

# MEDIA KIT

**TIMES REVIEW MEDIA GROUP**



# WE BELIEVE IN TELLING A STORY

A modern media group, with roots dating back to 1857, made up of mothers, fathers, school board members, civic leaders, semi-professional foodies, beach bums and curious humans who care about what happens in the community around them.



**IN THE VERY FIRST EDITORIAL OF THE SUFFOLK TIMES  
EDITOR JOHN J. RIDDELL WROTE:**

**O**ur first object will be to make the Times a good newspaper – a sheet that will present, as fast as they can be obtained by careful collation from all sources, and intelligibly, the passing events of the world. Especially we shall aim to make public the incidents of life transpiring within the immediate circle which may be considered as our locality...

We hope to see our citizens disposed to make the Times the medium of communication on all subjects of interest and importance, and its columns will always be open to the expression of such views of principles or policy which may be entertained by writers of different views, it being always understood of course that the courtesies of discussion are not to be sacrificed to freedom of earnestness speech...

To the business men around us, we would confidently appeal, to be permitted to share largely in their exertions to extend their lists of customers, and we hardly need say that in employing us to give the complete publicity to the announcements of their preparation of product and manufacture, they are benefiting themselves even more than they are aiding us. But we need not expatiate upon the advantages of liberal and constant advertising. We will only say, in respect to it, that it is the cornerstone of business success and the mainspring of commercial prosperity.



This quote still holds true today. The story is the same – truthful, timely and valued – just the delivery has changed.


DIVERSE  
CONTENT

MULTIPLE  
CHANNELS

INSIDER  
LOOK AT  
LIFESTYLE

LEADER  
IN DIGITAL

TRUSTED  
NEWS  
COVERAGE



# THROUGH THOUGHTFULLY BUILT BRANDS

# The Suffolk Times.

COVERING NEWS ON  
THE NORTH FORK  
SINCE 1857

# northforker

YOUR DESTINATION  
FOR NORTH FORK  
LIFESTYLE

# Shelter Island Reporter

TRUSTED NEWS SOURCE  
FOR THE "ISLAND SHELTERED  
BY ISLANDS"

# RIVERHEAD NEWS-REVIEW

ROBUST NEWS COVERAGE  
FROM WADING RIVER  
TO JAMESPORT



# WE CAN HELP YOU

Understanding that people now consume content through many different channels, Times Review Media Group offers a 360° approach to reaching your clients.

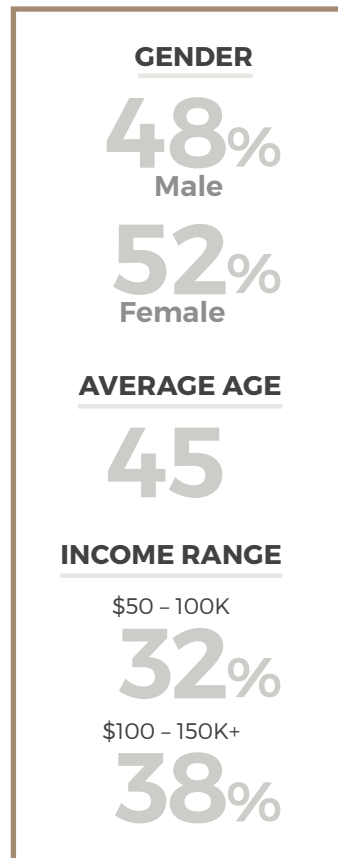
We partner with our clients to find the right blend of news and lifestyle products to market your business.



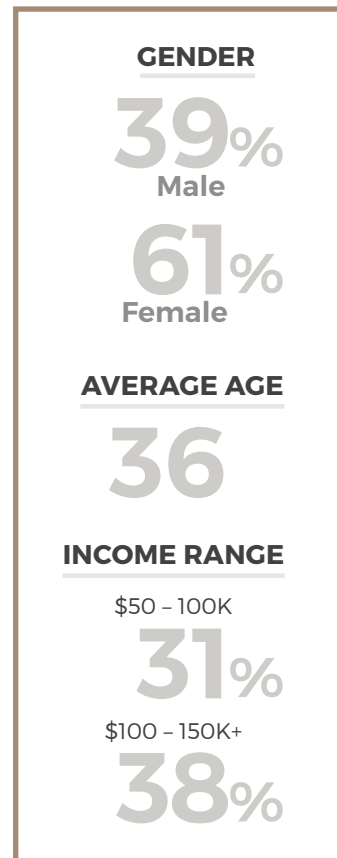


# REACH THOSE YOU WANT TO REACH

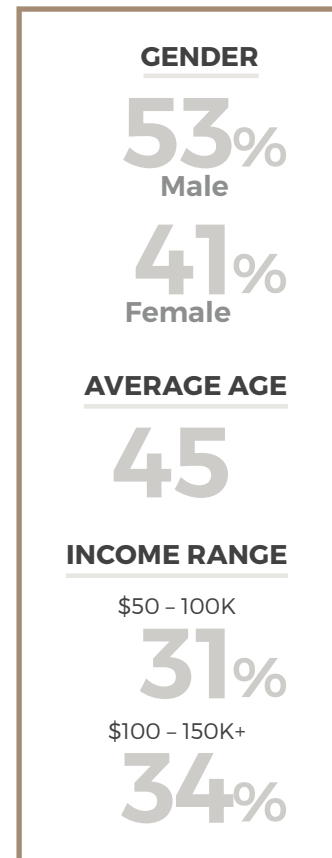
The Suffolk Times.



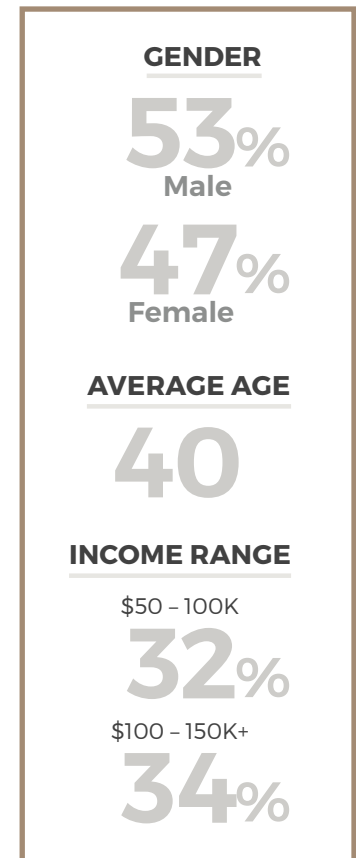
northforker



Shelter Island  
Reporter



RIVERHEAD  
NEWS-REVIEW



A close-up photograph of a sunflower in the foreground, with several other sunflowers blurred in the background. The scene is brightly lit, suggesting a sunny day. A semi-transparent white rectangular box is centered over the image, containing the text "WITH INNOVATIVE PRODUCTS" in a dark, serif font.

WITH  
INNOVATIVE  
PRODUCTS

VIDEO

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NEWSPAPERS

---

MAGAZINES

---

WEB ADS

---

PARTNERED CONTENT

---

SPONSORED CONTENT

---

PODCASTS



## WEBSITES

Average monthly visitors

THE SUFFOLK TIMES

**75,000**

NORTHFORKER

**55,000**

SHELTER ISLAND REPORTER

**22,000**

RIVERHEAD NEWS REVIEW

**65,000**

## FACEBOOK

Total likes

THE SUFFOLK TIMES

**16,000**

NORTHFORKER

**19,000**

SHELTER ISLAND REPORTER

**2,200**

RIVERHEAD NEWS REVIEW

**17,000**

## INSTAGRAM

Total followers

THE SUFFOLK TIMES

**2,750**

NORTHFORKER

**18,000**

RIVERHEAD NEWS REVIEW

**3,100**

## NEWSLETTER

Total subscribers

THE SUFFOLK TIMES

**4,200**

NORTHFORKER

**11,250**

SHELTER ISLAND REPORTER

**4,200**

RIVERHEAD NEWS REVIEW

**3,000**



# ACROSS THE MOST IMPACTFUL CHANNELS

## NEWSPAPERS

Circulation

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THE SUFFOLK TIMES

**7,500**

SHELTER ISLAND REPORTER

**2,000**

RIVERHEAD NEWS REVIEW

**4,000**

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## MAGAZINES

Circulation

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NORTHFORKER

**20,000**

LONG ISLAND WINE PRESS

**40,000**

VACATION GUIDE

**40,000**

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## PODCASTS

Average monthly listeners

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Hosted on iTunes

& SoundCloud



# WE BECOME YOUR VEHICLE TO SUCCESS

I've been advertising with northforker and Wine Press for more than 2 years now. The bottom line is the ads work! There have been numerous instances when customers come to my retail shop and say "I saw your ad while eating lunch with friends (or fill in the blank) and decided to stop by to get a t-shirt or hoodie." The magazine's beautifully designed and produced and has proven to be the "go-to guide" for all things North Fork.

*Kas Carey  
North Fork Design Studio*

*I was skeptical at first to spend money on print, however after placing a small 1/2 page ad schedule in the Shelter Island Reporter I received 6 calls within the first month on my ad. I have now become a regular advertiser and am thrilled with my results!*

*Salvatore Modesto Coastal Window Fashions*

For years I've thought of different ways to increase the presence of my business on the North Fork. However, getting those thoughts to paper in my mind was an impossible task. With one simple phone call to Times Review Media Group the team was assembled and my mission was underway. I can't thank the team enough for their energetic professionalism, prompt coordination, and attention to detail with respect to our story. This was a one time opportunity where delivery had to be perfect in the public eye. The statistics provided do not lie; the team knocked it out of the park! I look forward to continuing our relationship going forward.

*Glenn Heidtmann, Heidtmann & Sons, Inc. Builders*

When it comes to digital marketing the Times Review team made our video project seem effortless, simply because they're awesome at what they do and make it happen! The clarity and editing of the video is flawless and engaging. They were quick to answer any questions I had, worked with me to meet our brand's needs and shared our story widely. We're looking forward to working with their team for years to come.

*Diandra Petrocelli, Raphael*

Working with the Times Review Partners team was spectacular. They were able to take our mission and transform it into a compelling video to inform the community of programs and services and how we touch every life on the North Fork and Shelter Island.

**'They got it!'**

*Linda Sweeney, Eastern Long Island Hospital*

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MEDIA GROUP

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