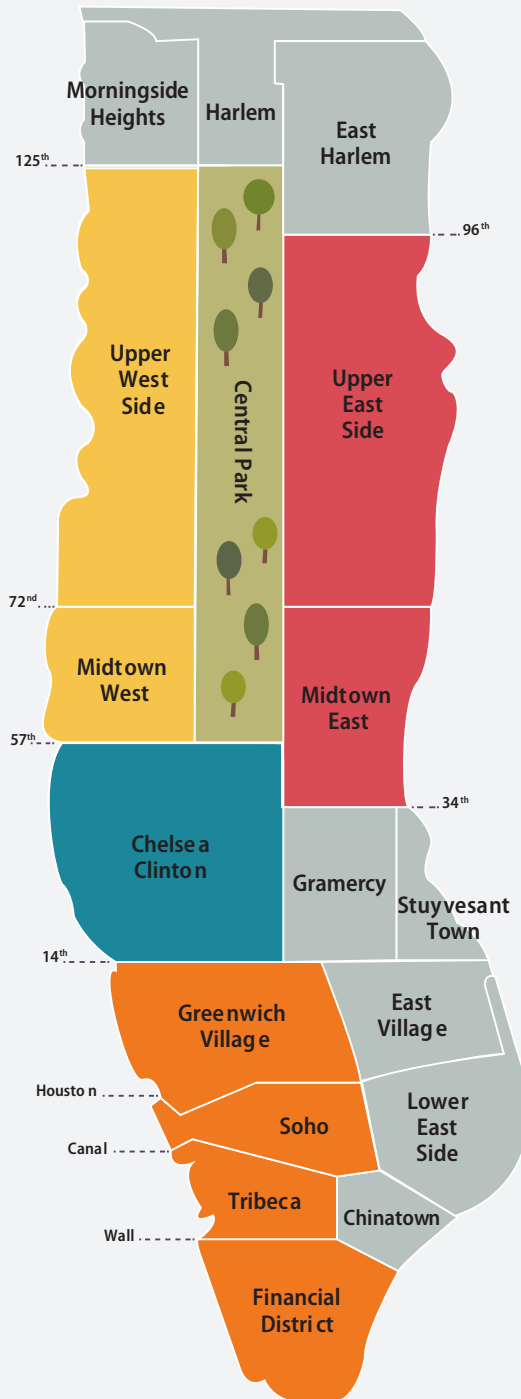


# TARGETED COVERAGE

Straus News' neighborhood newspapers deliver a hyper-local, highly targeted audience. Straus readers are affluent, influential, culturally active and most own their own home. We have over 160,000 readers weekly.

Our mission is to provide comprehensive community news for Manhattan's distinct neighborhoods. We provide the local news that daily newspapers simply can't deliver with dominant circulation. It's the news that people in the community really care about... the stories that they cut out and put on the refrigerator.



## Audience Profile:

Female: 58%, Male 42%

HHI: \$149,840

Homeowner: 70%

Visit Museums: 87%

Vote: 83%

*\*Source: December 2014 Pulse Survey*

### Our Town & Eastsider

Blankets the Upper East Side with more than 1,000 different drops to doorman buildings, retail establishments and boxes. More circulation to zip codes 10021 & 10028 than The New York Post or The New York Daily News

### West Side Spirit & Westsider

Blankets the Upper West Side with more than 800 different drops to doorman buildings, retail establishments and boxes. More circulation to zip codes 10023 & 10024 than The New York Post or The New York Daily News

### Chelsea News & Chelsea Clinton News

Targets Manhattan's hottest new neighborhood

### Our Town Downtown & Downtowner

Blankets downtown with more than 650 different drops to doorman buildings, boxes and retail establishments