

2021 MEDIA KIT



209[®]
MULTIMEDIA

Content



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Circulation Overview

209 Multimedia is the largest community media organization in Northern California.

**In print and online, We cover
The Central Valley of California**

- ▶ Publishes **7** daily & weekly newspapers
- ▶ Publishes **209 Magazine**, **209 Business Journal**, and **209 Senior Living**
- ▶ Serves Stanislaus, Merced, and San Joaquin counties
- ▶ Attracts **300,000** unique online visitors each month through our community websites with over 1 million pageviews and 3 million impressions
- ▶ Inserts over **1.2 million** preprints each month
- ▶ Distributes to more than **75,000** households each week

PRINT PUBLICATIONS



Continued Digital Growth

With the U.S. newspaper digital audience steadily growing (40% from 2014 to 2020) our digital advertising has adapted to the needs of users with high technological iq's performing even better than national averages!

209 Multimedia's average click-through rate performs at **0.09%**

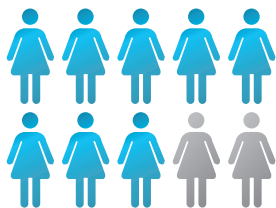
Our best-performing ad (excluding high impact ads) is the Medium Rectangle (300 x 250) at a click-through rate of **0.13%** the national average is **.09%***

More than 60% of our digital audience use our mobile products.

*Source: Google's www.richmediagallery.com Display Benchmarks, refers to the national performance average of 300x250 ads.



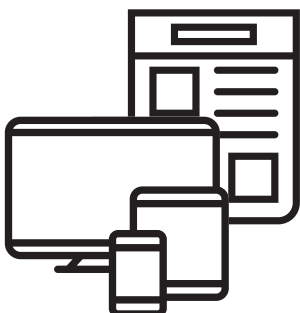
209 Multimedia has fine-tuned its online interfaces to meet the demands of its readers. Research shows that readers are increasingly accessing news through mobile devices.



More than eight in ten (83%) adults who were online in August 2019 engaged with newspaper digital content.



The reach of newspaper digital content is highest for **men age 25-44**, where **more than nine in ten (93%)** interact with newspaper digital media during the month.



The vast **majority of U.S. adults, 164 million (69%)**, read newspaper media content in print or online in a typical week, or access it on mobile devices in a typical month.

Sources: Google's Doubleclick for Publishers, Newspaper Association of America (NAA) October 2019 report "Newspaper Digital Audience", 2013 Sensemaker report by the NAA

MEDIA PARTNERS

209 Multimedia is a key media buy for local and national advertisers. We have built strong partnerships with these advertisers, and many more!

ALFRED MATTHEWS



**DEHART
ROOFING**



JCPenney



Smart & Final.



DOLLAR GENERAL®



Central Valley Market

The 209 region is comprised of 7 counties, 114 zip codes, encompassing 126 communities.

Covering over 11,000 square miles, this region is home to 1.5 million people, with over 54,000 businesses, and more than 688,000 workers.

In the heart of the 209 is the Port of Stockton, a major port handling 3.87 million metric tons of cargo and servicing ships from over 55 countries every year.

The 209's Central Valley is rich in agriculture that produces 8% of the nation's total crops, with an output value of over 43 billion dollars, annually.

209 Multimedia publishes 7 community newspapers, an award winning bi-monthly magazine, an array of specialty publications, in addition to digital and video advertising platforms, right here in the heart of 209.

Newspaper Reader Demographics:

\$71,914

Median Household
Income

82%

Home Ownership Rate

55%

Female

75%

Lived in local area 10+ years

72%

Married

60%

Age 35 - 64

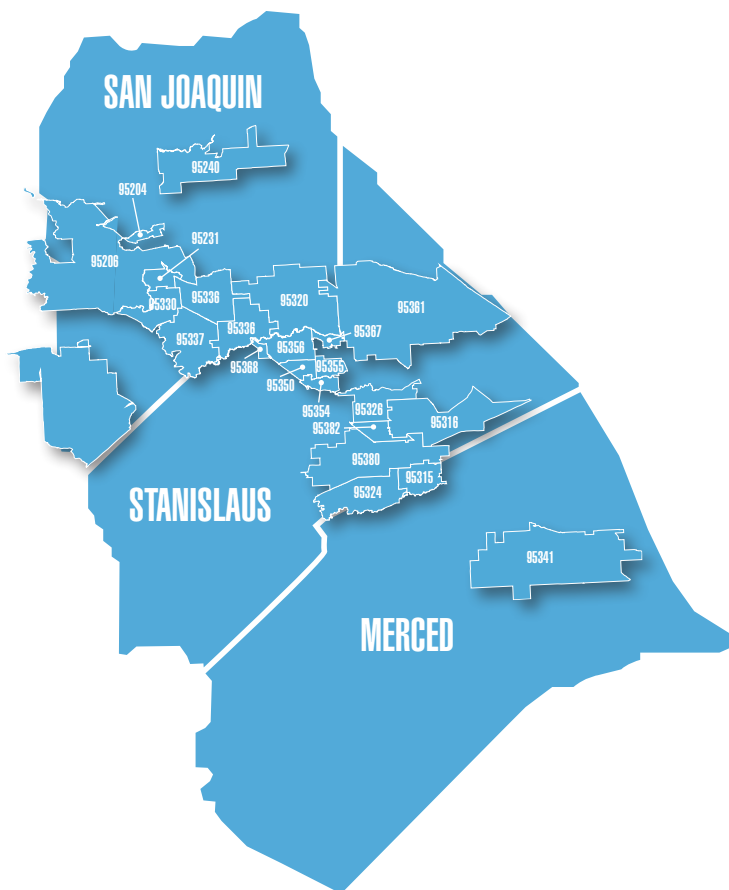
52%

Bachelor's degree or higher

Source July 2019 Pulse Research Data



MARKET
CENTRAL VALLEY



121 S. Center St. 2nd Floor Turlock, CA 95380

209-634-9141

A Division of

209
MULTIMEDIA

Publication	City	Zip Code	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Manteca Bulletin	Manteca	95336		3,092	3,092	3,092	3,092	3,562
Manteca Bulletin	Manteca	95337		1,891	1,891	1,891	1,891	2,195
Ripon Bulletin	Ripon	95366		725	725	725	725	825
Manteca Bulletin	Lathrop	95330		209	209	209	209	287
Manteca Bulletin	French Camp	95231		30	30	30	30	35
Manteca Bulletin	All other cities			53	53	53	53	54
		Total		6,000	6,000	6,000	6,000	6,958
On The Road	Manteca	95336					9,477	
On The Road	Manteca	95337					6,476	
On The Road	Ripon	95366					4,299	
On The Road	Lathrop	95330					2,112	
On The Road	French Camp	95231					105	
On The Road	Turlock	95380					7326	
On The Road	Turlock	95382					3145	
		Total					32,940	
209 Living/Home Scene	Manteca	95336						3,562
209 Living/Home Scene	Manteca	95337						2,195
209 Living/Home Scene	Ripon	95366						825
209 Living/Home Scene	Lathrop	95330						287
209 Living/Home Scene	French Camp	95231						35
209 Living/Home Scene	Delhi	95315						111
209 Living/Home Scene	Denair	95316						42
209 Living/Home Scene	Hilmar	95324						115
209 Living/Home Scene	Hughson	95326						30

Publication	City	Zip Code	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
209 Living/Home Scene	Turlock	95380						2102
209 Living/Home Scene	Turlock	95382						1280
210 Living/Home Scene	All other cities							89
		Total						10673
Turlock Journal	Delhi	95315			111			111
Turlock Journal	Denair	95316			42			42
Turlock Journal	Hilmar	95324			115			115
Turlock Journal	Hughson	95326			30			30
Turlock Journal	Turlock	95380			2102		7326	2102
Turlock Journal	Turlock	95382			1280		3145	1280
Turlock Journal	All other cities				35			35
		Total			3715		10471	3715
Ceres Courier	Ceres	95307			11500			
Ceres Courier	Hughson	95326			1751			
Ceres Courier	Modesto	95351			2773			
Ceres Courier	Modesto	95358			1754			
Ceres Courier	All other cities				15			
		Total			17793			
Oakdale Leader	Oakdale	95361			3197			
Oakdale Leader	All other cities				174			
		Total			3371			
Escalon Times	Escalon	95320			1310			
Escalon Times	All other cities				203			
		Total			1513			
Riverbank News	Riverbank	95367			6429			
Riverbank News	All other cities				154			
		Total			6583			
OER Advertiser	Oakdale	95361			4735			
OER Advertiser	Escalon	95320			1214			
OER Advertiser	Riverbank	95367			3100			
		Total			9049			
MNC of California		Combined Total				48,024	49,411	21,346



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MAGAZINE

As a lifestyle and leisure magazine, we feature community members, local businesses and charity profiles along with interesting articles on cooking, recreation and healthful living. The magazine strives to keep a diverse interest. Story ideas come straight from our community and aim to provide a look at how we live, play and work while being a light, entertaining read.

As an advertiser, you can expect our readers to be smart, cultured and involved with the community.

Our mission is to be a leading lifestyle publication in the local communications industry, while giving back to those who consider the 209 HOME. By providing relevant and valuable information to enhance our community's well being, we receive the opportunity to entertain, educate and inspire you – our neighbors. We reach households and businesses in San Joaquin, Stanislaus, Merced and surrounding areas.

BI-MONTHLY DISTRIBUTION BY COUNTY

COUNTY	CITY / AREA	STATE DELIVERY	CARRIER	CONTROLLED BULK / SINGLECOPY	MAIL	OFFICE / RESTOCK	TOTAL
Merced	Delhi Hilmar Merced	CA	60	423	67	0	550
San Joaquin	Escalon French Camp Lathrop Lodi Manteca Ripon Stockton Tracy	CA	4,743	1,097	1,358	100	7,298
Stanislaus	Denair Hughson Modesto Oakdale Riverbank Salida Turlock	CA	3,076	1,620	2,249	200	7,145
Misc.	Assorted		7	0	0	0	7
TOTAL			7,886	3,140	3,674	300	15,000

What does 209 Multimedia offer?

Digital Solutions for your Business.

1 LAUNCH

Consultative Strategies
Full House Creative
Services

- Branding
- Marketing
- Collateral
- Website
 - Hosting
 - Design
 - Maintenance



2 ENGAGE

Audience Engagement
Campaigns
Lead Generation
Search Engine Optimization
Social Media Management
Reputation Management
eMail Campaigns
Display Advertising
PPC and Retargeting
Direct Marketing
Video Production
Customizable solutions

3 MEASURE

Dedicated Account Management
Real Time Reporting
ReEngagement Tools
Analytics



STUDIO
209

