



MEDIA GROUP

comprehensive

MEDIA KIT

{ WHO WE ARE

In 1857, **The Suffolk Times** began serving the North Fork as a weekly newspaper. The publication's commitment to both journalistic excellence and the community became the cornerstone of **Times Review Media Group**, a trusted news organization that also now includes the **Riverhead News-Review**, **Shelter Island Reporter** and **northforker** magazines and website.



MISSION

Times Review Media Group's mission is to serve the communities where we live and work – providing quality news coverage and lifestyle features to valued readers. As community members ourselves, we demand the kind of service we deliver: factual, timely, concise, award-winning news coverage supported by an advertiser base that matters most to our readership.

REACH

Our coverage area stretches from Wading River and along the entire North Fork, including Riverhead, Southold and Shelter Island. **Times Review Media Group** offers several ways for your business to connect with customers through print and digital opportunities.

FOR MORE INFORMATION

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OUR SALES TEAM



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{ TESTIMONIALS

“Advertising with the Shelter Island Reporter is a great way for us to promote our exercise programs and let the community know we’re the go-to place for health and fitness.”

*Peter Farrar
Manager*

Shelter Island Yoga and Fitness

“Peconic Bay Medical Center advertises with Times Review because we share a common mission — to serve the communities where we live and work. Partnering with Times Review allows us to achieve a common goal as local community providers.”

*Demetrios Kadenas
Vice President & Chief Development Officer
Peconic Bay Medical Center*

“I’ve been in business for 30 years, and I advertise with Times Review publications because I know it works. That’s where you have to be if you want new business. Everybody reads them.”

*Al Amore
Founder & Owner
The Tailored Male Barber Shops*

{PRINT

PUBS



FROM ORIENT AND SHELTER ISLAND TO RIVERHEAD

Our community **newspapers** are the go-to source for North Fork news coverage and lifestyle features. Connect with your customers with display ads, classified ads and pre-printed inserts.

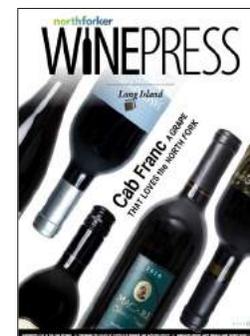
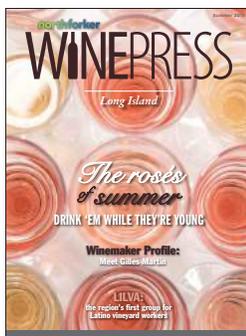
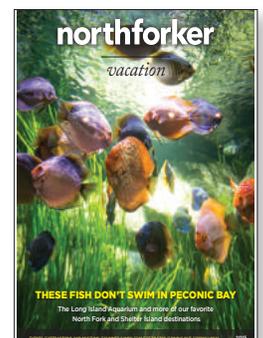
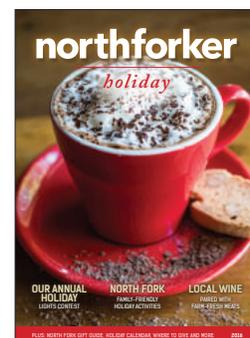
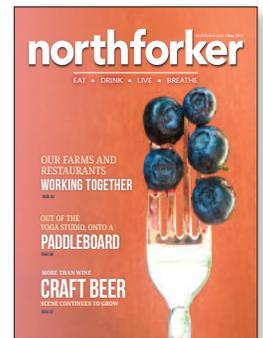
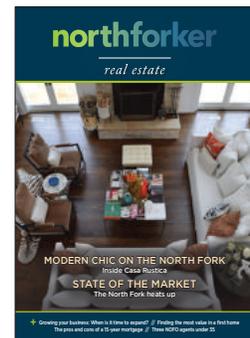
Each weekly publication is also available in an **e-paper** format that is accessible to subscribers for no additional charge.

MAGS

LONG ISLAND WINE PRESS & NORTHFORKER MAGAZINES

Long Island Wine Press is the only publication with comprehensive coverage of our region's wineries and vineyards. We reach over 130,000 readers with this glossy quarterly magazine each year.

Our suite of **northforker** publications offer a look into the area's unique lifestyle.



{DIGITAL+}

WEB

Our **news** websites deliver 24/7 coverage and our videos, cutting-edge real estate marketplace and interactive calendar set us apart.

Our tourist and **lifestyle** website, northforker.com, is a dynamic, one-stop resource for visitors and locals.

The Suffolk Times

KNOWN GLOBALLY. LOVED LOCALLY.

NEWS

Top Stories

The Olive Branch Café coming to Greenport

Suffolk Closure: Free tuition for New Yorkers — an old idea for a new age

Cancer Care Takes a Village

northforker long island

Eat & Drink Stay & Play Shop Real Estate Find A Pro Events

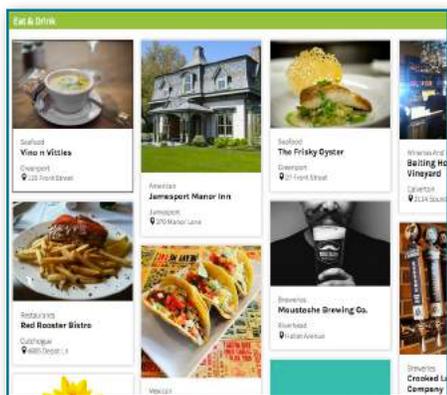
LIFESTYLE

Waterfront house on Mattituck's Deep Hole Creek: North Fork Dream Home

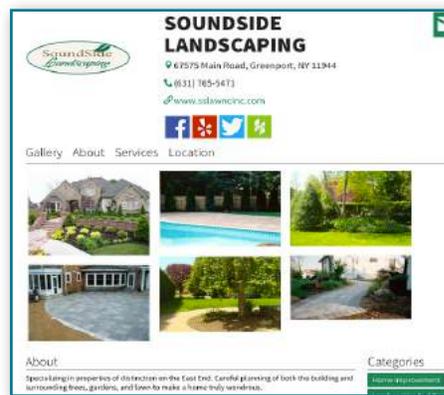
Spotlight Businesses

McCall Harbor Pet

DIGITAL ADVERTISING



DIRECTORY: Beautifully designed full-page **directory listing** with “about” info, photos, Google maps and more. Featured on northforker home and article pages and are SEO optimized.



FIND A PRO: Local digital service directories. A **mini-website** with “about” info, photos, videos, Facebook and Twitter feeds, Google maps and more.



GIVEAWAYS: Northforker.com **post cross-promoted** on all websites & social media. Grows client’s social media base while receiving exposure on northforker.com.



SPONSORED POST: Engaging content created by a professional writer. Client highlighted in content and post which promoted on websites and social media.



BANNER ADS: Well-designed **banner ads** on all 4 TRMG sites reach local and out-of-area customers.

BY THE NUMBERS



PRINT DISTRIBUTION

Paid subscribers and news stand sales

SUFFOLK TIMES	RIVERHEAD NEWS-REVIEW	SHELTER ISLAND REPORTER
7,369	4,251	2,021

(Monthly averages as per Statement of Ownership published 09/20/2016)



WEB STATISTICS

Average monthly visitors on our sites

	SUFFOLK TIMES	RIVERHEAD NEWS-REVIEW	S.I. REPORTER	NORTHFORKER.COM
UNIQUE VISITORS	74,000+	82,000+	18,000+	51,000+
PAGE VIEWS	350,000+	300,000+	65,000+	150,000+



DEMOGRAPHICS

	SUFFOLK TIMES	RIVERHEAD NEWS-REVIEW	S.I. REPORTER	NORTHFORKER.COM
GENDER	48% male 52% female	53% male 47% female	53% male 47% female	39% male 61% female
AVERAGE AGE	45	40	45	36
INCOME RANGE \$50 - 100K	32%	32%	31%	31%
INCOME RANGE \$100 - 150K+	38%	34%	34%	38%

This overview summarizes October 2014 – September 2016.