer is delivered every Wednesday to a readership of more than 105,000. We cover a variety of topics and issues that impact our readers, including government, business, sports and recreation along with arts and entertainment. Our content offers a voice for the people who make up Tucson's Northwest region. Simply put, we publish relevant and local content every single week in print and online.

The [explorernews.com](http://explorernews.com) audience is continuously checking for late-breaking news, things to do, education as well as unique blogging throughout the week. Thousands of readers take part in engaging with [explorernews.com](http://explorernews.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 Oro Valley, Marana, Pima and Pinal counties and Northwest Tucson.

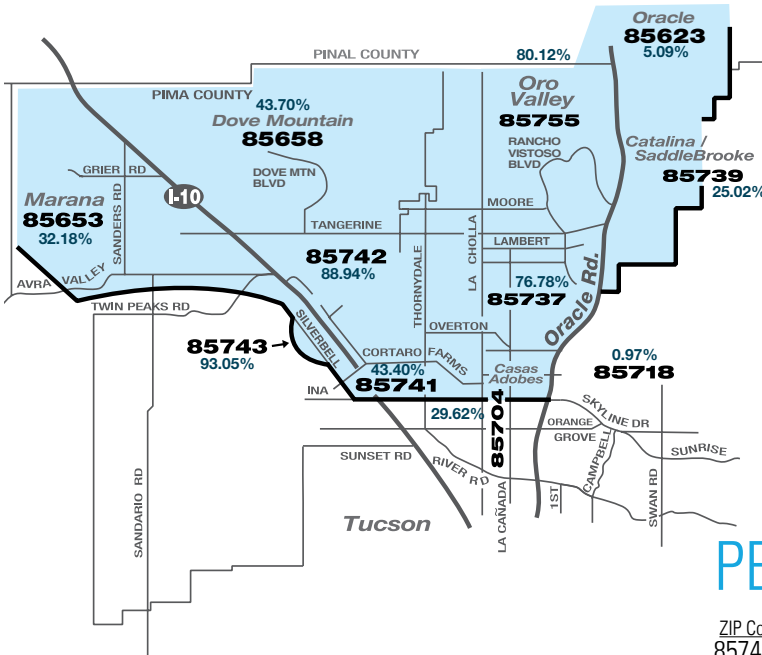


# Our Market Position

We are local. Local is the Northwest. We cover the Northwest better than any other media. Local. It's what drives us, what separates us and what defines us. The communities of Oro Valley, Marana, and Pima and Pinal counties 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 Northwest Tucson area, reaching more Northwest residents throughout our print and online products than any competitor. For our advertisers and our readers, we deliver the Northwest now and in the future.



**Average Circulation 43,575, Weekly Readership 105,000, Zip Code Penetration 45.35%**



## KEY NOTES

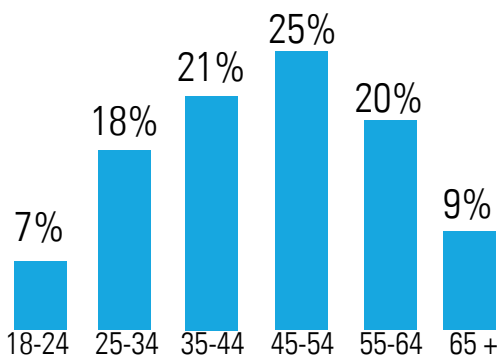
- Delivered every Wednesday to Northwest Tucson, which includes Oro Valley, Marana, as well as Pima and Pinal counties.
- 89% distributed directly to driveways, remaining 11% delivered by bulk drop distribution.
- Delivered to affluent, higher disposable income families within the Northwest Tucson market.

## PENETRATION BY ZIP CODES

Zip Code	City/Area	Zip Code	Penetration (HU)	Zip Code	City/Area	Zip Code	Penetration (HU)	
85743	Tucson	93.05%	85653	Marana	32.18%	85704	Tucson	29.62%
85742	Tucson	88.94%	85739	Saddlebrooke	25.02%	85623	Oracle	5.09%
85755	Tucson	80.12%	85718	Tucson	0.97%			
85737	Oro Valley	76.78%						
85658	Marana	43.70%						
85741	Tucson	43.40%						

# Explorer Audience Profile

The Explorer's audience is diverse with loyal readers from the retired population and young families of Oro Valley, to the busy working middle-class families in Marana. Since starting in 1993, The Explorer 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 the disposable income that is spent on advertisers.



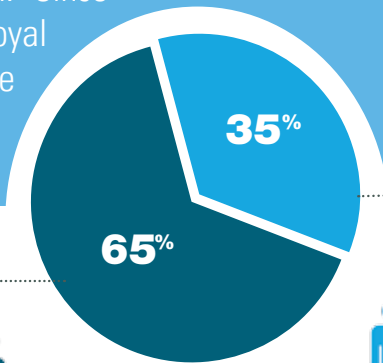
## AGE

The majority of Explorer Newspaper readers are between the ages of 35-54.



## INCOME

44% of Explorer Newspaper readers earn \$75,000 to \$149,999 per year.



## MALE/FEMALE

65% of Explorer Newspaper readers are female.

35% of Explorer Newspaper readers are male.



## EDUCATION

89% of Explorer Newspaper readers have attended college.

38% Graduated

19% Completed Post Graduate

32% Completed Some College

# Special Content Sections

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.



**Active Living**

## ACTIVE LIVING

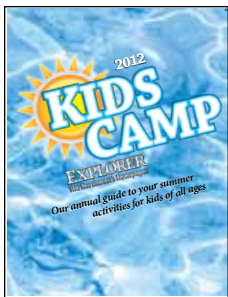
Show our readers how your business can help them achieve a healthy and active lifestyle in their retirement years.

Printed Jan. & Feb.

## BEST OF THE NORTHWEST

Letting all of The Explorer's readers know who and what exactly is the best throughout the Northwest.

Printed every March.



## KIDS CAMP

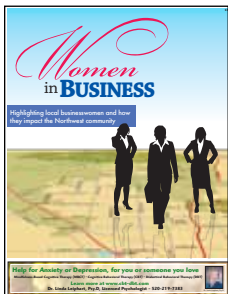
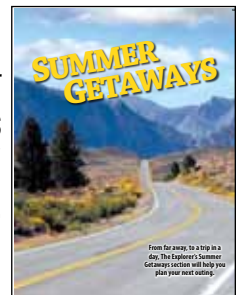
Information to help parents decide on education and recreational opportunities to choose for their children's summer activities.

Printed every April.

## SUMMER GETAWAYS

Features opportunities to make the most of the summer vacation season. From faraway destinations to "stay-cations."

Printed every May.



## WOMEN IN BUSINESS

Contains information and profiles of female business owners and executives.

Printed every June.

## BACK TO SCHOOL

Important information about school start dates, vacations, supplies, after-school activities, big changes and child care.

Printed every July.

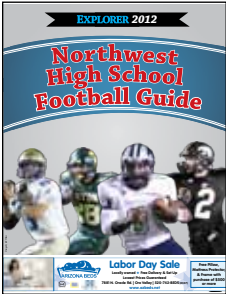


## AUTOMOTIVE GUIDE

Your guide to buying new /used cars, maintenance, helpful tips, and accessories.

Printed every July.

# Special Content Sections (continued)



## HIGH SCHOOL FOOTBALL GUIDE

Showcasing the top athletes, coaches, and sponsors for high school football teams in the Northwest.

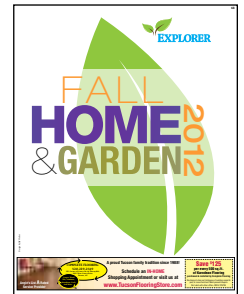
Printed every August.

## FALL HOME AND GARDEN

Information for home owners, business owners and gardeners.

The section, features new home ideas and home-improvement trends.

Printed every September.



## HEALTH CARE DIRECTORY

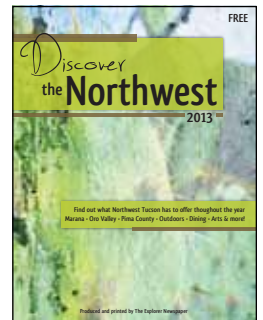
A comprehensive health care directory for our readers to keep right next to the telephone. Produced as a glossy magazine.

Printed every September.

## DISCOVER THE NORTHWEST

A look at Marana, Oro Valley, Northwest Tucson, Pima County from education, community, parks and recreation, to the arts, dining, and retirement. Produced as a glossy magazine.

Printed every October.



## PAINT THE DESERT PINK

Breast Cancer awareness and women's health.

A portion of the proceeds raised from the section will go toward an organization for research and prevention.

Printed every October.

## HOLIDAY EDITION

The best gift ideas and events during the holiday season. Attract more buyers and guide customers to your store.

Printed every November.



# Specialty Print Solutions

The Explorer'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 spadia 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.



Front Page

## SPADIA

Deliver your message with a unique wrap around ad position on the front and back page of The Explorer Newspaper. 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 Explorer. 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 Northwest. Insert Printing Options available



## NEWS NOTES

Deliver your message clear and concise by utilizing news notes (post it note) advertising. News notes are placed strategically on the front page that will overlay content on the newspaper. News notes 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.

# Directory Solutions

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.

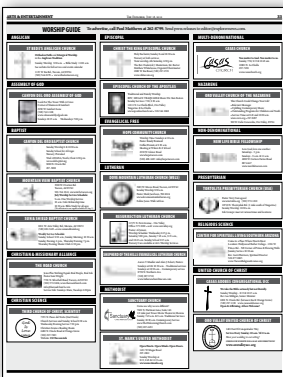


## LOCAL CARD CONNECTION

Display your small to medium size business with an effective business card-size ad within the local card connection directory. Perfect for service customers or small local direct clients. All ad positions are 3x2-inches, and include spot color.

## EXPLORER COUPONS

Deliver your message with a special coupon that is unique to The Explorers readers. Ad positions are templated for increased effectiveness. The ad is 3.25x2.75 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

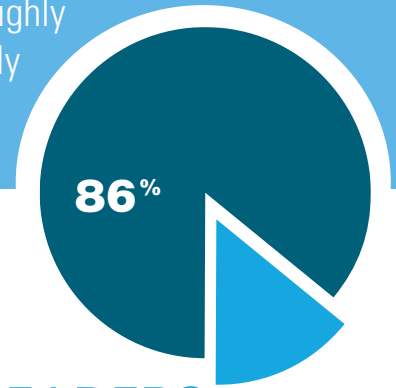
Display your service business within The Explorer's Service Directory, which caters to all industries such as plumbing, landscaping, painting, housekeeping, handyman and much more. Premium inside back cover placement. Ad dimensions are 1.528" x 2.25 inches. All ad positions are only available in black and white.





# Explorer Online Digital Profile

Explorernews.com continues to enjoy growth. The Explorer'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.



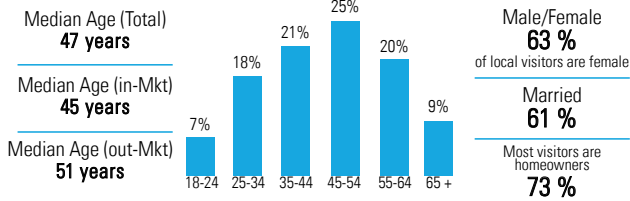
## ONLINE AUDIENCE

- 100,000 + Pageviews per month
- 35,000 + Unique visitors per month
- 86% Traffic from Northwest
- \$60k Average reader income
- 63% Female readers
- 37% Male readers
- 2.5 min. Average time user spends on site

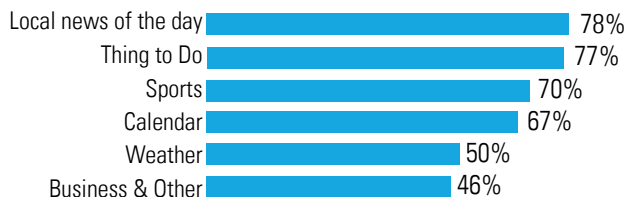
## LOCAL READERS

86% of site visitors report living in Northwest Tucson, Marana, SaddleBrooke and the nearby region.

## DEMOGRAPHIC PROFILE



## LEAD INTERESTS



# Mobile Site

The Explorer's mobile capabilities continue to increase. With access on the Apple iPhone and iPad and services for Android, the news of the Northwest 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

- 6,000+ Pageviews per month
- 65% Apple iPhone and iPad
- 35% Android device
- 1.2 min. Average time user spends on site

\*Advertising available on mobile platform

# Video Content

To compliment The Explorer's push to have a bigger presence online, we tapped into our storytelling skills through video.



## EXPLORER VIDEOS

30,000 +  
Weekly views

## COMMUNITY VOICES

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

## WHAT WILL RANDY DO?

Photojournalist Randy Metcalf is The Explorer's Dare Devil.

## LOCAL FEATURES



## UNIQUE ANGLES



# 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 front-page advertising on Google, The Explorer 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.

## NORTHWEST DEALS

Northwest Deals is only available for businesses located in The Northwest. Once a week advertisers can place a promotion that includes a minimum 50% discount. Your business deal will have premium, online positioning 7 days a week, 24 hours a day to attract new clientele.



## 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.

## SEARCH MARKETING

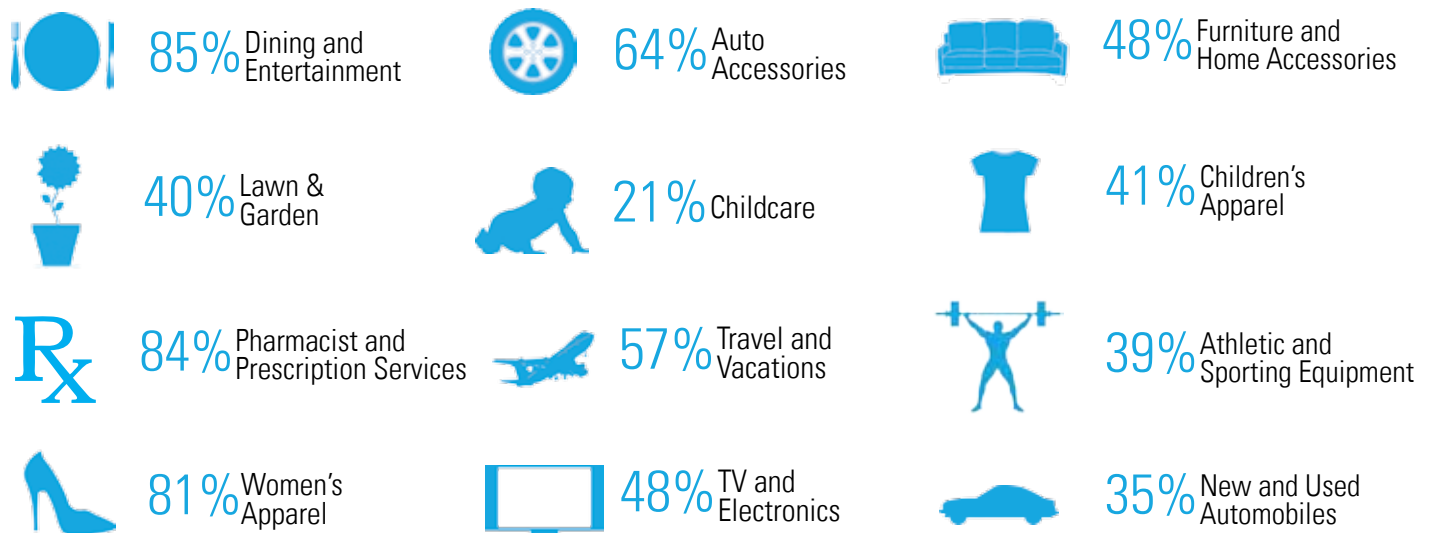
Imagine if your business could have multiple billboards on a freeway where every driver was actively looking for the products and services? Through the power of our search engine marketing platform, we enable our local advertisers to take advantage of owning as much online real estate as possible on Google, Yahoo and Bing as well as monitor all results and site traffic analytics 24 hours a day, 7 days a week.



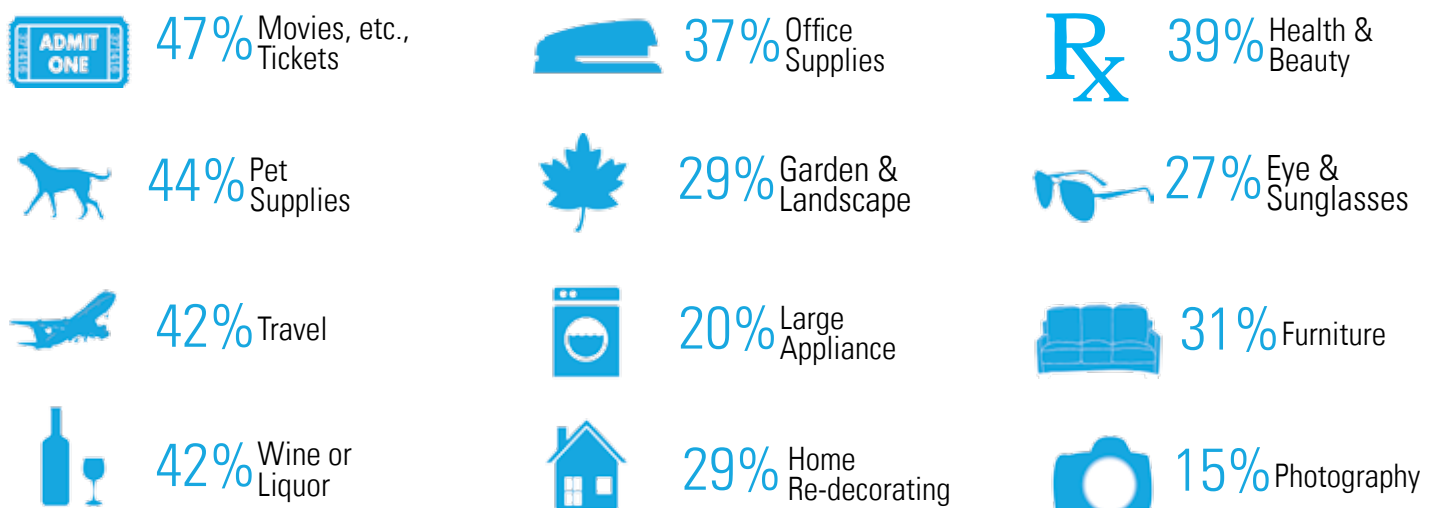
# Reader Action Statistics

AFTER SEEING AN ADVERTISEMENT IN THE EXPLORER, 82% OF READERS TOOK ACTION...

## TOP NEWSPAPER READER PURCHASES



## TOP WEBSITE READER PURCHASES



# Our Customer Promise

Thank you for your interest in the Explorer Newspaper and [explorernews.com](http://explorernews.com)

As the leading media source in Northwest Tucson, we value each and every business, from locally owned and operated, to national retailers across the Northwest 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 Explorer Newspaper and [explorernews.com](http://explorernews.com) and look forward to helping grow your business.

Thanks,



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**EXPLORER**  
The Northwest's Newspaper