

2021 Media Guide

The Times Leader



The Times Leader. Delivering Results Like No Other Media!



Why we read the newspaper.

"I enjoy the newspaper because it keeps me informed about local issues and events. It's important to stay connected to the community and local newspapers still provide a way to do this. I particularly look forward to reading the coverage of high school sports each day."

Jamie Bordas

"The Times Leader has been invested in our community and have been for years, they provide the best in local news, sports and national coverage."

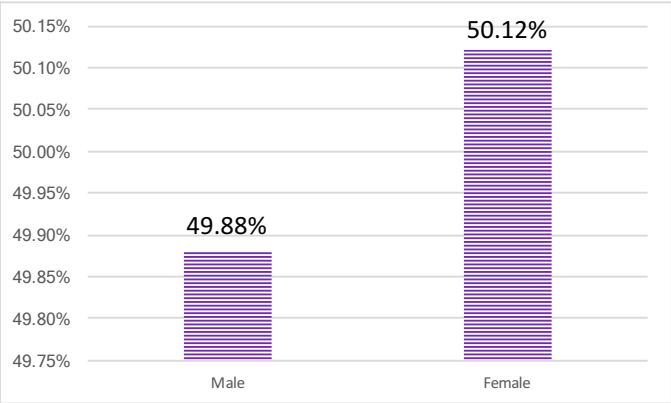
John D. Culler

"read the newspaper because I like to keep informed of what is going on in our local area as well as nationally."

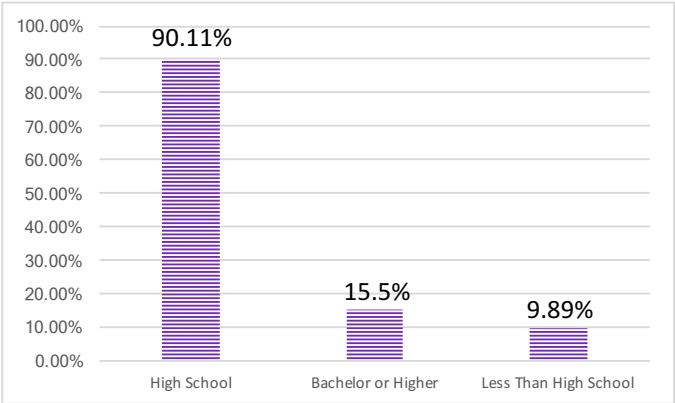
Jackie Adams



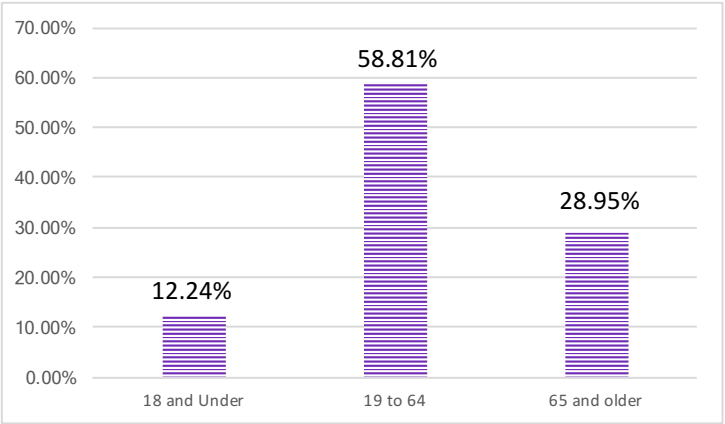
Who we are.



By Gender



By Education



By Age



Monroe County



Belmont County



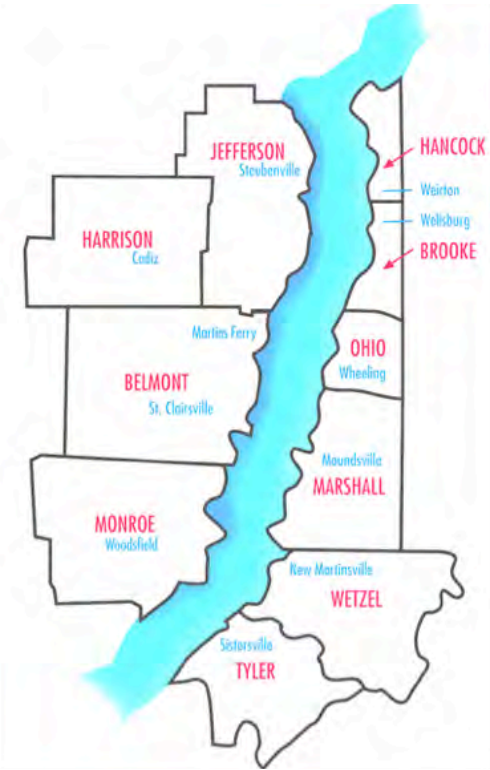
Jefferson County

Who we reach.

Serving Belmont, Monroe, Harrison and Jefferson counties in Ohio, The Times Leader provides the most in-depth local coverage of events and issues in their market.

The Times Leader print product reaches over 16,000 readers every morning Sunday through Friday, while our digital franchise reaches 2,500 additional unique readers each day.

The Times Weekly is published every Sunday and delivered to 11,000 non-subscribers in Belmont County.



Population: 161,025
Households: 78,352



We Understand Marketing.

Campaigns

Advertising campaigns utilize diverse media channels over a particular time frame and target identified audiences. Our newspapers offer campaigns using both print and digital options to accomplish your particular objective with a range of frequency to choose from and affordable rates.

Branding

A strong brand creates a positive association between consumers and a business, product or service. Branding is important because it helps the public remember a company and its products and feel good about using them. Your ad should stand out from the crowd by being unique, powerful and uncomplicated. Our advertising consultants will be happy to help you create your branding message.

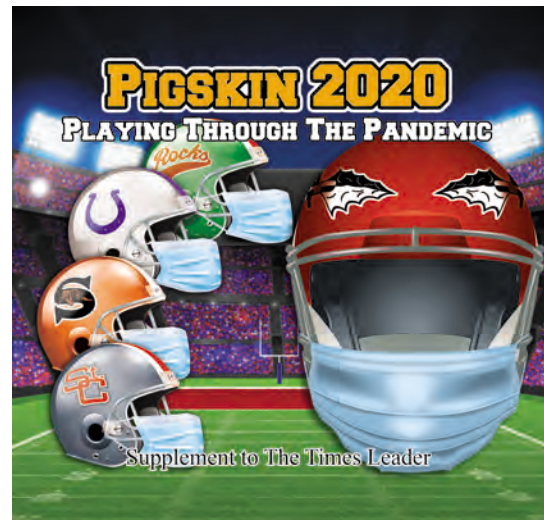
Pre-prints

Preprint advertising is an effective, affordable alternative to mail delivery. We offer full run and zone targeting at affordable rates. For maximum reach, combine your in-paper insert advertising with our "Total Market Coverage" publication, The Times Weekly, which is distributed to non-subscribing households in Belmont County, OH.



We have something for everyone.

Local Sports Previews



Contests



Community Reports





We Do Digital.

Website

Our website is visited by over 5,003 unique visitors every day giving you the opportunity to expand your reach to these digital subscribers.

Newsletter.

Each morning our newsletter is sent to 2,713 individuals who are eagerly awaiting that day's top local story.

This requested platform gives you the opportunity to get your message in the hands of these engaged readers

Audience Extension.

Audience extension marketing can help by maximizing your reach in a cost-effective way and can focus on a highly targeted audience most likely interested in your product or services.



You can get our complete Media Kit, including current rates, by:

Phone

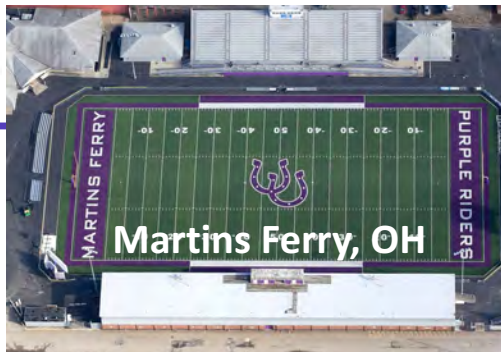
Contact your sales representative or call 740-633-1131 extension 730 and we will be happy to send you a complete media kit.

Email

E-mail your request to mediakit@timesleaderonline.com

Text

304-281-2884



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