

Our Town: Upper East Side  
The Spirit: Upper West Side  
Our Town: Downtown  
Chelsea Clinton News  
The Westsider

# MEDIA KIT



**STRAUSNEWS**  
your community news source

Delivering hyper-local community news  
for Manhattan's distinct neighborhoods



The local paper for the Upper East Side



The local paper for the Upper West Side



The local paper for Downtown



## targeted coverage in manhattan!

In 2013, Straus News purchased Manhattan's five premier community publications: *Our Town*, *The West Side Spirit*, *Our Town Downtown*, *The Westsider* and *The Chelsea Clinton News*. There are very few media options that can offer the targeted coverage that we can; most media is city or statewide – we focus on the news that is important to local neighborhoods only!

**Our Town** has been published since 1970, and is the East Side's largest community newspaper, read from Gramercy to Carnegie Hill — the wealthiest neighborhoods in the city. With vital community news that is covered by no other newspaper in the city, *Our Town* has become a must-read for all East Siders — from the affluent Fifth Avenue executive to the Lenox Hill mom.

**The West Side Spirit**, Manhattan's beloved West Side community weekly, has been distributed from Clinton to Columbia University since 1985. From Riverside Drive families to the film stars on Central Park West, *The West Side Spirit* is the award-winning newspaper residents rely on for the news and views of their neighborhood.

**Our Town Downtown** is a merry hybrid of traditional community newspaper and lifestyle magazine. *Our Town*

*Downtown* is a local newspaper, published weekly, with a flair for design and an emphasis on dining, real estate, education and the goings-on around town. It was merged with New York Press for the arts and listings coverage to present the best picks of the week within walking distance: from Chelsea to Greenwich Village, Soho, Tribeca and FiDi, our coverage area has it all.

One of the oldest weekly newspapers in Manhattan, **Chelsea Clinton News** has been published since 1939. It covers the upscale neighborhoods between 14th Street and 59th Street from Fifth Avenue to the Hudson River. Its affluent and influential subscribers rely on us to keep them informed about local news and cultural events.

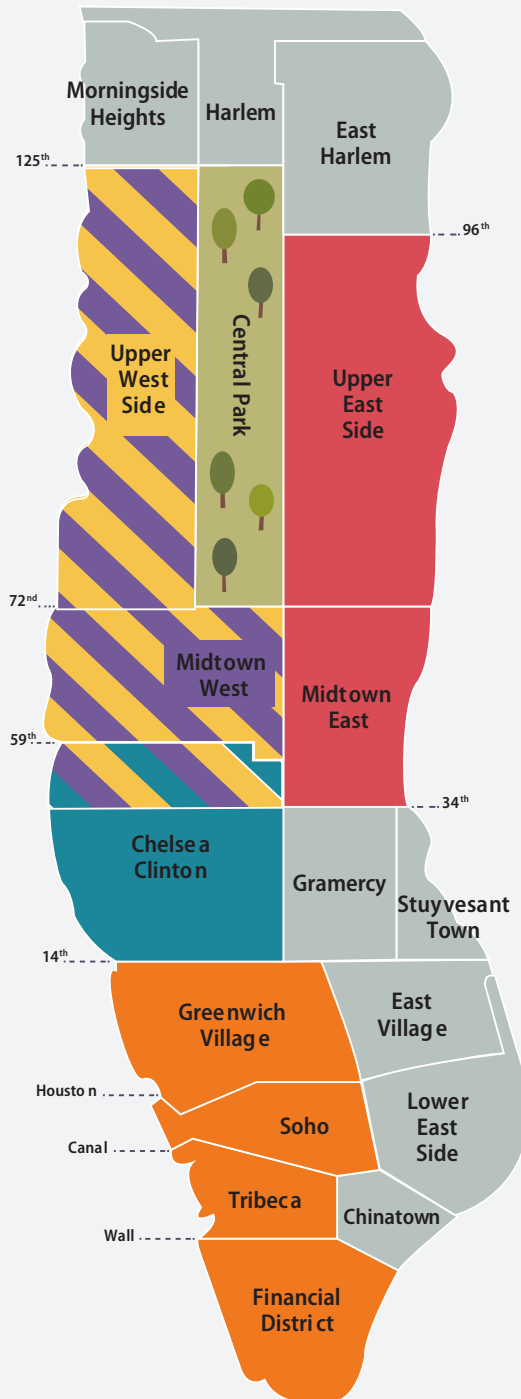
Since 1972, **The Westsider** has reported the community news between 60th and 125th streets, from Central Park to the Hudson River, to an exclusive group of subscribers. For individuals and business owners, *The Westsider* is a must-read to stay in touch with the neighborhood.

Every week we feature Neighborhood News, City Arts, Food and Dining, Real Estate, Out & About Community Calendar and Voices Editorials and Letters.

# TARGETED COVERAGE

Straus News' neighborhood newspapers deliver a hyper-local, highly targeted audience. Straus readers are affluent, influential, culturally active and most own their own home. We have over 160,000 readers weekly!

Our mission is to provide comprehensive community news for Manhattan's distinct neighborhoods. We provide the local news that daily newspapers simply can't deliver. It's the news that people in the community really care about... the stories that they cut out and put on the refrigerator!



## Audience Profile:

Female: 55%, Male 45%

HHI: \$189,624

Homeowner: 79%

Visit Museums: 94%

Vote: 85%

### Our Town

Blankets the Upper East Side with more than 1,000 different drops to doorman buildings, retail establishments and boxes. More circulation to zip codes 10021 & 10028 than The New York Post or The New York Daily News

### West Side Spirit

Blankets the Upper West Side with more than 800 different drops to doorman buildings, retail establishments and boxes. More circulation to zip codes 10023 & 10024 than The New York Post or The New York Daily News

### West Sider

More than 500 families pay to subscribe to their West Side neighborhood newspaper in Midtown West

### Chelsea Clinton News

Chelsea Clinton readers in the know pay to subscribe to their neighborhood paper

### Our Town Downtown

Blankets downtown with more than 650 different drops to doorman buildings, boxes and retail establishments.

# WHY ADVERTISE WITH US?

The **DAILY NEWS** reaches **only 5%** of the households in Manhattan\*

The **NEW YORK POST** reaches **less than 4%** of the households in Manhattan\*

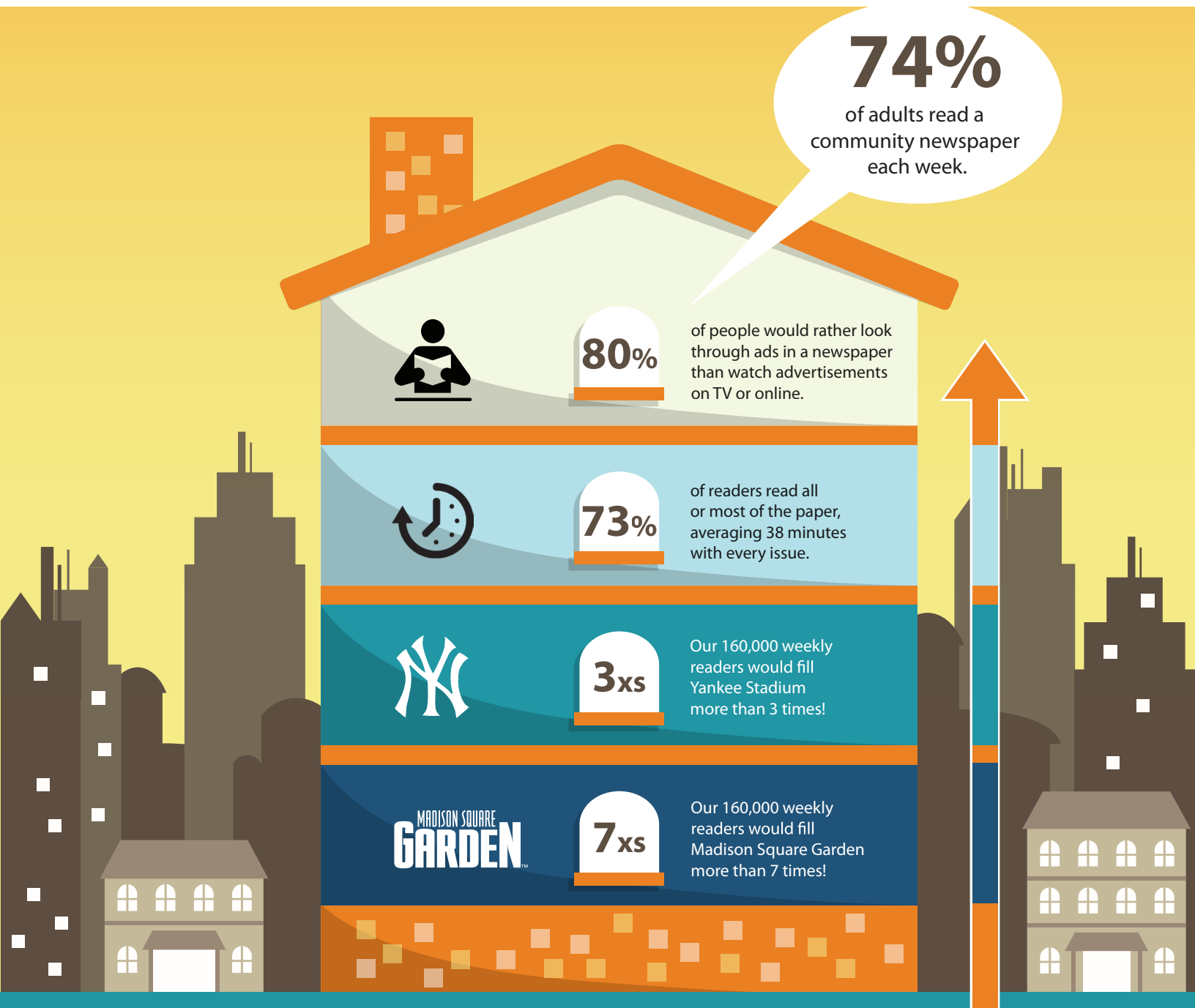
The **New York Times** reaches **less than 1%** of the households in Manhattan\*

Our weekly newspapers deliver a loyal, local, repeat audience of **more than 160,000 readers**

Our weekly newspapers deliver **160,000 consumers** who are in the market for the goods and services you sell

Our weekly newspapers **reach influencers – affluent, educated home owners who care about their community.**

\*Source: Alliance for Audited Media, March, 2014



**FYI: Newspaper advertising is welcomed and wanted, not intrusive or deleted.**



*Murrey's Jewelers is celebrating 78 years on the Upper East Side and thanks Our Town for increasing our targeted audience always." — Earl Kahn, Owner, Murrey's*

The local paper for the Upper East Side



*blankets the upper east side!*

**Readership: 50,000**

Blankets the Upper East Side with 20,000 copies delivered to 1,000 doorman buildings, boxes and retail locations.

**Compare Our Town's coverage in zip codes 10021 and 10028 to the reach of the New York Post (4,552\*) and the New York Daily News (2,818\*). Get the best possible return on your advertising investment with Our Town!**

\*Source: Alliance for Audited Media, March, 2014



The local paper for the Upper East Side

# OUR TOWN

ON THE HIGH LINE WITH NEW DIRECTOR

WEEK OF MAY 22

### A MOVE TO END UNEQUAL PERKS

City council members drafting legislation to prevent unequal access to amenities in apartment buildings.

### CALLING ALL TEACHERS

EDUCATION

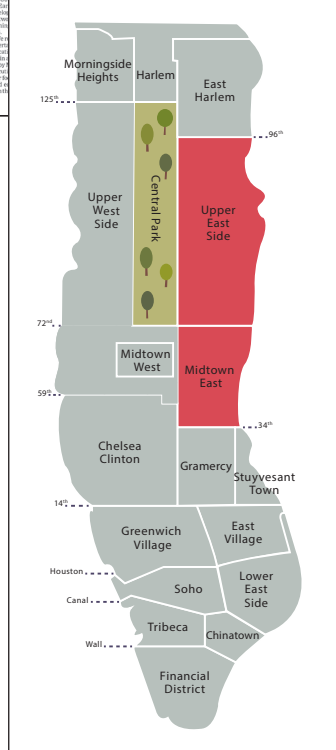
CENY designs to meet needs of the city's teachers.

### In Brief

QUARTY ENDORSES SEAWRIGHT FOR NY28

### MALONEY AND AVENUE

MARKING MILESTONES



**FYI: Newspaper advertising is very targeted, based on demographics and geography.**



"Hyper local print advertising will always have a place in our media budget. Straus News allows us to pinpoint the markets we most want to target and adapt our sales messaging based on the audience each paper delivers." —Dana Thayer, Senior Vice President, Marketing, Chelsea Piers

The local paper for the Upper West Side



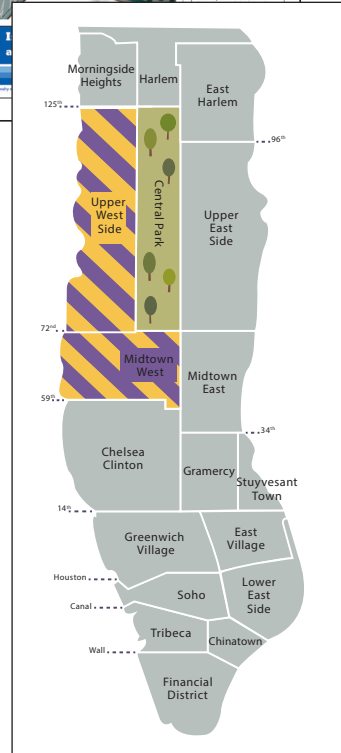
**unbeatable** local coverage!

**Readership: 50,000**

Blankets the Upper West Side with 20,000 copies delivered to 800 doorman building, boxes and retail locations.

Compare *The West Side Spirit's* coverage in zip codes 10023 and 10024 to the reach of the New York Post (2,524\*) and the New York Daily News (2,045\*). Reach more customers by advertising in *The West Side Spirit!*

\*Source: Alliance for Audited Media, March, 2014

**FYI: Newspapers are “lean-in media” that readers give their full attention to.**

“We have been advertising with Our Town Downtown, and with NY Press before their merger, for over 15 years and have always counted on them to be a valued partner in our Spring and Fall ad campaigns. Warehouse Wines specializes in bringing value and quality products to our customers and we look for advertising partners who will bring that same value and quality to us. Straus News’ local newspapers deliver customers – year after year.” —**Laura Goldstein, Warehouse Wines and Spirits**

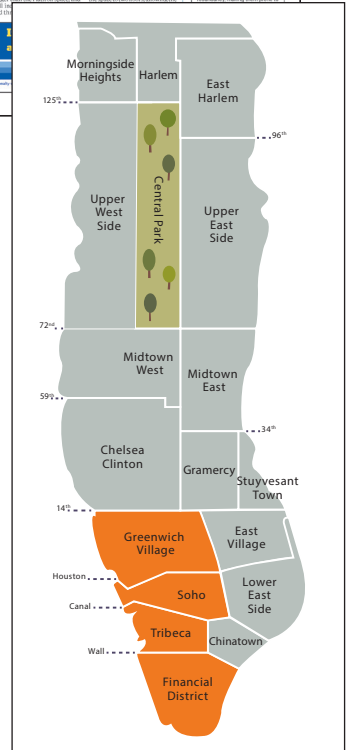


**targeted coverage!**

**Readership: 50,000**

Targeted Downtown coverage with 20,000 copies delivered to 600+ doorman buildings and retail establishments. Our special brand of hyper-local news gives residents of these neighborhoods coverage they can’t get anywhere else.

**Advertisers depend on Our Town Downtown to deliver results.**

1001

FYI: Newspaper readers aren't multi-tasking when seeing your ad—they are engaged!



"The value of coverage in Straus Media's community papers to the Alexander Robertson School's outreach efforts cannot be overstated. In this era of information overload readers turn to their local community papers to learn about the issues that affect their children, their homes and their neighborhood. Having the opportunity to engage with community-minded local readers is vital to our communications strategy." —Joan Harrison, Director of Marketing and Communications at the Alexander Robertson School



relied on for 75 years!

Since 1939, readers have relied on the Chelsea Clinton News to provide a special brand of hyper-local news they can't get anywhere else.

Chelsea Clinton News is loved so much by its readers, they pay to have it mailed to their apartments.



The local paper for Chelsea and Clinton

**CHELSEA CLINTON NEWS**

FROM REFUGEE TO THE RUNWAY

WEEK OF APRIL 17

Since 1939

**DOWNTOWN GIVES DE BLASIO AN "INCOMPLETE"**

With 600+ days of the year left under his belt, Mayor de Blasio seems more positive, but will his expectations to meet?

**HOLY WEEK WITH REVEREND DOCTOR BROWN**

Religion

Mayor De Blasio's first-ever downtown report card

Traffic control	A
Street closures	B
Charter schools	C
Language K-12	A
Message & communication	C
Transit	Incomplete
Public space	Incomplete

Continued on page 5



**FYI: Hands down, newspapers are where advertising is most wanted and most welcomed.**

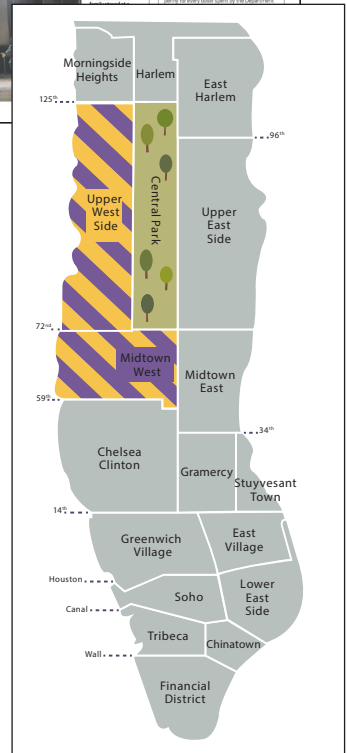
*"Our registration for our current fall semester of courses is up 33.3% over last semester, and Straus News – Manhattan played a big role in helping us make that happen."*  
**—Jewish Association for Services for the Aged (JASA)**



*a must read in midtown!*

The West Sider is a must read for an exclusive group of more than 500 subscribers (as well as an additional 500 copies distributed) in this important Midtown West neighborhood.

**For news they can use – that they can't get anywhere else, readers pay to have *The Westsider* mailed to them.**





# AD SPECS

**Full Page**



10.33" x 11"

**1/2 Page V**



5.081" x 11"

**1/2 Page H**



10.33" x 5.416"

**1/3 Page V**



5.081" x 7.2"

**Cover Strip**



10.33" x 1.5"

**1/4 Page**



5.081" x 5.416"

**1/6 Page**



5.081" x 3.555"

**1/8 Page H**



5.081" x 2.64"

**1/8 Page V**



3.332" x 4.12"

**1/16 Page**



3.33" x 2.06"

## Acceptable Formats

InDesign CS5, Illustrator, Photoshop, Acrobat PDF (Please embed all fonts.)

## PDFs

All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable. If you send Word files, they will have to be recreated. Please send any artwork or photos separately as they get embedded into the Word doc.

## Line Screen

85 LS for B/W ads and 100 LS for color. Unfortunately, web images are not high enough resolution for newsprint – Minimum resolution for photos is 300 dpi, minimum resolution for text is 170 dpi.

## Email Ads

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad. Please make sure to email ads to your sales representative and [graphics@strausnews.com](mailto:graphics@strausnews.com)



# 2015 SPECIAL SECTIONS

JANUARY		JULY	
1	Pets, Camp	2	Pets
8	Health	9	Health
15	Continuing Ed, Camp, Westy's	16	
22	Camp Guide	23	
29	Senior Living	30	Senior Living
FEBRUARY		AUGUST	
5	Pets, Camp	6	Pets
12	Health	13	Health
19	Camp	20	Fall Education
26	Teen Life, Senior Living	27	Senior Living
MARCH		SEPTEMBER	
5	Pets, Camp	3	Pets
12	Health	10	Health
19	Camp	17	Best of Manhattan
26	Senior Living	24	Senior Living
APRIL		OCTOBER	
2	OTTYs, Pets	1	Pets
9	Health	8	Health
16	Camp	15	
23	Senior Living	22	Doorman Awards, Nursery School Admissions
30		29	
MAY		NOVEMBER	
7	Art of Food	5	Pets
14	Health	12	Health
21	Camp	19	Nurse's Awards
28	Senior Living	26	Senior Living
JUNE		DECEMBER	
4	Summer Guide, Pets	3	Pets
11	Health	10	Health, Westy's
18		17	Continuing Education
25	Senior Living	24	Senior Living

# DIGITAL

## Digital Advertising Opportunities

All digital ads are limited to 5 advertisers at a time to give you the best bang for your buck.

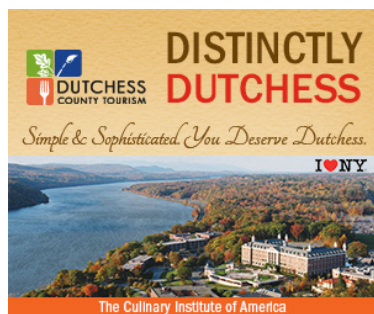
### Leader Board

728 x 90 px .....\$750/mo



### Rectangle Ad

300 x 250 px .....\$600/mo



### In Story Ad

300 x 250 px .....\$750/mo



### Newsletter Sponsorship

Banner on top of our popular newsletter ..... \$650



### Dedicated e-Blast

Dedicated e-blast to our engaged subscribers... \$800

