We are classic New England, where you’ll find traditional sea coast villages, miles of beautiful beaches, lighthouses, cottages and sailing ships.

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

They 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.

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, Naval Submarine Base New London and General Dynamics Electric Boat, making us the “Submarine Capital of the World.”

Our delivery footprint encompasses an affluent, educated market.

market statistics:

| 45-54 | 40% | 48% | 79% | $67,547 | 269,003 |
| median age range | college education or higher | married | own a home | median household income | total population |

22% higher than the U.S. median income

1Source: LEAP Media Solutions, Axxiom; 2Source: US Census QuickFacts 2016 data; 3Source: US Census QuickFacts 2017 estimates
The Day is the largest daily newspaper in southeastern Connecticut—reaching more than 54,000 readers on a single daily edition and more than 58,000 readers on a single Sunday edition.

We appeal to residents of New London County as well as the tourism segment – which is a vital component of our market. New London County attracts tourists seeking experiences at our two world-class casinos, attractions, theater, arts, beaches, and more.

The Day is printed 7 days a week, 365 days a year. We never miss a beat.

Subscriber demographics:

**Age Range**
- 18-24: 0.38%
- 25-34: 1.86%
- 35-44: 5.98%
- 45-54: 16.87%
- 55-64: 25.78%
- 65-74: 26.20%
- 75+: 22.93%

**Household Income**
- 0-19,000: 6.02%
- 20,000-39,999: 8.04%
- 40,000-59,999: 9.80%
- 60,000-79,999: 24.54%
- 80,000-99,999: 18.66%
- 100,000-124,999: 11.08%
- 125,000-149,999: 4.83%
- 150,000+: 17.03%

**Total readership:**
- 54,000+ on a single daily edition
- 58,000+ on a single Sunday edition.

*Source: Internal reporting, 2019; Readership figures reflect totals for printed and digital editions*
We can develop a **package of solutions** to reach **more prospects**

- **Display advertising** in The Day, our 15 weeklies, or our magazines and special sections to reach newspaper readers
- **Banner advertising** on the region’s leading news 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
- **Social media marketing** will build your Facebook business page, promote your messaging, and help you get new fans
- **Preprint distribution** to saturate every household in the ZIPs where your best prospects live
- **Targeted direct mail** that reaches only the prospects you specify, like homeowners or families with children
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 60,000 households.
- **The Times** produces 8 weeklies that go to over 77,000 households.

We deliver your message to all these affluent shoreline towns

- Publish a display ad in only the hometown editions where your customers live
- Target your preprints with our weeklies to reach specific ZIP codes
- Saturate virtually every household with your preprint, using our total market coverage program.
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
Loyal readers are **valuable customers.**

Reach an **engaged online audience.**

**theday.com** serves one of the most engaged, loyal communities of readers in our area.

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

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

**IN THE LAST YEAR, theday.com has averaged:**

- **2.8 million** pageviews per month
- **414,807** unique visitors per month
- **1.1 million** visitors per month
- **2 minutes, 44 seconds** average time spent on theday.com

**Source:** Google Analytics, theday.com

To advertise, call 860-701-4440
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. Reach more than 560,000 unique visitors in a typical 30-day period.

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

- **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 Facebook business 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!
- **Contest sponsorship**: Reach an engaged and excited audience. Our readers love to participate in contests to win great local prizes.

**Targeting** and more!

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.

To advertise, call 860-701-4440
To advertise with us or learn more about what we can do for you, there are several ways to get in touch:

**Call us:**
Main advertising phone number ........................................ 860-701-4440

**Contact one of our advertising managers directly:**
Dan Graziano, *Director of Advertising* ........................................ 860-701-4203 | d.graziano@theday.com
Richard Zesk, *Classified Advertising Manager* .............................. 860-701-4285 | r.zesk@theday.com
Eric Palmer, *Digital Advertising Sales Manager* ............................. 860-701-4207 | e.palmer@theday.com
Randy Murallo, *Key Accounts Manager* ....................................... 860-701-4221 | r.murallo@theday.com

**Contact your Multimedia Consultant.**

**Let us help you reach your advertising goals. Contact us today!**