

**A General
Presentation of
Bay Area
News Group**

2 0 2 1



The Bay Area A Market Like No Other

Welcome to the San Francisco-Oakland-San Jose DMA, the second largest region in California and the **6th largest** market in the country.

This diverse market is home to over **7.6 million** people and is one of the most affluent and educated in the nation, with a consumer purchase power exceeding **\$267 billion** annually.



6th Largest Market



7.6 Million People



\$267 Billion Annually

Source: Claritas 2020



What We Offer

Print and Digital advertising solutions through our locally consumed media content

We serve the market through **6 local daily newspapers, 22 community weeklies, a dozen websites and apps**, plus a digital agency, Adtaxi, to effectively reach and target online users everywhere. Our one point of contact helps maximize all planning and buying efficiencies to access an **audience of over 5 million weekly**.

We are a trusted news source with a vested interest in the communities we serve. We're here to connect you to consumers through our multiplatform products and services that they choose to connect with us. Our transformative and advanced digital technologies serve to complement our **award winning editorial coverage**.



An Award-Winning News Agency



Pulitzer Prize

Breaking News Reporting
Ghost Ship Fire/*East Bay Times* staff

Align your business with a trusted news brand that is recognized for excellence on our **news content and technology-driven ad solutions** by many notable organizations



Breaking News Writing Award
Ghost Ship Fire/
East Bay Times staff



California Journalism Awards
Presented by the California News Publishers Association

Top Awards incl.
1st place front page design
The Mercury News and
East Bay Times staff

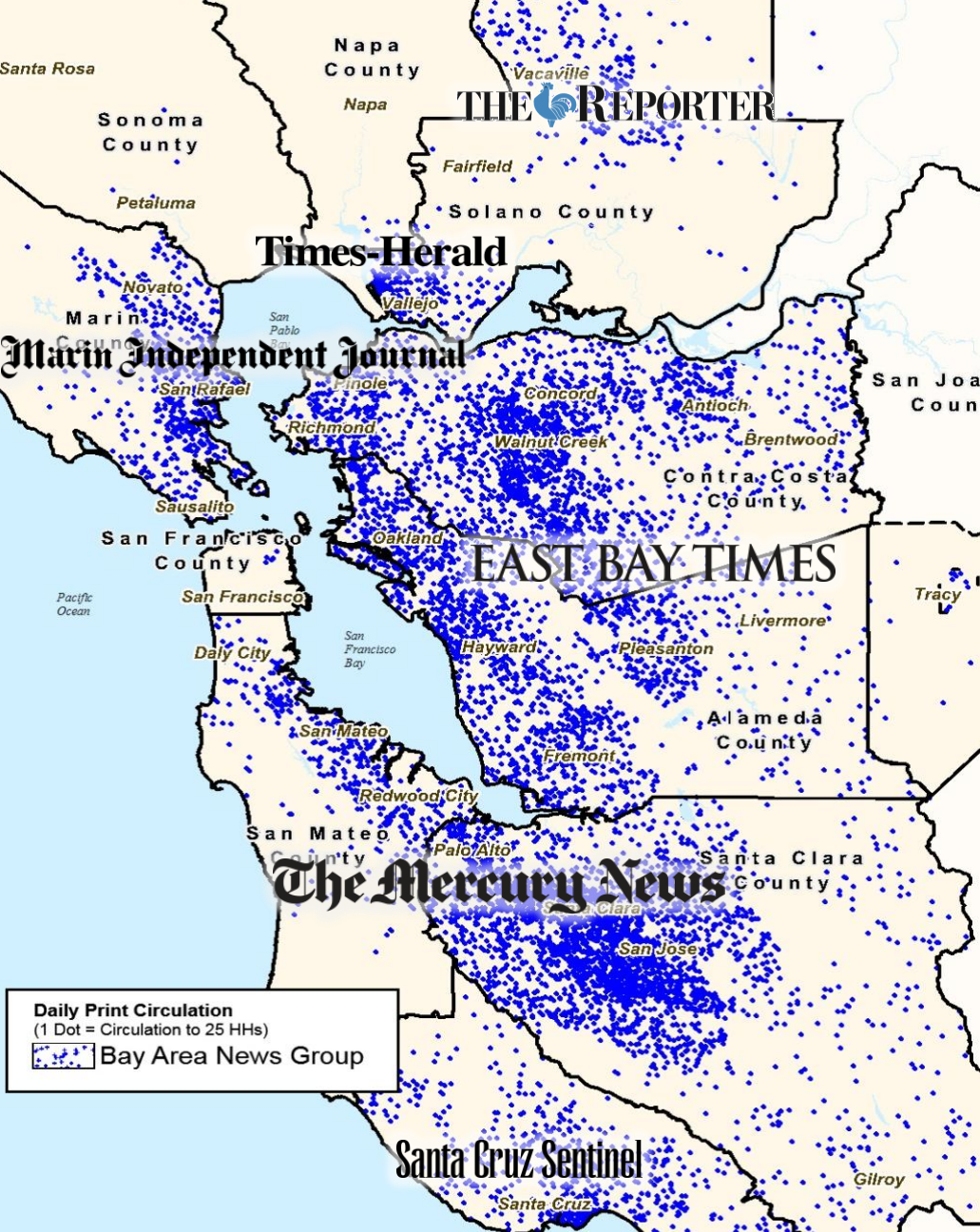


Best Technology Award
Convertly Website
and *Adtech SaaS Platform*



Google Channel Sales Innovator Award
Adtaxi





The Bay Area News Group Covers The Bay



Over 5 Million
Total Weekly Audience



16.5 Million
Monthly Online Users



198,884
Total Daily Circulation



314,881
Total Sunday Circulation

Note: Weekly audience includes all BANG dailies, community publications, websites, apps and social audience totals (gross) for all platforms; Total circulation includes all BANG dailies. Unique visitors include all BANG dailies plus BANG's other content sites.

Sources: AAM QDR Statement, Q1 March 2021 (data); AAM Audit 2018 (map); 2020 R1 Scarborough Research; Google Analytics Q1 2021 averages (data).

Bay Area News Group Dominates Against ALL Media to San Francisco DMA Adults



Source: 2020 R1 Scarborough Research

The Bay Area News Group Audiences

The leading source of news and information for residents throughout Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Santa Cruz and Solano Cos. With our weekly print and monthly digital audience, we reach half of the area's adult residents.



Circulation & Readership

- Daily 198,884 (C) 515,000 (R)
- Sunday 314,881 (C) 672,400 (R)



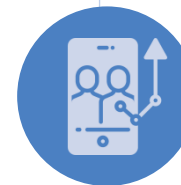
Web Site Audience (Network)

- 38.3 Million Monthly Page Views
- 16.5 Million Monthly Users



Social Media Audience (Network)

- 415,400 Monthly Twitter followers
- 430,300 Monthly Facebook fans



Mobile Audience (Network)

- 27.8 Million Monthly Page Views
- 13.6 Million Monthly Users

Sources: Circulation - AAM QDR Statement, Q1 March 2021; Readers - Scarborough Research R1- 2020 Website - Google Analytics Q1 2021 avg; Twitter followers and Facebook fans - Q1 2020 avg; Mobile Web + App - Google Analytics, Q1 2021 avg



Bay Area News Group Demographics

Reach our prime, affluent and educated audience through print and digital products

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Total	Adults 6,342,400	Adults 2,351,000	Adults 1,726,900	Adults 1,141,200

GENDER

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Men	49%	53%	56%	47%
Women	51%	47%	44%	53%

AGE

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
18 - 34	29%	31%	38%	21%
35 - 54	35%	35%	39%	28%
55 - 64	16%	15%	12%	19%
65+	20%	20%	11%	32%
Avg Age	47.2	46.6	42.6	52.3

MARITAL STATUS

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Married	50%	50%	50%	49%
Single	34%	35%	38%	31%
Wid/Sep/Div	16%	16%	12%	21%

Source: 2020 R1 Scarborough Research % reader composition

Bay Area News Group Demographics



EDUCATION

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
High school grad -	29%	24%	20%	32%
Some college	28%	28%	25%	32%
College grad 4yr +	43%	49%	55%	36%



RACE/ETHNICITY

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
White	54%	55%	51%	60%
Black/Afr. Am.	5%	5%	5%	6%
Asian	14%	15%	18%	10%
Other race	6%	6%	7%	7%
Hispanic/Latinx	21%	19%	19%	18%



CHILDREN AT HOME

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Kids in HH	32%	31%	36%	24%



HOUSEHOLD INCOME

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Less than \$49,999	26%	21%	17%	28%
\$50,000 - \$74,999	13%	13%	12%	13%
\$75,000 - \$99,999	14%	14%	13%	17%
\$100,000 - \$149,999	16%	17%	18%	16%
\$150,000 or more	32%	35%	40%	26%
Average HHI	\$118,524	\$125,006	\$135,288	\$107,638



EMPLOYMENT STATUS

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Employed	66%	68%	76%	56%
White collar	78%	84%	86%	77%
Blue collar	22%	16%	14%	23%



TENURE

	11-County SF-OAK-SJ DMA	BANG Past Week Print + Past Month Online	BANG Online Past Month	BANG Past Week Print
Own	49%	53%	49%	61%
Rent/Other	51%	47%	51%	39%

Note: Race targets are non-Hispanic; white/blue collar percentages among those employed.
Source: 2020 R1 Scarborough Research % reader composition



Our Daily Brands Cover Communities Around The Bay Area



The Mercury News
 READERSHIP 254,900 Daily | 309,200 Sunday
 CIRCULATION 94,524 Daily | 153,287 Sunday

Marin Independent Journal
 READERSHIP 40,300 Daily | 45,200 Sunday
 CIRCULATION 18,494 Daily | 23,886 Sunday

Vallejo Times-Herald
 READERSHIP 12,500 Daily | 14,200 Sunday
 CIRCULATION 3,067 Daily | 3,980 Sunday

East Bay Times
 READERSHIP 203,700 Daily | 298,400 Sunday
 CIRCULATION 64,392 Daily | 112,965 Sunday

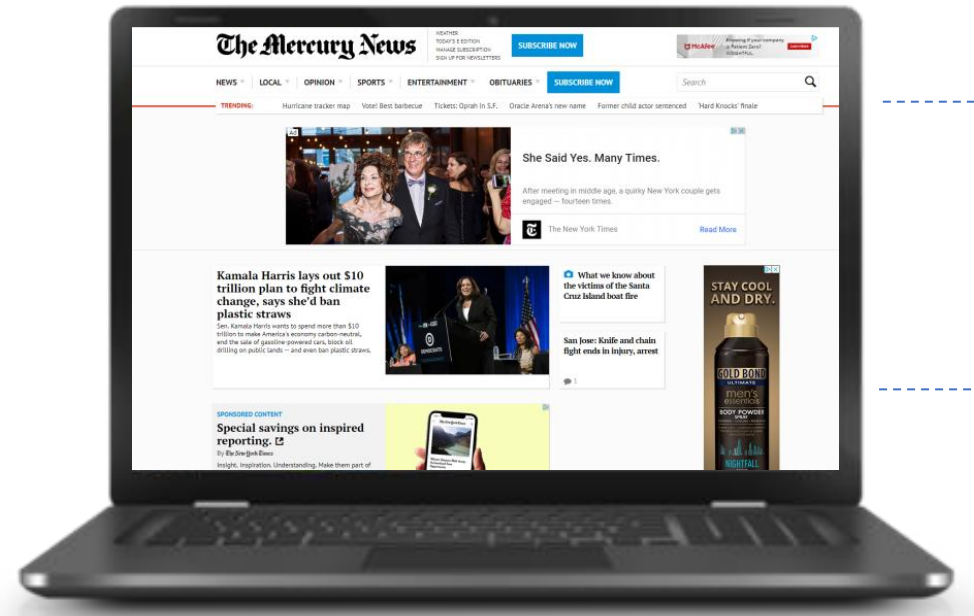
Santa Cruz Sentinel
 READERSHIP 42,700 Daily | 45,400 Sunday
 CIRCULATION 15,525 Daily | 16,746 Sunday

Vacaville Reporter
 READERSHIP 11,900 Daily | 24,600 Sunday
 CIRCULATION 2,882 Daily | 4,017 Sunday

The Bay Area News Group Total
 READERSHIP 515,000 Daily | 672,400 Sunday
 CIRCULATION 198,884 Daily | 314,881 Sunday

Sources: Circulation - AAM QDR Statement, Q1 March 2021; Readers - 2020 R1 Scarborough Research.

The Bay Area News Group Online Audiences



38.3
Million Page Views



16.5
Million Users

Q1 2021 Monthly Average

	Page Views	Users (Unique Visitors)
mercurynews.com	31,238,000	13,462,700
eastbaytimes.com	3,666,400	1,789,700
marinij.com	1,695,400	550,200
santacruzsentinel.com	940,000	341,400
timesheraldonline.com	371,900	173,400
thereporter.com	289,400	145,700
siliconvalley.com	101,900	82,600
Bay Area News Group	38,303,000	16,545,700
Niche Sites		
thecannifornian.com	53,800	42,800
bayarea.com	24,800	19,900

Note: ¹ Total unique visitors not deduplicated. Avg. duplication <10%; totals include other BANG content sites.

Source: Google Analytics Jan-Mar2021 avg

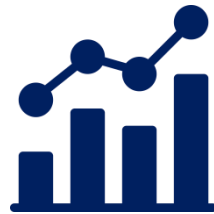


Get Results That Matter

While most of our competitors are focused on impressions and clicks, our unique approach shifts our focus on maximizing your business objectives and turning prospects into customers



90% of customers start a task on one device and finish on another



Regardless of platform we focus on driving metrics that matter most to you



We continually analyze campaign data and adjust based on those learnings




We understand cross platform attribution to know where conversions are happening and why




Advanced Targeting Solutions To Reach Your Audience

Reach your target audience by leveraging Bay Area News Group's vast reader audiences or expand your marketing through a complete suite of digital products using best-in-class targeting techniques

An icon representing behavioral targeting, featuring a central person silhouette surrounded by various symbols: a dollar sign, a smiley face, a heart, a shopping bag, and a checkmark, all connected by lines.

Behavioral targeting
(BT)

An icon representing day parting, showing a computer monitor with a play button and a person's face on the screen.

Day parting

An icon representing geographic targeting, featuring a globe with latitude and longitude lines.

Geographic
targeting

An icon representing demographic targeting, showing a group of stylized human figures with a brain-like pattern above them.

Demographic
targeting

An icon representing specific news or channel targeting, featuring a red "LIVE" button and a signal wave icon.

Specific news or
channel targeting

The Most Complete Digital Advertising Solutions To Reach Your Audience



Banner Display

The original and versatile online display ad. Display ads are quick to get user's attention – holding the promise of immediate access. Plus, they are a great brand-building tool.



Video

Video is one of the fastest growing advertising segments. Put your video message in front of millions of viewers. Repurpose existing video and improve ROI.



Network Placement

Expand your reach using our partner, Adtaxi, to target users across online exchanges nationwide.



Retargeting

Increase sell-through by re-targeting users who have previously visited your website.



Mobile Web & Apps

Use image or text-based advertising to reach engaged users who access their news online via the internet or apps on their mobile device.



Email Marketing

We offer many ways to deliver your message to user's inbox including delivery to our exclusive subscriber base or custom geographic or demographic targeting to users everywhere.



Search (SEM & SEO)

Whether it is sponsored ads next to search results pages, or maximizing site performance for search engines, use our expertise to get your business noticed.



Social Media Marketing

Let us help you target users across the top social platforms. Offerings include Facebook, Instagram, YouTube and LinkedIn where we can manage and optimize your campaign to find your best prospects.



Content Marketing

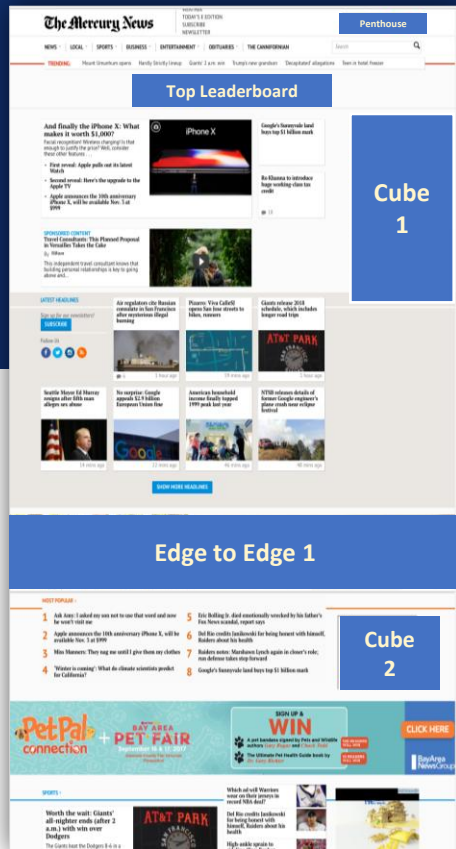
Align your messaging with our news brand content to create a presence in the local marketplace viewed as trusted and credible.



Website

Need a website or landing page to attract and help you convert prospects into customers? Our award-winning SaaS platform, Convertly, will provide you with a modern online presence.

Dominate The Home Page With Bay Area News Group's Responsive Websites



Sponsorship-Take Over

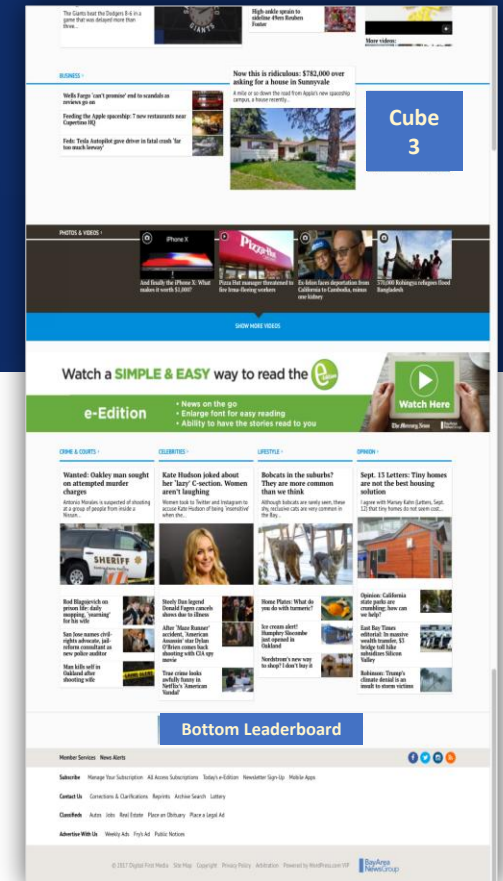
- Top Hat – 970x250 or Top Leaderboard - 970x90
- Cube 1 – 300x250, 300x600, 300x1050
- Cube 2 & 3 - 300x250
- Edge 2 Edge 1 - Full width x 250
- Bottom Leaderboard - 970x90

Sponsorship-Rotational

- Top Hat – 970x250 or Top Leaderboard - 970x90
- Cube 1 – 300x250, 300x600, 300x1050
- Cube 2 - 300x250
- Cube 3 - 300x250
- Edge 2 Edge 1 - Full width x 250
- Bottom Leaderboard - 970x90

Sponsorship-Pac Man

- Top Hat – 970x250 or Top Leaderboard - 970x90
- Cube 1 - 300x250
- Edge 2 Edge 1 - Full width x 250



A Variety Of Ways To Engage Your Audience

- Digital
- Native Ads
- Front Page Ads
- Front Page Spades
- Print and Deliver
- Sticky Notes
- Topper Programs
- Total Market Coverage (TMC)
- Community Publications

Special Feature SPONSORED CONTENT

Local Businesses Embrace Touch-free Payment Technology to Make Holiday Shopping Safer

Bay Area News Group

Local businesses are embracing touch-free payment technology to make holiday shopping safer. As the COVID-19 pandemic continues, many consumers are looking for ways to avoid contact with cash and credit cards. QR codes and mobile payment apps like PayPal are becoming popular alternatives.



Introducing QR codes for safe, touch-free payment

No one stacks up to Batteries + Bulbs

At the Bay Area News Group, we know you need a reliable power source for your devices. Our batteries and bulbs are designed for long-lasting performance and safety.

4.99

FREE

100% Satisfaction Guarantee

wishbook2020

wishbook.mercurynews.com

Donate now through Dec. 31

100% of donation goes to Wish Book charities.

The Mercury News BayArea NewsGroup

The Montclairian

Are 3D-printed homes the next big thing?

Area tech startup says it can make structures faster, cheaper, greener, help solve crisis. Page 3

Friday, January 29, 2021

Me & My Car: Cadillac reader says he's a fan of the new Cadillac Escalade.

Foodies: How city's habits change adapted to survive COVID-19 pandemic.

Chast Ship trial: Defendant Arana greets jury to 90 charges of manslaughter.

Index

Online Facebook.com/Montclairian

The Mercury News

U.S. Surgeon: This Simple Trick Keeps Almost Immediately Your Bowels Every Morning

Hotel and restaurant job losses in Bay Area: More than 100,000

Stay in the driver's seat with your projects.

Sunday

Give Joy The Gift of Memories!

MIKE'S CAMERA

SONY G5000

Canon EOS M50

Panasonic Lumix DMC-G7

Canon EOS M50

Canon EOS M50

Local News

Bust of César Chávez thrills great-niece

Perusing downtown comic book history

Foothills Park to start charging \$6 per vehicle

Service workers get lifeline from big tee

Coronavirus economy

Spring Smiles

Local News

Bust of César Chávez thrills great-niece

Perusing downtown comic book history

Foothills Park to start charging \$6 per vehicle

Service workers get lifeline from big tee

Coronavirus economy

Spring Smiles

Save Big on Stressless Furniture

Danish Concepts



Bay Area News Group Community Publications

Delivering hyper-local content through 22 publications each Friday with a total readership of 445,500 adults in small East Bay and South Bay Communities

SOUTH BAY PUBLICATIONS
Distributed through the Mercury News

EAST BAY PUBLICATIONS
Distributed through the East Bay Times



Almaden Resident
Cambrian Resident
Campbell Reporter
Cupertino Courier

Los Gatos Weekly
Milpitas Post
Peninsula News

Rose Garden Resident
Saratoga News
Sunnyvale Sun
Willow Glen Resident



Alameda Journal
Berkeley Voice
Concord Transcript
East County News

Oakland Tribune
The Argus (Fremont)
The Daily Review

The Journal (El Cerrito)
The Montclarion
The Piedmonter
Walnut Creek Journal

- East Bay Weeklies**
 - Alameda Journal
 - Berkeley Voice
 - El Cerrito Journal
 - The Montclarion
 - The Piedmonter
 - East County News
 - Oakland Tribune
 - The Argus
 - The Daily Review
 - Concord Transcript
 - Walnut Creek Journal
- Southbay Weeklies**
 - Almaden Resident
 - Cambrian Resident
 - Campbell Reporter
 - Cupertino Courier
 - Los Gatos Weekly Times
 - Peninsula News
 - Rose Garden Resident
 - Saratoga News
 - Sunnyvale Sun
 - Willow Glen Resident
 - Milpitas Post

Source: Internal reader per copy figures, May 2021



Unique High Impact Ad Positions

Engage your audience with these units that deliver **100% share of voice**.



Broadsheet Poster
Pull-Out



Section Front Sky Box
and Strip Ad



Digital Homepage
Takeover



Top of Section
Masthead Strip



Full Paper 4 Page Wrap



Spadea

Print Ads Have Extended Shelf Life with the e-Edition

The Mercury News

EAST BAY TIMES

Marin Independent Journal

More Traffic — More Reach

e-Edition included with every ROP buy



Over 54,700 weekly users



2.4M weekly page views

Source: Google Analytics Jan-Jun 2021 — The Mercury News, East Bay Times and Marin Independent Journal

Advertiser Benefits

Expanded consumer interaction with your ads

- Mobile accessibility of coupons or ads to bring them into your store via mobile device

Viewability of ads for 30-days through our archives

- A long shelf life for ads means greater exposure, return visits and brand affinity

Increased reach over a print ad

- Adds 20% more reach than a print ad alone



Automated actionable links for your ads

Encourage consumer mobile use by including:



URLs



Email addresses



QR codes or
Promo codes



Phone numbers

e-Edition Features



- 1-year archive on web browser; 30 days on e-Edition app



- Download PDF to print pages, sections or entire issues



- Anytime, Anywhere Access to content on mobile, tablet and laptop



- Daily headline emails to subscribers



Our Partners

We are search experts providing custom tailored solutions that fit the need of business big and small. This means no third-party automation tool and templates. Because we're local personalization and frequent touch points with your digital team are always just an email or phone call away



AdTaxi is a client-centric digital marketing organization that helps advertisers solve complex marketing challenges with custom performance driven solutions

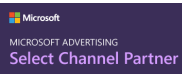
A strategic partnership between Adtaxi and Bay Area News Group provides our valued clients with the most complete solution to attain their marketing services paired with the reach of highly valued affluent consumers



Through Adtaxi's Google premier partnership, Bay Area News Group is able to place your business directly in front of the consumers as they're searching online. Quite simply, this partnership turns clicks into conversation.



Our Adtaxi partnership allows us to align our business with other top search and social media agencies, such as Facebook, Snapchat and Bing to get you noticed and deliver your business exceptional results.



Here is just a sample of what you can expect from our partnerships



Testing & Optimization

Constant testing and innovation to maximize your campaign's performance with a focus on CPA and metrics that drives business.



Testing & Transparency

There are no walled gardens here only fully transparent tracking and reporting to ensure we're holding ourselves accountable and that you're confident in your investment.



Quantum & Search

Prepare to be blown away by Quantum. Its our performance based optimization platform that amplifies your message and drives conversions.



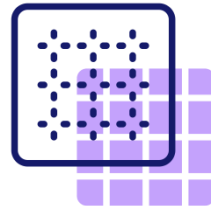
Bay Area News Group Is The Bay Area's Media Leader



Bay Area News Group offers the most powerful media buy in America's 6th largest market. We are an **innovative Print & Digital company** poised for the future using advanced digital technology and a full service digital agency – Adtaxi.



We serve the Bay Area community as a **credible, trusted, award-winning** partner and advocate. Our most recent and notable honors are from the American Society of News Editors, Scripps Howard Award, Google Innovation Award and the industry's most coveted award – **The Pulitzer Prize**.



We provide **one seamless approach** to effectively reach the core areas of the Bay Area Market with our **6 daily print publications, 22 community weeklies** & over a dozen accompanying digital opportunities through our published network. One point of contact helps you maximize all planning and buying efficiencies.



BANG is where an audience of **Over 5 million** in print or digital - on any platform - turn to weekly. This audience along with Adtaxi allows us to be an indispensable tool to reach potential customers anyplace, anywhere and anytime.



Next Steps

First & Last Name

Title

Bay Area News Group

408.920.xxxx (Office)

xxx.xxx.xxx (Cell)

name@bayareanewsgroup.com

The Mercury News EAST BAY TIMES **Marin Independent Journal**