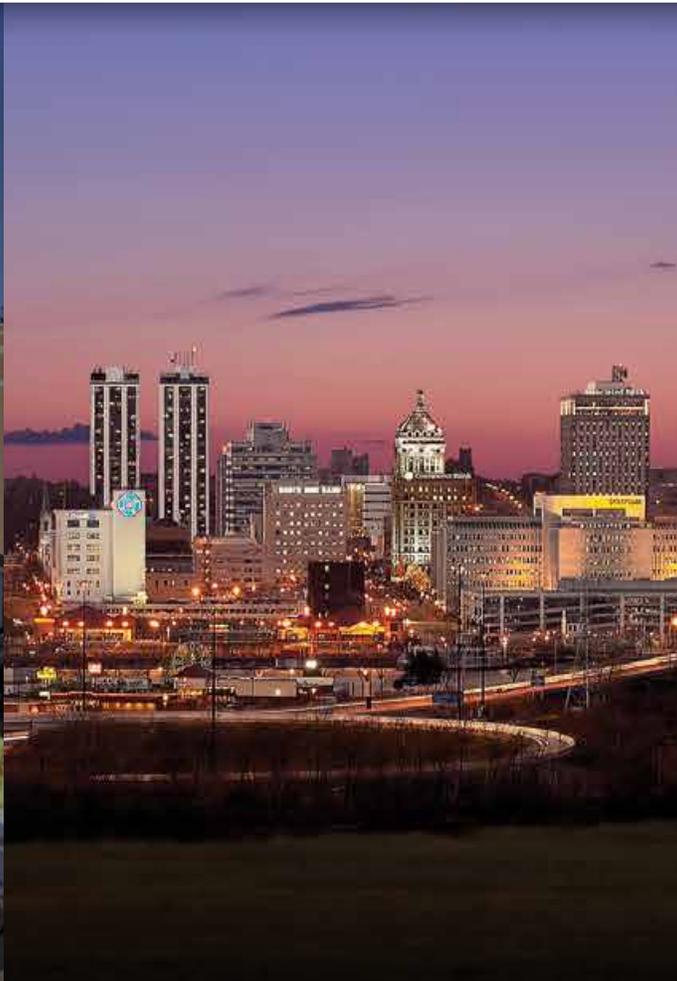


# 2017 Media Kit

 **Journal Star Media**  
*Delivering Your Customers™*



Contact us today 309-686-3239

## Welcome to the Journal Star

In a world of increasing advertising options, newspapers continue to be the most trusted medium and the top choice for shopping and checking advertising.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market's competitive media landscape.

For over 159 years, the Journal Star has been the leading source for news and information in central Illinois. In addition to being the most effective shopping mediums, the Journal Star and pjstar.com provide the greatest advertising reach in the market.

**We offer a comprehensive selection of quality digital and print products to help grow your business.**



# GateHouse Media Overview

## Portfolio Overview

**100%** OF OUR DAILY NEWSPAPERS HAVE BEEN PUBLISHED FOR MORE THAN 50 YEARS



**600+**  
TOTAL COMMUNITY PUBLICATIONS

**121**  
DAILY NEWSPAPERS



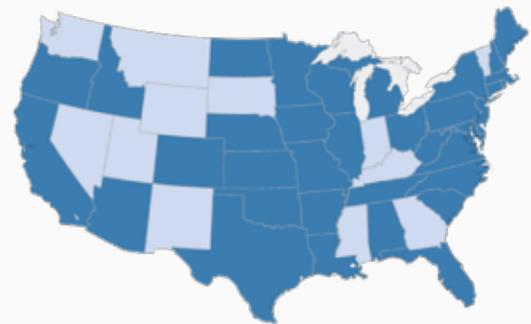
**ThriveHive**

SAAS, DIGITAL MARKETING SERVICES, & IT SERVICES

**525+**  
RELATED WEBSITES

## GateHouse Reach

OPERATE IN OVER 525 MARKETS ACROSS 36 STATES



REACH 20 MILLION PEOPLE ON A WEEKLY BASIS

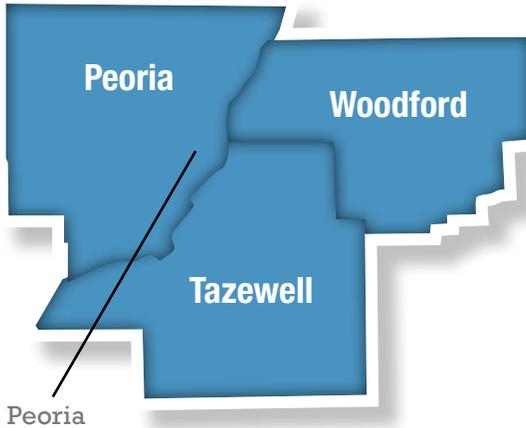


SERVE OVER  
**200K**  
SMALL & MEDIUM BUSINESSES

As part of GateHouse Media, we offer a diverse and growing portfolio of resources to serve your marketing needs locally, regionally and nationally.

# Market Profile Tri-County Market

Peoria, Tazewell, and Woodford Counties, IL



## Total Adults 274,734

### Gender

Men	132,675	48%	<div style="width: 48%;"></div>
Women	142,059	52%	<div style="width: 52%;"></div>

### Age

18-34	77,527	28%	<div style="width: 28%;"></div>
35-44	44,734	16%	<div style="width: 16%;"></div>
45-54	44,687	16%	<div style="width: 16%;"></div>
55+	107,786	39%	<div style="width: 39%;"></div>

### Education (adults age 25+)

College Graduate	92,502	38%	<div style="width: 38%;"></div>
Some College, no degree	56,085	23%	<div style="width: 23%;"></div>
High School Graduate	74,055	31%	<div style="width: 31%;"></div>
Other	19,781	8%	<div style="width: 8%;"></div>

## Total Households 144,634

### Home Ownership

Own	104,283	72%	<div style="width: 72%;"></div>
Rent	40,351	28%	<div style="width: 28%;"></div>

### Household Income

Under \$35,000	43,762	30%	<div style="width: 30%;"></div>
\$35,000-\$49,999	19,510	13%	<div style="width: 13%;"></div>
\$50,000-\$74,999	27,443	13%	<div style="width: 13%;"></div>
\$75,000+	53,919	37%	<div style="width: 37%;"></div>

<b>Children at Home</b>	45,407	31%	<div style="width: 31%;"></div>
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Total Population  
**358,960**

Total Households  
**144,634**

Average Household Income  
**\$74,674**

2017 Nielsen - Peoria, Tazewell, Woodford Counties, IL



## Consumer Spending

Total Annual Consumer Spending  
**\$5.5 Billion**

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$259
Contributions	\$235
Education	\$128
Food at Home	\$591
Food Away from Home and Alcohol	\$376
Health Care	\$770
Household Furnishings & Appliances	\$194
Housing Related Expenses	\$920
Personal Care Products and Services	\$124
Pet Expenses	\$85
Sports & Entertainment	\$255
Transportation & Auto Expenses	\$1,138

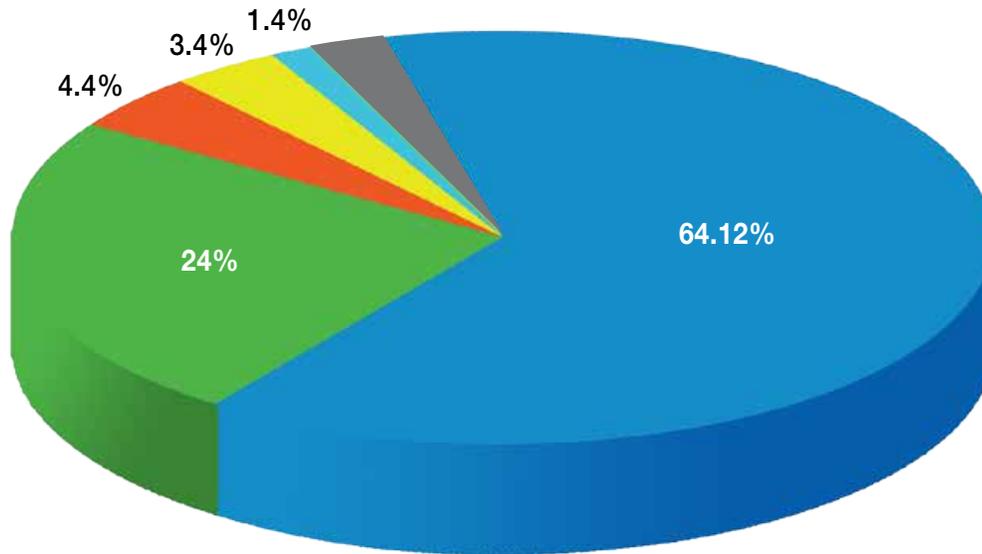
2017 Nielsen - Peoria, Tazewell, Woodford Counties, IL

**We will help you  
increase your sales.**



**Reach**

**5.9 MILLION PAGEVIEWS - TOP METROS**



Metros	Percentage of Pageviews
Peoria-Bloomington, IL	64.12%
Chicago	24%
Champaign & Springfield-Decatur, IL	4.4%
Davenport IA-Rock Island-Moline, IL	3.4%
Rockford, IL	1.4%
Other Metros	-

**Over 558,000 Unique Users (Desktop & Mobile)    5.9 million Pageviews (Desktop & Mobile)**

251,000 Uniques -Desktop  
307,000 Uniques -Mobile  
13,400 Uniques -Mobile APP

3.1 million Page Views -Desktop  
2.8 million Page Views -Mobile  
1.7 million Screen Views -Mobile APP

**Digital Traffic**

**PJStar.com**

**Average Monthly Traffic**

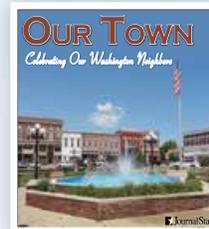
**Pageviews    5.9 million**

**Unique Visitors    558,000**

-  **Mobile Uniques**  
Readers are up 27.56%
-  **APP Uniques**  
Readers are up 50.9%
-  **Desktop Uniques**  
Readers are down 19.8%

Source: Google Analytics

We are the **one source**  
for your **customized solution.**



**PRINT PRODUCTS**

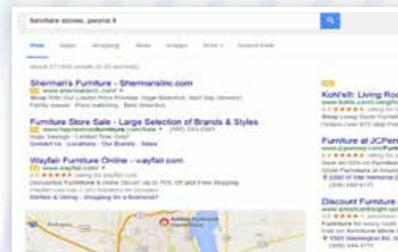
We offer a large variety of print products and other creative solutions to grow your business:

- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

**We deliver**  
shoppers to your business.

**DIGITAL SOLUTIONS**

PJStar.com  
ThriveHive



## Promotions

# Leverage the Power of Promotions!

**Promotions provide the strength of integrated media with high engagement and database growth.**

Promotional Marketing mixes traditional advertising with the new, resulting in multiple consumer touch points across all platforms.

By running promotions, you'll generate revenue and excite your audience, while building your email database with new users for future campaigns.

Promotions provide an incentive for customers to engage with your brand on even a deeper level.

### TYPES OF PROMOTIONS:

- Ballots
- Sports Pick 'Ems
- Sweepstakes
- Photo/Video Contests
- Quizzes

Sharing via social media, contests today enable an amplification of your marketing message.

Promotions need to be part of every business' marketing toolkit!

GATEHOUSE MEDIA

**promotions**

#### DESIRED AUDIENCE

Whether you want to reach as many people as possible or only a highly targeted niche, there's a contest for that. Promotions attract a more targeted (and equally valuable) audience.

#### QUALIFIED LEADS

Keep your sales funnel full. Quality is just as important as quantity and promotions allow you to qualify leads by targeting a niche audience resulting in greater ROI.

#### EMAIL DATABASE

Promotions help you build a robust database and is something YOU own. Email is effective at reaching customers and driving sales and is the #1 driver in digital conversions.

#### COLLECT RICH DATA

Promotions is one of the best ways to capture data on customers. They provide simple ways to build rich consumer profiles, helping you understanding the interests of your customers.

#### SOCIAL FOLLOWING

Promotions allow you to connect directly with your audience, building relationships with your community. A larger social database brings opportunities for continued engagement.

#### AUDIENCE ENGAGEMENT

Promotions require activation, which motivates customers to take a specific action. Contests supercharge your advertising, making it more effective by getting people involved.

**Web Redesign**

**The Best Local News Site Just Got Better**



**NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT**

► **What is it?**

It's the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we've totally rebuilt the site with a fresh new design!

But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

► **What's new?**

- Integrated advertising opportunities throughout the site
- A less cluttered environment for a better user experience
  - Increased visibility for your messages
  - Easier navigation to encourage more time on site

Your message is seen by users on any device so you'll reach them wherever they are.

► **Why do you need it?**

Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

ADS LOAD AS USERS SCROLL THROUGH THE PAGE

**#IMPRESSIONS = #VIEWS!**

**Get started today!**  
Contact your representative for current rates and additional details.

- HIGHER IMPACT AD UNITS
- + FRESH, CLEAN ENVIRONMENT
- + CROSS PLATFORM PRESENCE

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- = POWER FOR YOUR BUSINESS!



ThriveHive

Everything you need to market your business online

## Digital marketing solutions for local businesses

### About ThriveHive

ThriveHive empowers local business owners to take charge of their growth, combining human guidance with easy-to-use technology to make marketing more understandable, effective and affordable. ThriveHive serves as a trusted online expert, offering a unique blend of leading-edge technology and high-quality digital advertising services for small and mid-sized businesses.

### Why ThriveHive

Our expert team of 300+ professionals are committed to your business success. We understand that you have many options when looking for a digital marketing company to expand your online presence, and we offer the help and results that make it easy to choose us — and stay with us.



**Unparalleled reach.** Backed by GateHouse Media, ThriveHive reaches over 22 million people across the country, expanding your audience more than ever before



**Google AdWords Premier Partner.** We're part of a select group of strategic partners that meet Google's most stringent eligibility and training requirements, including proven expertise and years of experience in delivering high-performing AdWords campaigns



**Dedicated advisors committed to your success.** ThriveHive's dedicated digital marketing team works to build stronger communities by driving the success of local small business



**Industry expertise.** With established relationships with digital leaders like Google and Facebook, we have the experience to build marketing solutions to help your business keep up with the competition



**An extension of your team.** We know your time is valuable - that's why we do the work for you, planning and executing successful marketing strategies that let you get back to running your business



**Tailored service.** We customize our services based on your business needs to provide the most effective solutions that fit your budget



**Transparent results.** We believe in complete transparency, providing you with measurable results through a 24/7 results dashboard

### ThriveHive at a Glance

EST. 2012

Recognized leader in  
SMB Digital Solutions

Voted 1st  
Place

Named Best  
Digital Agency



15K+  
Custom  
campaigns  
run

30+ Years

Experience in SEM



190K+  
Small and medium  
businesses served

### Full suite of Digital Marketing Solutions including:

- Guided Marketing Platform
- Display Advertising
- Social Media Marketing
- Searching Engine Marketing
- Search Engine Optimization
- Email Marketing
- Better Website
- Local Listings Builder

Customized digital advertising solutions also available



# Creative Solutions Solutions to Build Your Brand and Your Business.

## Who are we?

Creative Solutions is a full-service creative agency within GateHouse Media

Our **award-winning designers** specialize in creating ads that help you dominate the space, both digital and print.

Dominate our website with the totally immersive **EDGE Unit.**



Dominate the homepage or section front ad space with a **Site Takeover**



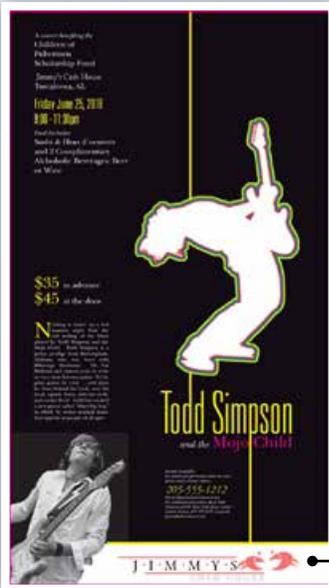
Both **Magazine** and **Newspaper** ads



Standard **Digital Ads**



**additionally,** Creative Solutions creates marketing materials including sales collateral, inserts, posters, newsletters and brand identity to reach your consumers.



**Logo creation and identity development**



**Rich media digital ads**



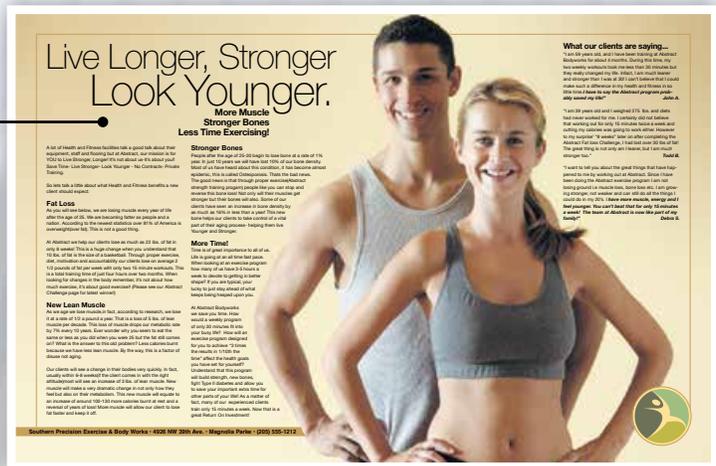
**Direct mail**

**Posters**

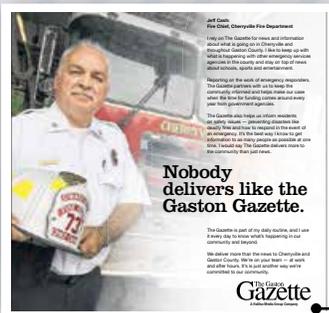


**Inserts**

**Native advertising**



**Sales collateral**



**Branding**





**Journal Star Media delivers more than just the news to our community — it provides high-quality journalism and ongoing support for the organizations that make a difference in central Illinois.**

# Nobody delivers like Journal Star Media.

## How to Reach Us

### **PJStar.com**

1 News Plaza • Peoria, Illinois 61643

**Advertising:** (309) 686-3239

**Classified:** (309) 686-3275

**Digital:** (309) 686-3270

**Marketing & Events:** (309) 686-3026

**Subscribe:** (309) 686-3175

**Customer Service:** (309) 686-8402

**Newsroom:** (309) 686-3159

 **JournalStarMedia**  
*Delivering Your Customers™*