

Hartford Courant.

Hartford, CT – #31 DMA

Reach 1.3+ million consumers each week, 64% market coverage

- Hartford Courant is the #1 newspaper in central Connecticut
- courant.com is the #1 news & information website in Hartford

PRINT



Newspaper: Hartford Courant

Circulation - Daily: 132,006; Sunday: 191,044

Audience - Daily: 348,359 Sunday: 523,038



Hartford Magazine

Monthly Circulation: 70,000

DIGITAL



courant.com

UVs: 745,000/6 month average

PVs: 19.7 MM/6 month average



mobile.courant.com

UVs: 123,320/6 month average

PVs: 1.1MM/6 month average

Mobile apps are also available for iPad, iPhone, Android and Blackberry platforms.

BROADCAST

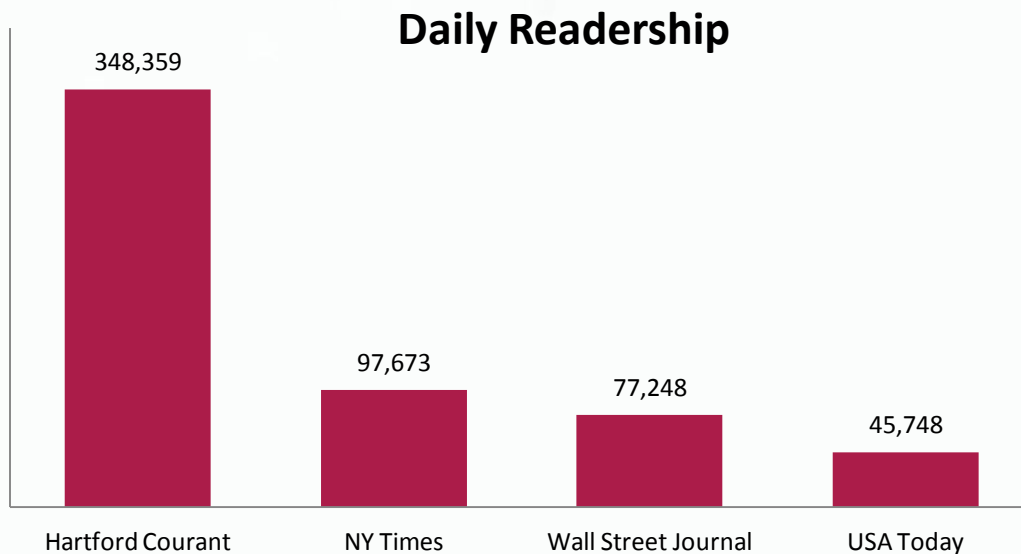


EVENTS

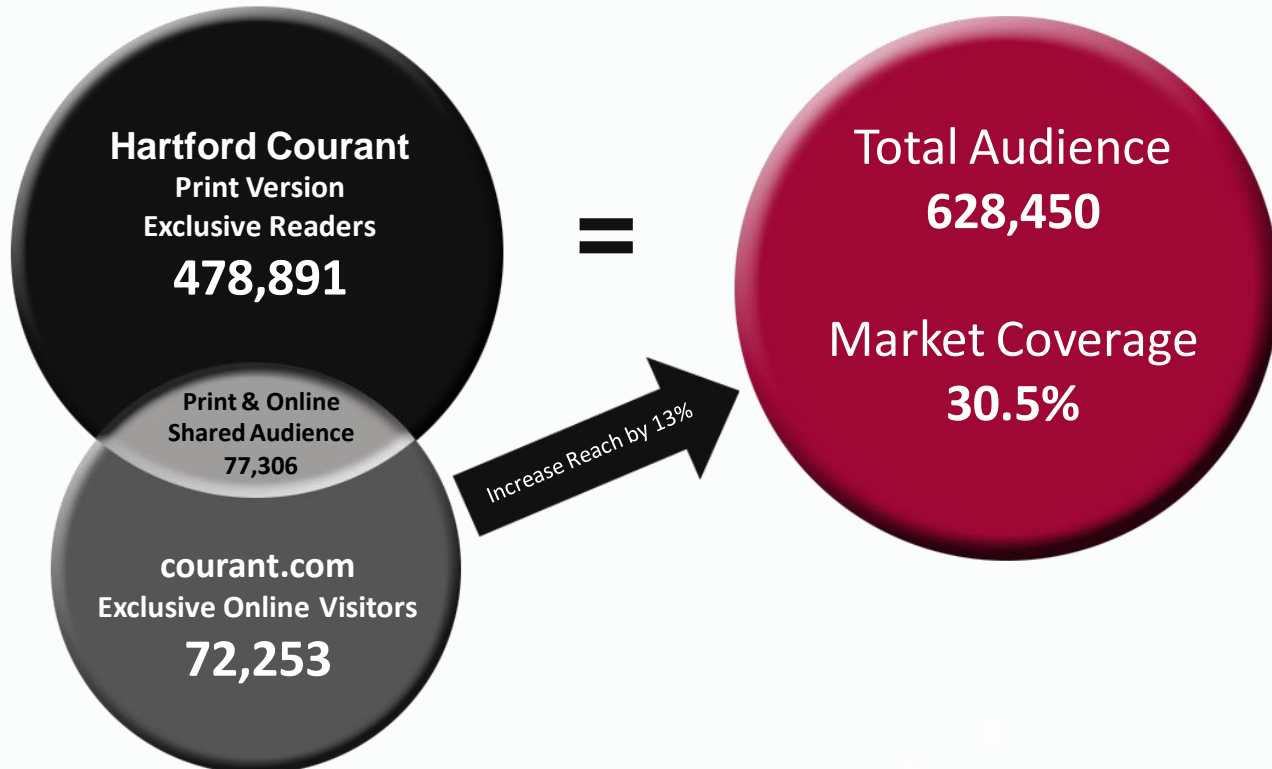
20+ annual events
Over 100,000 attendees



The Dominant Voice of the Hartford DMA



Extend Your Reach with courant.com



Market Profile:

#31 DMA in America – 2.7 million people

Population 18+	2,058,291
Median Age	47.1
Median HHI	\$65,907

College Education	58%
Employed	63%
Own Home	71%

Demographics:

Hartford Courant Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	49/ 51	28/26	103/98
College Educated	59	28	103
Own Their Home	74	28	104
HHI \$100K+	28	29	106
Professional/Managerial	27	27	101
<i>Median HHI – \$72,051; Median Age – 52.5</i>			

courant.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	55/45	8/6	114/87
College Educated	79	10	137
Own Their Home	80	8	112
HHI \$100K+	43	12	165
Professional/Managerial	53	14	197
<i>Median HHI – \$92,688; Median Age – 45.5</i>			

Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
CT Now	•	•	•	•	•	•	•
Live Smart	•						
Business			•	•	•	•	•
Sports	•	•	•	•	•	•	•
iTowns	•						
Travel	•						
Arts	•						
Home & Real Est.	•						
Flavor					•		
CAL					•		
Living			•	•		•	
At Home						•	
Motoring							•

GENERAL DEADLINES

Space:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

Material:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

DIGITAL OPPORTUNITIES

- 24+ million page views in January 2011
- 7 newsletters
- Behavioral and geo-targeting
- Data capturing

Other Advertising Opportunities

EASTERN CONNECTICUT
 PROVIDER: ASHFORD, BOLTON, COLCHESTER, COLUMBIA, COVENTRY, EAST HARTFORD, ELIMINATED, Glastonbury, HERBON, LEBANON, MARCHES-
 TER, MANTONVILLE, MIDDLETOWN, SOUTH BRIDGTON, STORRS, TOLLAND, VERBON, WASHINGTON, WINDHAM.

iTOWNS
 A primary reader who has been painting and teaching classes and workshops for more than 20 years, created the artwork on this week's cover. For more details, see Page 3.

PAMELA SIMPSON LUSHER

CLUBS AND ORGANIZATIONS
 The Manchester Rotary Club has concluded its annual distribution of decorations to all the 8-12 grade students in Manchester's public and private schools. This marks the fifth year of this communitywide effort, chaired by co-ordinator, Wendy Wickert.
 Page 17

TV WEEK
 This week's guide to television programming begins on Page 26.

SCHOOL STUFF
 Philip B. Smith Elementary School in South Windsor is the newest member of Rockville Bank's "Rocky K&E" School Program, an innovative student banking program for children ages 6 to 12.
 Page 24

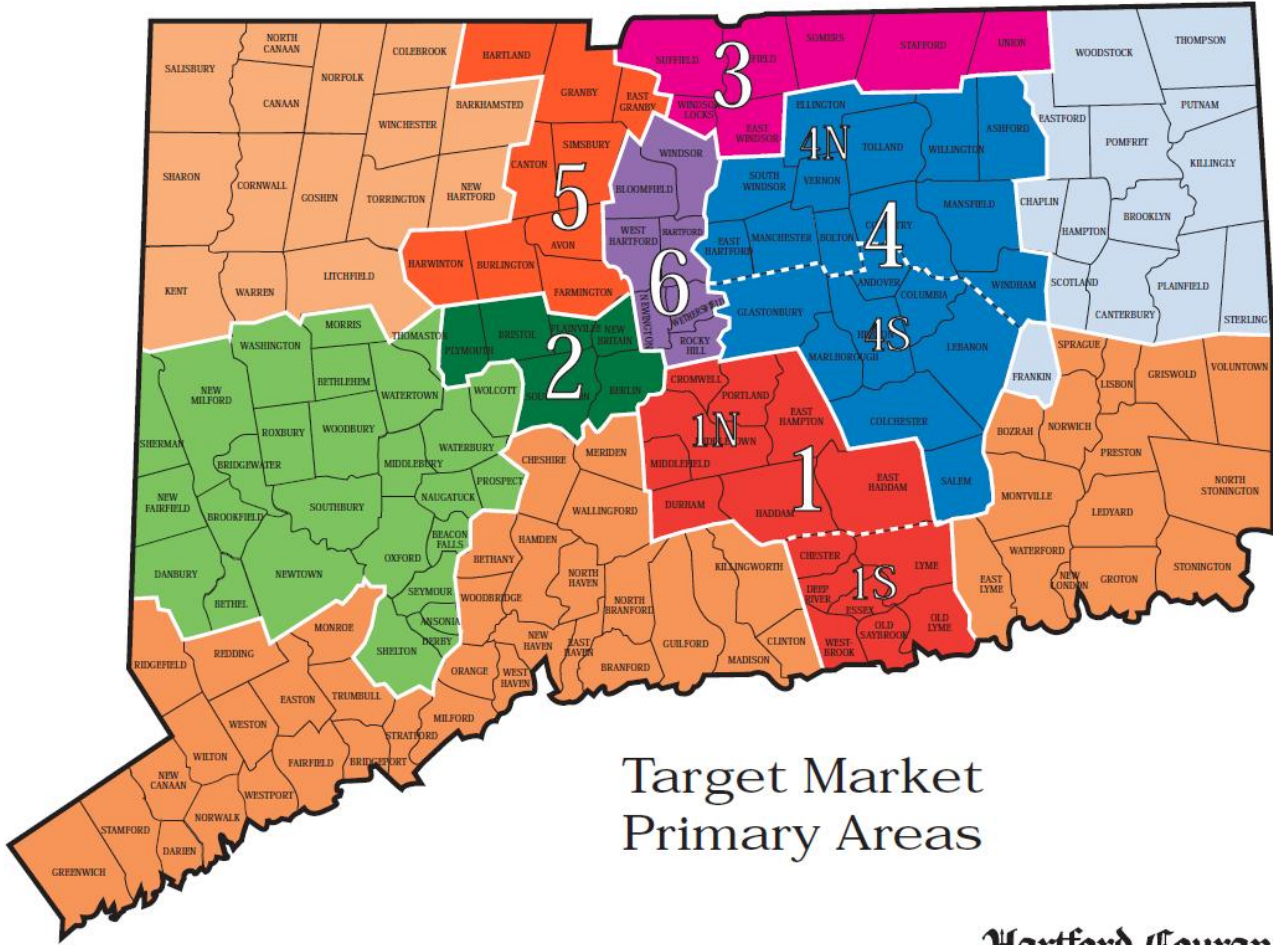
JOBS4U INSIDE

Create Hyper Local Connections with Sunday iTowns

- Zoned local news
- Community focused coverage
- Reader-submitted photos
- Event listings

Distribution Map:

Hartford Courant Circulation – Sunday: 191,044 – Daily: 132,006



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ATHOME

OF IDEAS WITH...
'PILES OF IDEAS'

Three 12 Official Collections feature items from Winning Best Sellers Lists!

W

How To Show Woodpeckers From Your Home

TRAVEL

Trips are for kids...

...but they don't just happen. You need a plan and guide.

Late-fare prices on rise

Upscale hotels flirt with hourly rates

SPORTS

Farewell Mission: Bye Time

The Book On Women's Hoops

Hawks Continue The Chase

PRIZE PACKAGE

Every Saturday 9 AM on FOX CT

FLAVOR

One pot wonders

Keep it simple and share on energy use and change

Chicken with rice (Asian non-pasta)

Cut Down On Fat Without Sacrificing Flavor

THIS WEEK AT BIG Y BUY ONE GET TWO FREE SALE STARTS TODAY!

MOTING

How to drive the hardest bargain

Fill up with it first before filling the showroom






Love is a many fender thing

PunchOutDays

SALE - BOLLES OF HUNTING

Preprint Capabilities:

Increase market penetration by adding a preprint option to your buy

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Hartford Courant ZIP / Zone 120,000 Distribution	Hartford Courant ZIP / Zone 120,000 Distribution	Hartford Courant ZIP / Zone 120,000 Distribution	Hartford Courant ZIP / Zone 167,000 Distribution	Hartford Courant ZIP / Zone 165,000 Distribution	Hartford Courant ZIP / Zone 154,000 Distribution	Hartford Courant ZIP / Zone 227,000 Distribution
		 ValuMail Monthly T/MC (Wed - Fri) Full Zip Code 1.25 mm Distribution	 Ctshopshere.com Weekly T/MC ZIP / ZONE 394,000 Distribution (50k carrier delivered)			 HC Select Sunday Select Full Zip Code 15,000 Distribution
Community Newspaper preprint distribution available on Wed/Thur- 115,000 total						

NOTE: Estimated distribution quantities are subject to change. Based on Q1 '12.

Data Solutions:



Preprint Optimization™

- Tribune365 merges a client's customer data with our subscriber and recipient data to yield the best combination of geographies and insert products to reach your most desirable households



Direct Delivery Plus™

- Campaign is targeted on the front end and fully measurable on the back end, with our recipient address file available for match back and backend analysis purposes
- Can be executed using "toppers/outserts" – delivered on top of/outside certain home-delivered print products
- Replacement for Direct Mail with up to 50% savings

