

# Examiner

MEDIA

**SMALL NEWS IS BIG NEWS**

PO Box 611, Mt. Kisco, NY 10549 • 914-864-0878 • TheExaminerNews.com

## About Examiner Media

*Examiner Media: Westchester and Putnam's Most Dynamic Publishing Company Continues to Innovate*

The Examiner The NORTHERN WESTCHESTER Examiner The PUTNAM Examiner The WHITE PLAINS Examiner

Examiner Media, a group of independent weekly publications, has successfully proven since its birth that newspapers remain not just viable, but also an unmatched outlet for readers to learn about local news and for advertisers to reach targeted markets.

Started in September of 2007 by a group of award-winning local journalists, Examiner Media now boasts more than 100,000 weekly readers across its print and digital platforms.

"The Examiner proves that even in the Internet age, there is still a deep craving in suburban villages for a newspaper made of actual pulp that has stories about zoning and parking controversies, features photographs of high school athletes, and allows Main Street merchants and politicians to advertise," states an article in The New York Times, written by columnist Joe Berger two months after The Examiner's first print.

In the years that followed, Examiner

Media's digital footprint has exploded, with TheExaminerNews.com anchoring the newspaper's daily online coverage.

The Examiner, headquartered in Mount Kisco, NY, circulates in several central Westchester communities north of Manhattan.

In March, 2009 Examiner Media launched The Putnam Examiner, which serves all of Putnam County. In December of 2009, the company started The Yorktown Examiner, which was renamed The Northern Westchester Examiner in April, 2011 to better reflect its expanded coverage area.

Also in 2011, Examiner Media unveiled its fourth print publication, debuting The White Plains Examiner in August. Additionally, 2011 marked the rapidly evolving company's foray into online publishing: TheExaminerNews.com features breaking news from across the region and also hosts columns and other editorial features.

Examiner Media also breaks news and supports advertisers on its popular social media platforms while also delivering journalism to readers through a subscriber-based email newsletter.

In the summer of 2021, the company launched a new digital newsletter/publication after winning a worldwide contest through the Substack Local program, ushering in a new Examiner 2.0 era.

In its opening editorial, The Examiner pledged to "tell you what's happening within the corridors of your village or town hall. To tell you what's happening within the doors of your school buildings. Within the white lines of your athletic fields. To tell you what's happening within the unchecked crevices of your neighborhoods."

While distribution systems and technology might be evolving, Examiner journalists are as committed as ever to the old-fashioned newspaper values of fact-checking and careful reporting.



# 77%

of newspaper readers took an action as a result of a print newspaper ad in the past 30 days. 59% clipped a coupon, 52% bought something advertised and 45% visited a store.

Source: Newspaper Association of America

# Community Newspapers

*Community Newspaper Readership is Rapidly Growing*

**Examiner Media is expanding...  
We are distributing 25,000 copies  
in Westchester and Putnam every week**

Between our print and digital platforms, we are reaching more than 100,000 readers per week across the region.

*“CareMount has definitely benefited from advertising in The Examiner. With the different editions, we are able to reach patients and potential patients in Putnam and Westchester Counties. The Examiner is a GREAT paper with GREAT people behind it!” - CareMount Medical*

No other medium delivers the loyal, local and repeat audience provided by community newspapers such as those in the **Examiner Media** group.

Community newspaper readers buy locally and are interested in local advertising. They look for restaurant ads and coupons. They buy appliances, electronics and furniture locally. They look for sales and specials at local stores. They bank locally, visit local shopping centers, and purchase cell

phones and sporting goods locally. They also shop locally for groceries more than once per week.

Community newspaper readers are most interested in local news, the kind of local news available ONLY in community newspapers. These readers are interested in local schools, local sports, local crime and safety information, neighborhood events and local business news. **Examiner Media** fills this need in your community.



# 60%

of newspaper readers followed up a newspaper ad online in some way. 44% went to a website after seeing a print newspaper ad and 28% conducted an online search after seeing a newspaper ad.

Source: Newspaper Association of America



# 41%

say newspapers are the medium used most to check out ads, more than all electronic media combined. (TV, radio, internet)

Source: Newspaper Association of America

# Demographics

**Examiner Media reaches out to readers who are committed to their community, eager to shop locally and support businesses advertising in their local newspaper. This very desirable customer is targeted in some of the most affluent communities.**

**Demographic snapshot:**

The statistically most likely Examiner reader: Female. College educated. High income. Middle aged. Makes purchases based on advertising in the newspaper. Keeps publication for a week or more.

**71.7%** of Examiner readers frequently purchase products or services from ads seen in their Examiner newspaper, according to an independent study.

**34%** of Examiner readers keep the newspaper for 1 to 2 days. **19%** keep it for 3-4 days, **9%** keep it for 5-6 days and **38%** keep it for a week or more.

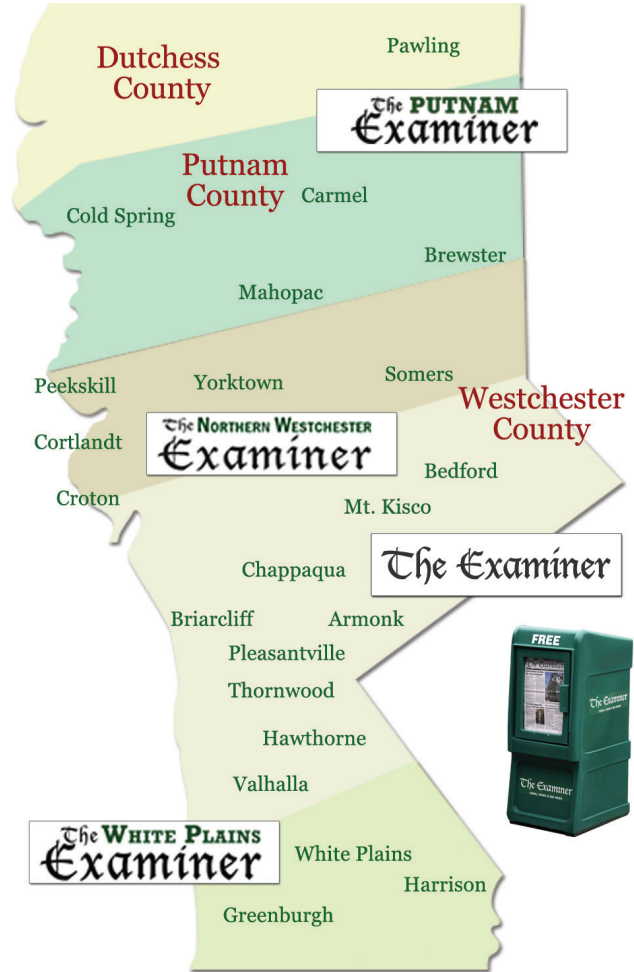
**30%** of Examiner readers have a household income of more than \$150,000.

Under \$25,000	2% of readers
\$25,001 - \$49,999	8 % of readers
\$50,000 - \$74,999	16% of readers
\$75,000 - \$99,999	20% of readers
\$100,000 - \$149,999	24% of readers

**90% of Examiner readers are college educated, and a quarter have completed post-graduate work.**

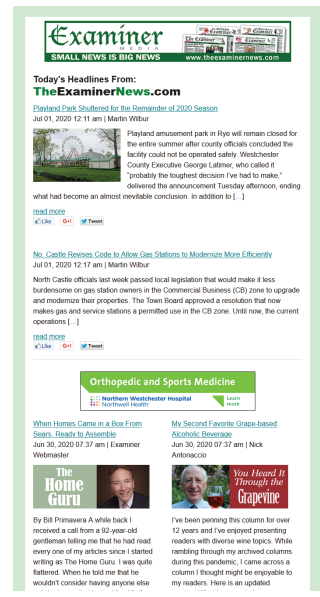
Some High School or Less	1%
Graduated High School	9%
Some College	33%
Graduated College	32%
Completed Post Graduate	25%

**42% Male Readers - 58% Female Readers**



**ADVERTISE ON  
TheExaminerNews.com  
WEBSITE  
and the daily news  
EBLAST**

*“Consumers also consider local newspaper websites to be the most trusted source of online advertising, because the advertising on these sites is perceived to be more current, credible, and relevant to them.”*



# Advertising Rates

## EXAMINER MEDIA'S NEWSPAPERS ARE PUBLISHED EVERY TUESDAY Advertise With Us – Call 914-864-0878 to place an ad

Our weekly newspapers offer a valuable opportunity to show off your business in a local light, where it matters most. Consistent advertising in EXAMINER MEDIA's publications give you continuous exposure to readers and potential customers across Westchester & Putnam  
Prices apply to advertising insertions into one of Examiner Media's four newspapers: The Examiner which serves central Westchester;

The White Plains Examiner which covers White Plains and the surrounding area, The Northern Westchester Examiner in northern Westchester or The Putnam Examiner, a countywide publication. Total circulation for Examiner Media's four newspapers is 25,000, broken down as follows: The Examiner: 6,500; The White Plains Examiner: 5,000; The Northern Westchester Examiner: 7,500; The Putnam Examiner: 6,000.

**DISCOUNTS: 5% discount for 4-7 week run - 10% 9-15 week run - 15% 16+ weeks (price per week)**

NEWSPAPER AD SIZE	Price
1-16 page black and white	\$55.00
1-16 page color	\$110.00
1-8 page black and white	\$110.00
1-8 page color	\$220.00
1-4 page black and white	\$220.00
1-4 page color	\$330.00
1-2 page black and white	\$330.00
1-2 page color	\$440.00
Full Page black and white	\$550.00
Interior Full Page color	\$660.00
Back Full Page color	\$1,100.00
Front Page Banner	\$450.00
Back Page Banner	\$350.00
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1-2 page black and white advertorial	\$500.00
1-2 page color advertorial	\$600.00
Full Page black and white advertorial	\$770.00
Full Page color advertorial	\$880.00
Insert	\$330.00

WEBSITE and eBLAST AD SIZE	Price
<b>WEBSITE ads:</b>	
Leaderboard (728 x 90px)	\$200.00
Medium Banner (614 x 100px)	\$75.00
Large Buttton Ad (300 x 250px)	\$50.00
Small Button (146 x 90px)	\$25.00
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Digital Advertorial	\$250.00
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<b>eBLAST Newsletter Ad Size</b>	
Large Banner (564 x 200px)	\$200.00
Banner (564 x 90px)	\$75.00
Skyscraper (160 x 400)	\$50.00
Button (264 x 90px)	\$25.00

**FILE SPECIFICATIONS FOR WEB:**

Submit optimized ad images as: .jpg, .png, or .gif  
The website receives over 100,000 page views per month. The Mon-Friday eBlast newsletter is sent to over 2,000 subscribers.

## Advertising Specifications **CALL 914-864-0878 ... you'll be glad you did!**

**PUBLICATION TRIM SIZE 10.75" x 13":**

Standard ad size units: (width x height in inches)

Full Page (Vertical) .....	9.75" x 11.82"
1/2 Page (Horizontal) .....	9.75" x 5.8"
1/4 Page (Vertical) .....	4.7813" x 5.8"
1/8 Page (Horizontal) .....	4.7813" x 2.8"
1/16 Pages (Vertical) .....	2.2969" x 2.8"
Banner Ad .....	9.75" x 2"

**DIGITAL AD SPECIFICATIONS FOR PRINT:**

**Ads:** Submit high-res (300 DPI) PDF or JPEG files.  
**Color Ads:** Save color images in CMYK format. No matched Pantone colors.  
**Proofs:** Please supply a color proof for all four color ads, or a laser print for black-and-white ads.  
If no proof is provided, the printer will print color according to SWOP color densities.

Prices apply to advertising insertions into one of Examiner Media's four newspapers: **The Examiner** which serves central Westchester, **The White Plains Examiner** which covers White Plains and the surrounding area, **The Northern Westchester Examiner** in northern Westchester or **The Putnam Examiner**, a countywide publication. To run your ad in two newspapers, receive 10 percent off. Receive 15 percent off for ads that run in all three editions and 20 percent off if running in all four newspapers. Call **914-864-0878** for more information.

Please note that ad space must be reserved by Friday at 5 p.m. to run in the following Tuesday's paper. Checks should be made payable to Examiner Media LLC and sent to PO Box 611, Mt. Kisco, NY 10549. Advertisers will be mailed an invoice upon ad approval. To submit your own ad according to our specs, or provide material for an Examiner designer to create an ad for you, e-mail: [advertising@theexaminernews.com](mailto:advertising@theexaminernews.com). To discuss advertising with an Examiner advertising representative, call 914-864-0878.