The Day reaches 8 out of 10 adults.

It’s a great foundation for any marketing campaign!

These readers are the affluent, educated consumers that advertisers value.

76% are college educated.
- more than half of all Day readers are college graduates.

38% of Day readers earn more than $100,000 a year.
- 75% earn more than $50,000 a year.

The Day and theday.com reach nearly 159,000 readers daily and Sunday in the New London Metro. That’s more readers than all the other local newspapers combined.

We’re No. 1!

The Day and theday.com together reach almost 8 out of 10 adults in the primary market. That makes The Day the strongest newspaper-website combination among all newspaper-websites measured by the Alliance for Audited Media.

To advertise, contact your Account Executive or Bob Briere at 860.701.4203 or b.briere@theday.com

More readers, more circulation than any other newspaper in Eastern Connecticut.
Custom Publications

Our magazines reflect the interests of our shoreline community and our visitors.

- **Mystic Country** is the official visitors guide to the Shore, Connecticut’s leading tourism region. It’s distributed throughout the Northeast, including New York, Massachusetts and Rhode Island.
- **Sound & Country** is The Day’s major, seasonal tourism publication for all things to see and do in Southeastern Connecticut throughout the year.
- **Go Westerly** covers summertime fun in Southern Rhode Island.
- **Aspire**, a sophisticated community magazine built around fashion, arts, home and society. Target readers who embrace all facets of great living.
- **Connecticut Family**, the perfect magazine to target parents who are looking for opportunities to enrich their family lives.
- **Our Education Guides** reach people looking for learning opportunities in our region and throughout the Northeast.

Reach your audience anywhere... desktops, laptops, tablets or mobile devices. Experience all of our custom publications and magazines with our digital I-Mag editions.

For a complete list of all of our custom publications, go to www.theday.com/custompubs

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Every Thursday, The Day’s weeklies offer advertisers total coverage of virtually every household on Connecticut’s Shore

- **Shore Publishing** produces 7 weeklies that go to over 64,000 households in 16 communities.
- **The Times** produces 8 weeklies that go to over 77,000 households in 23 communities.

**We deliver your message to all these affluent shoreline towns**

- **Publish a display ad** in only the hometown editions where your customers live, or
- **Target your preprints** with our weeklies to reach specific ZIP codes, or
- **Saturate** virtually every household with your preprint, using our total market coverage program.
Yes, New London Metro is an upscale metro on Connecticut’s Shore, where 350,000 people live and work in defense, high-tech, tourism, casinos and the arts.

But we’re also classic New England, where you’ll find traditional sea coast villages, miles of beautiful beaches, lighthouses, cottages and sailing ships.

We’re “Mystic Country.”

Tourists love our casinos, among the world’s largest — Mohegan Sun, Foxwoods Resort Casino and Foxwoods Towers.

And they love our attractions, like Mystic Seaport and Mystic Aquarium with Dr. Robert Ballard’s Institute for Exploration, which first discovered the wreckage of the Titanic.

We’re proud of our role in America’s defense — home to the U.S. Coast Guard Academy, and “the Submarine Capital of the World.”

• The Naval Submarine Base - New London (“the First and Finest Submarine Base”).

• General Dynamics Electric Boat, which builds the nation’s sub fleet.

• USS Nautilus Museum, which features America’s first nuclear submarine.

We love the arts, too, from The Garde Arts Center to The Eugene O’Neill Theater Center, to the Florence Griswold Museum, featuring paintings by many of America’s impressionists.

New London Metro is one of the top 20 metros in the nation in median household income. Our median income — $66,233 is 25% higher than the median income of the U.S. 
Source: US Census QuickFacts 2016

So welcome to Connecticut’s Shore! Welcome to Mystic Country!

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Loyal readers - valuable customers

Reach your best prospects through a smart internet

With over a half million unique visitors each month, theday.com serves one of the most engaged, loyal communities of readers on the Web.

And these online users are exactly the kinds of people you want to reach most.

The median household income for our readers is 30% higher than the U.S. average.

89% are college educated

31% earn more than $100,000 a year

50% earn more than $75,000 a year

People value theday.com because we are live 24/7 and users can interact with us through blogs, videos, chats and special projects.

More than 90,000 people are registered users on theday.com, and more than 20,000 are paying subscribers.

Traffic

theday.com digital audience average monthly reach

Unique Visitors: 560,000
Visits: 1.4 million
Pageviews: 3.9 million
Average time on site: 3+ minutes

Sources: Traffic – Google Analytics (Average monthly, 2014)


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Reach your best prospects through a smart internet strategy

Join the wide array of advertisers who use online display advertising on the region’s most-visited website — theday.com. Over 560,000 unique visitors in a typical 30-day period.

Not just banner ads but other great digital products, too.

- **Contest sponsorship** — Users “raise their hands” to win. Then contact everyone who entered because they’re all great prospects.

- **Email blasts** — With our “opt-in” subscriber database, you target specific demographics, and we do the rest. It’s turnkey!

- **Native** — True native advertising. Brand content served within editorial streams.

- **Social media marketing** — We’ll build your business Facebook page, promote your messaging, and help you get new fans.

- **Video advertising** — Your 15-second pre-roll runs just before the region’s best news and features videos.

- **Website design that’s search-optimized** — We’ll build a website that’s easy for people to find because we make it easy for search engines to find you. More traffic, more sales!

Target your message to the right users. Reach just the people most likely to buy what you’re marketing.

- Target by **context** — what they’re reading
- Target users in **specific ZIP codes**
- Target by what they’re **searching** for.
- **Search Engine Optimization (SEO)**
- **Social media development and or management**
- **Search Engine Marketing (SEM)**
- **Local search directories**

We can help with retargeting too.

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We’re experts at

Preprint distribution

• Our Print & Deliver program will help you create your advertising circular, produce a quality printed product and distribute it to the right areas of your market.

• Targeted Preprint Distribution – We keep track of every household in this region so we can help you get your message to the right people in any ZIP or town you choose. Bullseye!

• Total Market Coverage – Blanket just the towns you’ve selected, or saturate all of Connecticut’s Shore from North Haven to Stonington. We can distribute your preprint to the ZIPs you choose at a price that’s far less than the mail.

Ad Notes
These special attention-getters will have your message prominently placed on the front page. Full color glossy - available in custom shapes, with scratch offs and back side printing options.

Commercial printing

We do it every day

We know how to produce great printed products because we publish more than 80 different titles annually. We’re ready to work with you to develop posters, single sheets, catalogs, booklets, point-of-purchase displays, discount cards – even a full marketing campaign – fast and at a reasonable price.

Promotional products too.

The Day can produce your promotional products, custom-printed specialty items from ballpoint pens to coffee mugs to mouse pads and anything else you can think of. Just ask, and we’ll show you great products that get your name in front of customers – every day!

... and more.

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Integrated Solutions

We can develop a package of solutions to reach more prospects

- Display advertising in The Day or our 15 weeklies to reach newspaper readers
- Banner advertising on the region’s best website – theday.com – to reach online users
- Email and other digital marketing solutions including email marketing or online contests to help you build a list of new prospects.
- Preprint distribution to saturate every household in the ZIPs where your best prospects live, or
- Targeted direct mail that reaches only the prospects you specify – say, homeowners or families with children.

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Digital

560,000 unique visitors each month,
with more than 3,900,000 page views each month

89% are college educated
50% earn more than $75,000 a year
65% are 30-54 years old, a key buying demographic.
31% earn more than $100,000 a year

Our Magazines

Our Reach

New London Metro is one of the top 20 metros in the nation in median household income.

Our Median income — $66,233 — is 25% higher than the U.S. median income.