

Our Town | Eastsider: Upper East Side
The Spirit | Westsider: Upper West Side
Our Town | Downtowner: Below 14th St.
Chelsea News | Chelsea Clinton News: Chelsea

MEDIA KIT



STRAUSNEWS
your community news source

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



The local paper for the Upper East Side



OUR TOWN Eastsider

The local paper for the Upper West Side



THE SPIRIT Westsider

The local paper for Downtown



OUR TOWN Downtowner

The local paper for Chelsea



CHELSEA Clinton NEWS

targeted coverage in manhattan

Straus News publishes Manhattan's dominant premier community publications: *Our Town*, *The West Side Spirit*, *Our Town Downtown* and *The Chelsea News*. Few media options can offer our unparalleled circulation that delivers targeted coverage. 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. *Our Town* loyalists who want their own personal copy delivered each week subscribe to **Our Town Eastsider**.

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. *Spirit* fans get their personal edition mailed via **The Westsider**, published since 1972.

Our Town Downtown covers lower Manhattan with an emphasis on dining, real estate, education and the goings-on around downtown. It was merged with New York Press for the arts and listings coverage to present the best picks of the week within walking distance: Soho, Tribeca and FiDi, our coverage area has it all. Subscribers receive their personal copy in the mail weekly in **The Downtowner**.

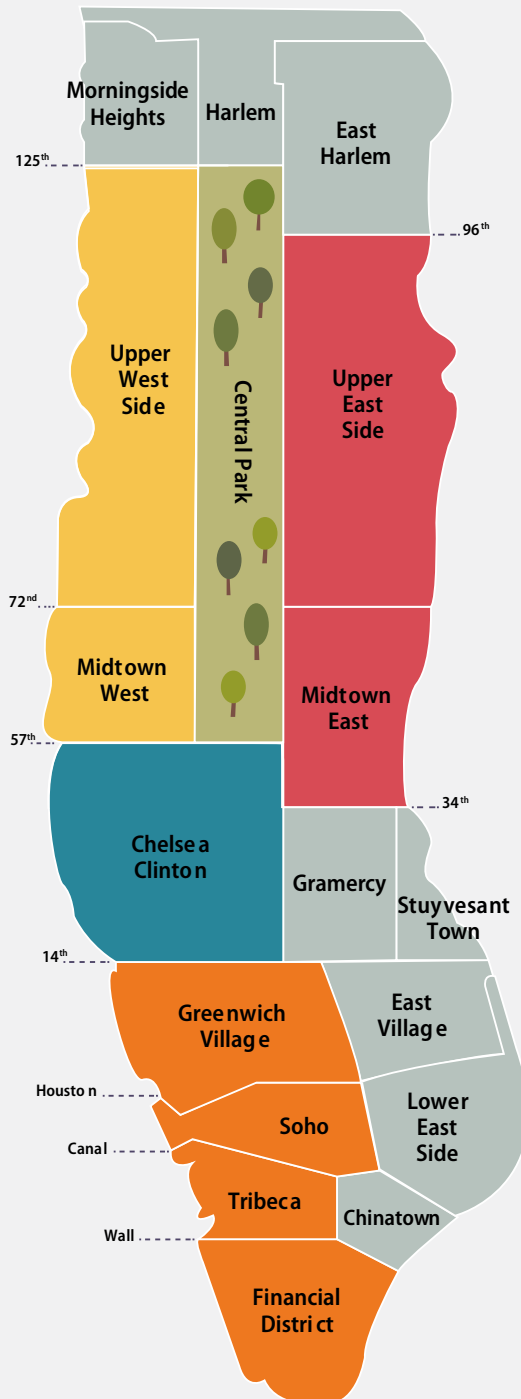
The Chelsea News serves Manhattans hottest new neighborhood with local news and events. Loyalists subscribe to **The Chelsea Clinton News** which has been publishing since 1939 and is one of the oldest weekly newspapers in Manhattan. Together they cover the upscale neighborhoods between 14th Street and 59th Street from Fifth Avenue to the Hudson River. Affluent and influential subscribers rely on us to keep them informed about local news and cultural events.

Every week we feature Neighborhood News, City Arts, Food and Dining, Real Estate, Out & About Community Calendar and Voices Editorials and Letters. Hyper local to the max!

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 with dominant circulation. 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: 58%, Male 42%

HHI: \$149,840

Homeowner: 70%

Visit Museums: 87%

Vote: 83%

**Source: December 2014 Pulse Survey*

Our Town & Eastsider

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 & Westsider

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

Chelsea News & Chelsea Clinton News

Targets Manhattan's hottest new neighborhood with more than 301 different drops

Our Town Downtown & Downtowner

Blankets downtown with more than 477 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*

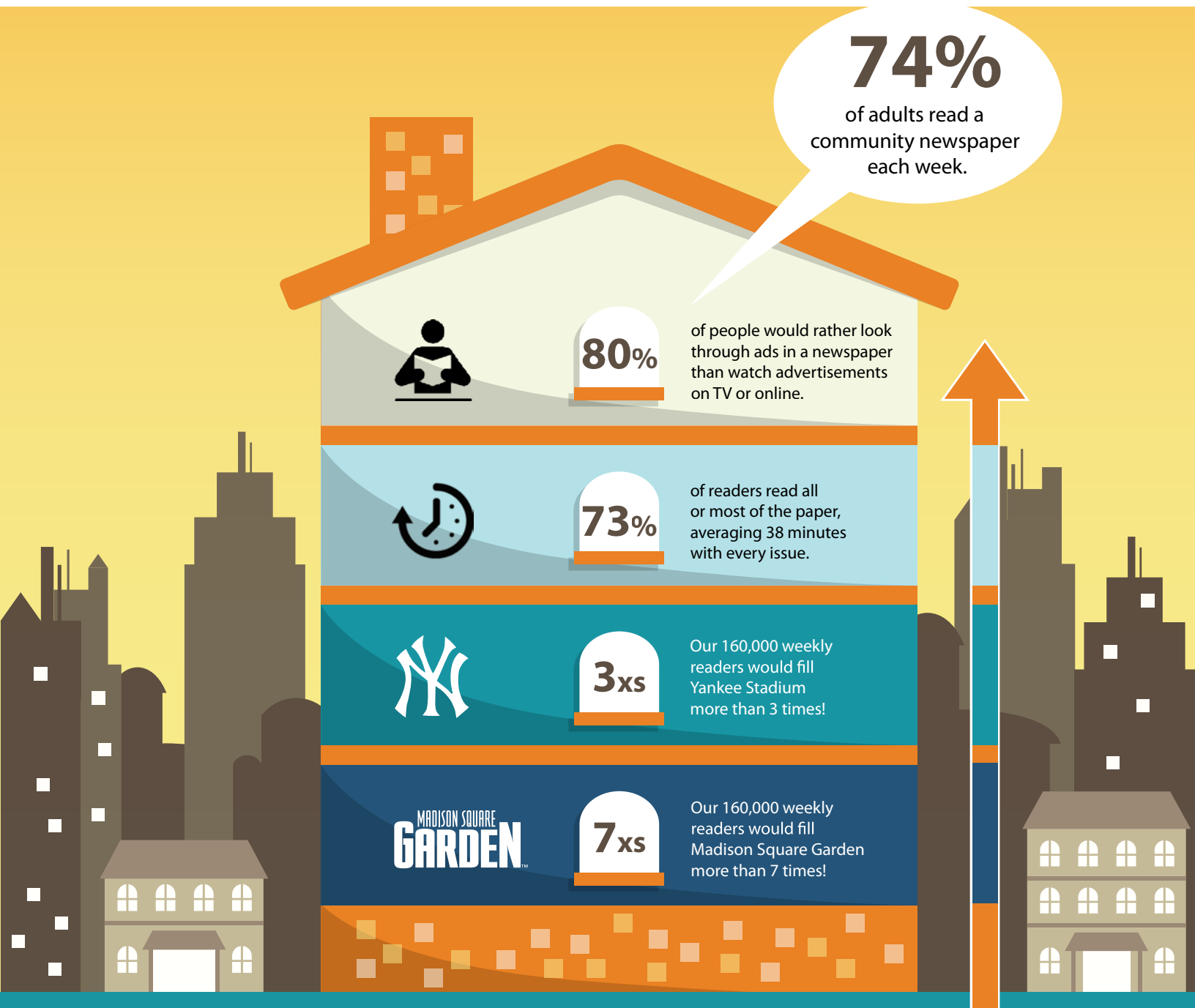
The **New York Times** reaches **less than 1%** of the households in Manhattan*

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

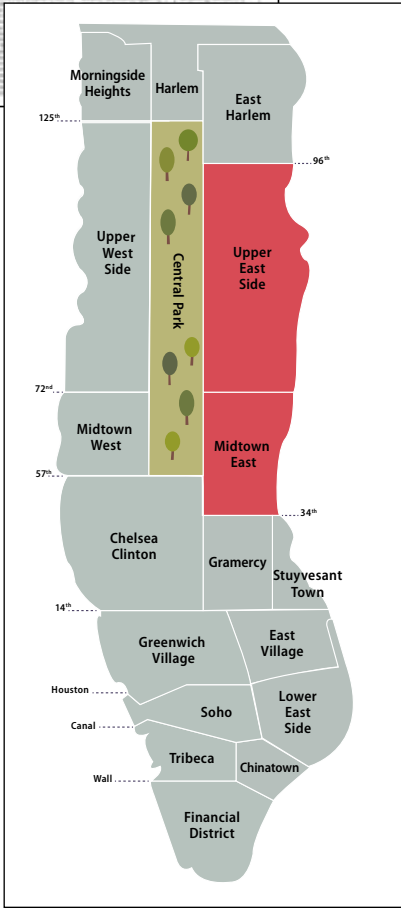
Blankets the Upper East Side with 20,000 copies delivered to 1,000 doorman buildings, boxes and retail locations.

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 Eastsider is the "personal" edition for an exclusive group of subscribers who want their Eastside neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.



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



*"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)*



The local paper for the Upper West Side



unbeatable
local coverage!

Readership: 50,000

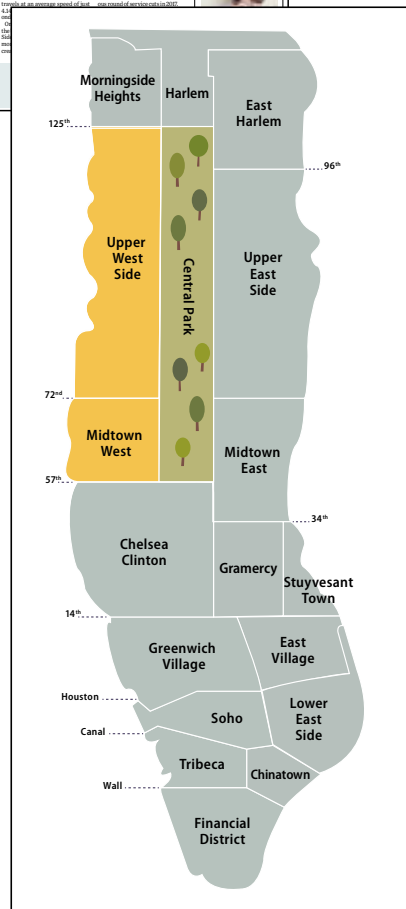
Blankets the Upper West Side with 20,000 copies delivered to 800 doorman building, boxes and retail locations.

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



The Westsider is the "personal" edition for an exclusive group of subscribers who want their Westside neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.





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: 25,000

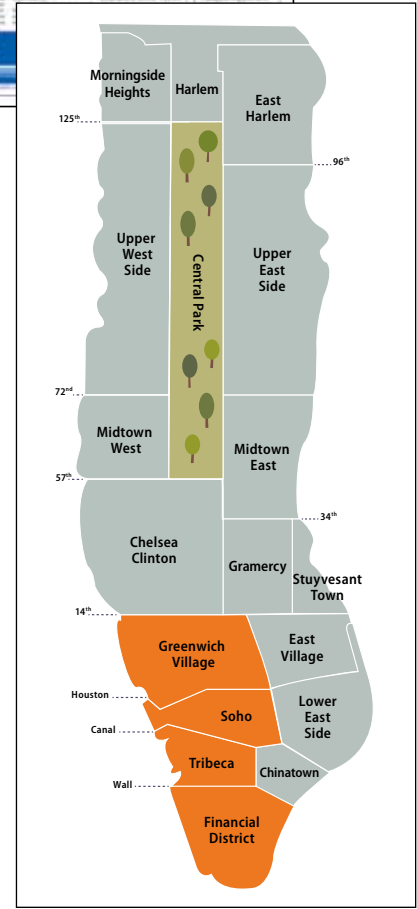
Targeted Downtown coverage with 10,000 copies delivered to 600+ doorman buildings and retail establishments. Our special brand of hyper-local news gives residents of these neighborhoods coverage they can't get anywhere else.

Advertisers depend on Our Town Downtown to deliver results.

*Source: Alliance for Audited Media, March, 2014



The Downtowner is the "personal" edition for an exclusive group of subscribers who want their Downtown neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.



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

The local paper for Chelsea



Chelsea's newest weekly newspaper!

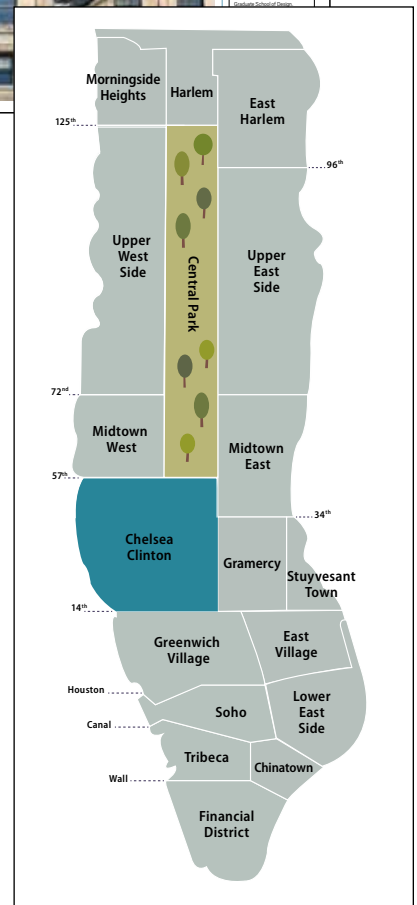
Readership: 25,000

Chelsea News has 10,000 copies delivered weekly to select doorman buildings in one of New York's chic, fastest growing neighborhoods.

Chelsea News, soon to be Chelsea's hottest place for news of the 'hood!



The Chelsea Clinton News is the "personal" edition for an exclusive group of subscribers who want their Chelsea neighborhood news delivered directly to them by US mail. Be sure to reach these active, involved, and engaged readers.



RATE CARD

Group A

*Our Town,
West Side Spirit*

1 Newspaper

	Open	8x	13x	26x	52x
Full Page	1,900	1,750	1,650	1,450	1,100
1/2 Page	1,350	1,250	1,175	1,000	800
1/3 Page	1,000	950	900	800	575
1/4 Page	800	750	725	625	450
1/6 Page	550	510	480	400	300
1/8 Page	450	400	380	330	250
1/16 Page	225	200	190	165	125
Box Ad	150	140	130	120	105
Cover Strip	1,150	1,075	1,025	875	650

2 Newspapers

	Open	8x	13x	26x	52x
Full Page	3,400	3,150	3,000	2,550	1,900
1/2 Page	2,400	2,250	2,100	1,800	1,350
1/3 Page	1,750	1,650	1,550	1,300	975
1/4 Page	1,450	1,350	1,250	1,100	800
1/6 Page	1,000	950	875	750	550
1/8 Page	800	750	700	600	450
1/16 Page	400	375	350	300	225
Box Ad	250	180	170	160	150
Cover Strip	2,100	1,900	1,800	1,550	1,150

Group B

*Our Town Downtown,
Chelsea News*

1 Newspaper

	Open	8x	13x	26x	52x
Full Page	950	875	825	725	550
1/2 Page	675	625	585	500	400
1/3 Page	500	475	450	400	285
1/4 Page	400	375	350	315	225
1/6 Page	275	255	240	200	150
1/8 Page	225	200	190	165	125
1/16 Page	115	100	95	85	65
Box Ad	75	70	65	60	55
Cover Strip	575	540	515	440	325

2 Newspapers

	Open	8x	13x	26x	52x
Full Page	1,700	1,575	1,500	1,275	950
1/2 Page	1,200	1,125	1,050	900	675
1/3 Page	875	825	775	650	485
1/4 Page	725	675	625	550	400
1/6 Page	500	475	440	375	275
1/8 Page	400	375	350	300	225
1/16 Page	200	190	175	150	115
Box Ad	125	90	85	80	75
Cover Strip	1,050	950	900	775	575

Group C

*Our Town, West Side Spirit,
Our Town Downtown, Chelsea News*

4 Newspapers

	Open	8x	13x	26x	52x
Full Page	4,750	4,375	4,150	3,525	2,625
1/2 Page	3,400	3,100	2,950	2,500	1,850
1/3 Page	2,450	2,275	2,150	1,850	1,350
1/4 Page	2,000	1,850	1,750	1,500	1,100
1/6 Page	1,400	1,300	1,225	1,050	775
1/8 Page	1,125	1,050	1,000	850	625
1/16 Page	565	525	500	425	315
Box Ad	350	240	225	210	190
Cover Strip	2,900	2,700	2,550	2,200	1,600



Additional

All Rates Are Per Week

Insert Rates

\$75 per thousand (10,000 minimum)

Front Page Stickers

\$80 per thousand (20,000 minimum)

Four Color

\$150 per insertion per paper

All 8 Newspapers

	Open	8x	13x	26x	52x
Full Page	5,570	5,290	5,010	4,260	3,170
1/2 Page	4,070	3,750	3,550	3,020	2,240
1/3 Page	2,970	2,740	2,590	2,200	1,630
1/4 Page	2,420	2,220	2,100	1,790	1,330
1/6 Page	1,690	1,560	1,470	1,250	930
1/8 Page	1,360	1,260	1,190	1,010	750
1/16 Page	680	630	595	505	375
Box Ad	400	300	280	260	250
Cover Strip	3,500	3,225	3,100	2,600	1,975



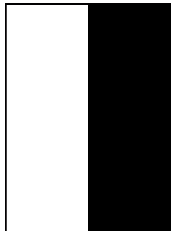
AD SPECS

Full Page



10.33" x 11"

1/2 Page V



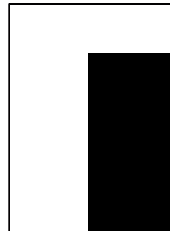
5.081" x 11"

1/2 Page H



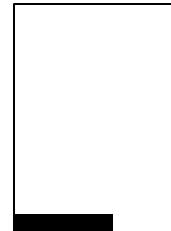
10.33" x 5.416"

1/3 Page V



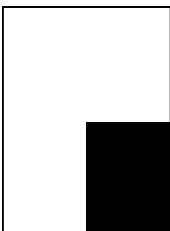
5.081" x 7.2"

Cover Strip



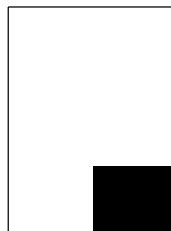
6.163" x 1"

1/4 Page



5.081" x 5.416"

1/6 Page



5.081" x 3.555"

1/8 Page H



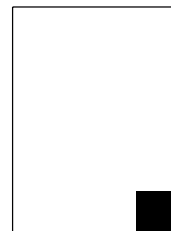
5.081" x 2.64"

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

CALENDAR

2021

PUB DATE		AD DEADLINE	PUB DATE		AD DEADLINE
JANUARY			JULY		
7	Pets, Aging	1/1	1	Aging, Pets	6/25
14	Health	1/8	8	Health	7/2
21	Real Estate	1/15	15	Real Estate	7/9
28	Education	1/22	22	Senior Living Guide	7/16
			29		7/23
FEBRUARY			AUGUST		
4	Pets, Aging	1/29	5	Aging, Pets	7/30
11	Health	2/5	12	Health	8/6
18	Real Estate	2/12	19	Education Guide	8/13
25	Education	2/19	26	Real Estate	8/20
MARCH			SEPTEMBER		
4	Education Guide	2/26	2	Pets, Aging	8/27
11	Health, Pets	3/5	9	Health	9/3
18	Real Estate	3/12	16	Real Estate	9/10
25	Aging	3/19	23	Education	9/17
			30		
APRIL			OCTOBER		
1	Camp Guide	3/26	7	Pets, Aging	9/24
8	Health, Education	4/2	14	Health	10/1
15	Real Estate	4/9	21	Real Estate	10/8
22	Pets	4/16	28	Education	10/15
29	Aging	4/23			10/22
MAY			NOVEMBER		
6	Pets, Aging	4/30	4	Aging, Pets	10/29
13	BSW Awards, Health	5/7	11	Health	11/5
20	Camp	5/14	18	Real Estate	11/12
27	Real Estate	5/21	25	Education	11/19
JUNE			DECEMBER		
			2	Pets, Aging	11/26
3	Pets, Camp	5/28	9	Health	12/3
10	Aging	6/4	16	Real Estate	12/10
17	Health	6/11	23	Education	12/17
24	Real Estate	6/18	30		12/24

Blue-Special Sections • Purple-Repeat Column

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

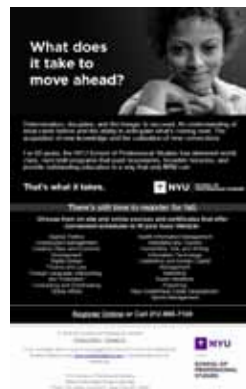
300 x 250 px\$750/mo



Newsletter Sponsorship - 11,000 Subscribers

Banner on our popular newsletter

300 x 250 px..... \$950



Dedicated e-Blast - 11,000 opt in

Dedicated e-blast to our engaged subscribers..... \$950

