

STATEN ISLAND MEDIA GROUP

STATENISLANDMEDIAGROUP.COM

2022 MEDIA KIT



AWARD-WINNING, IMPACTFUL JOURNALISM.
EXPERT MARKETING AND CLIENT STORYTELLING.
LOCAL PRESENCE. NATIONAL REACH.

staten
island **MEDIA**
GROUP **silive.com**
Staten Island Advance

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STATEN ISLAND MEDIA GROUP

LOCAL PRESENCE. NATIONAL REACH.

PART OF A GLOBAL COMPANY

Staten Island Media Group is a part of Advance Local, a leading national media company -- the 9th largest news organization in the country that includes 11 news and information websites that rank #1 among local media in their respective markets. Advance Local is part of Advance, along with renowned publishers Conde' Nast and American City Business Journals.



YOUR MARKETING PARTNER

Analytics and strategic planning, creative development and story telling, campaign implementation, management and optimization. Our marketing experts are experienced in all aspects of the marketing process to help you achieve marketing success.



STATE-OF-THE-ART SOLUTIONS

Our full-service agency capabilities are at the forefront of cross-channel marketing innovation. Solutions include Digital, SEO, SEM, Newspapers, Magazine, Video (In-story, OTT/CTV), Targeted Email, Content Marketing, Social Media, Website Development, Branding and more.

11 NEWS AND INFORMATION
WEBSITES THAT

Rank #1

9TH LARGEST
NEWS ORGANIZATION
NATIONALLY.

OUR PROCESS

Begins with you



STATEN ISLAND MEDIA GROUP IS AN EXTENSION OF YOUR MARKETING TEAM.

HANDS ON ATTENTION | PREMIUM TECHNOLOGY | CERTIFIED DIGITAL EXPERTS



> **LEARN ABOUT YOU/GOAL SETTING:**

We take the time to understand all your marketing and business needs, then create the appropriate goals and KPI's for each stage of your campaign.



> **RESEARCH:**

Provide market insights analysis including demo/psychographics, competitive landscape and key economic factors to help guide strategy, audience selection and marketing communications.



> **CREATIVE DEVELOPMENT:**

Conduct comprehensive brand discovery, development and refinement if required. Design all facets of creative including logo design, marketing collateral and ad campaigns.



> **CONTENT DEVELOPMENT:**

Create insightful, relevant content that enhances your business reputation as an industry leader, generates awareness and builds trust with your customers.



> **DATA & ANALYTICS:**

Synthesize data points and insights from market research and creative to micro-target your desired audiences.



> **CAMPAIGN MANAGEMENT:**

Dedicated team of marketing experts collaborate to manage your campaign goals, KPIs and refine and optimize the campaign to ensure targeting efficiency and effectiveness.

RESOURCES

Support the mission



> CREATIVE SERVICES

We're dedicated to bringing your brand and your message to life with engaging designs and effective messaging to showcase your products and services, and connect with your target audience.

Branding | **Digital Display** | **Print Display** | **Video Editing & Production** | **Marketing Collateral** | **Social** | **Email** | **Signage** | **Magazines** | **Photography** | **Motion Graphics** | **Direct Mail**



> RESEARCH & DATA SERVICES

Industry and market research guide our campaign strategy, execution, and optimization process. First and third-party research from myriad data sources allows us to develop meaningful audience and market insights that help you make strategic marketing decisions.

Market Analysis | **Demographic Profiles** | **Population Projections** | **Consumer Segmentation** | **Competitor Analysis** | **CRM Analysis** | **Market Surveys**



> CONTENT SERVICES

The Content Marketing team creates tailor-made products designed to meet any audience or need, including the medical industry, real estate, education, non-profit and much more.

Our proven track record of creating engaging content delivered through a variety of channels will allow you to showcase your brand, company or promotion, or position yourself as an industry leader.

Feature Stories | **Content Marketing Articles** | **Website Content** | **Blog Posts** | **Targeted Social Media** | **Video Scripts** | **Marketing Collateral** | **Press Releases**

STATEN ISLAND IS *Powerful*

Home to nearly 477,000 residents, Staten Island (Richmond County, NY) is the 5th ranked borough of New York City.

Like Manhattan to the north, Staten Island's location allows great accessibility to and from New Jersey, making it a draw and a source for bi-state entertainment, dining, shopping and more.



A *Wealthy* REGION

Staten Island boasts an average household income of \$121,000 and average home value of \$644,000.

In fact, our print and digital audience wields considerable spending power. Take a look at just a few of the key expenditures planned in the next 12 months.

Understanding purchase intent and market potential is critical to developing a strong marketing strategy.

Learn more about our audience's purchase intent for your industry.



PROJECTED ANNUAL SPENDING

GROCERY STORES	\$744,234,267
HIGHER EDUCATION	\$274,831,797
FINANCIAL ADVISORS.....	\$31,231,645
HOME & GARDEN STORES.....	\$31,039,630
HOSPITALS	\$28,139,926
HOME DECOR STORES.....	\$22,262,600
REAL ESTATE BROKERAGE FIRM	\$15,862,103
BANKING	\$15,725,744

WE HAVE THE Audience

YOU NEED TO REACH



WEBSITE

> silive.com

NEWSPAPERS

> Staten Island Advance

> Local Life Staten Island

AFFILIATED NJ & PA PUBLICATIONS

WEBSITES

- > NJ.com
- > Jerseysbest.com
- > lehighvalleylive.com

DAILY NEWSPAPERS

- > The Star-Ledger
- > The Times of Trenton
- > South Jersey Times
- > The Express-Times

MAGAZINE

- > Jersey's Best

WEEKLY NEWSPAPERS

- > Hunterdon County Democrat
- > Hunterdon Observer
- > Ledger Local
- > Ledger Somerset Observer
- > Sunday Democrat
- > Suburban News
- > Warren Reporter
- > Local Life Lehigh Valley

DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH
ANYTIME, ANYWHERE.

VIDEO CREATION

- Photo Montage
- Video Editing
- Video Full Production

ONLINE DISPLAY ADVERTISING

- Direct sold silive.com digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- Video and Rich Media

CONTENT MARKETING

- Content Creation
- Content Strategy
- Content Promotion

EMAIL MARKETING

- Data Appends
- List Rental
- Display Retargeting

SOCIAL MEDIA

- Management
- Marketing
- Optimization

SEARCH ENGINE OPTIMIZATION (SEO) SEARCH ENGINE MARKETING (SEM) WORDPRESS WEBSITE DEVELOPMENT

WE DELIVER YOUR MESSAGE TO ENGAGED READERS THROUGH
WORLD-CLASS TECHNOLOGY, LOCAL EXPERTISE AND PREMIUM BRANDS.

SILIVE.COM IS THE. . .

#1 LOCAL NEWS WEBSITE IN STATEN ISLAND

We're tough when we have to be, as authentic as the readers we serve, and our journalism makes an impact.

We've won numerous awards recognizing our reporting and photojournalism. **More importantly, we've won the trust of our communities and thousands of readers.**

Staten Island audiences turn to silive.com for critical breaking news, information and resources more than any other local news website.

NEW YORK CITY REGION
942,000
UNIQUE VISITORS
MONTHLY

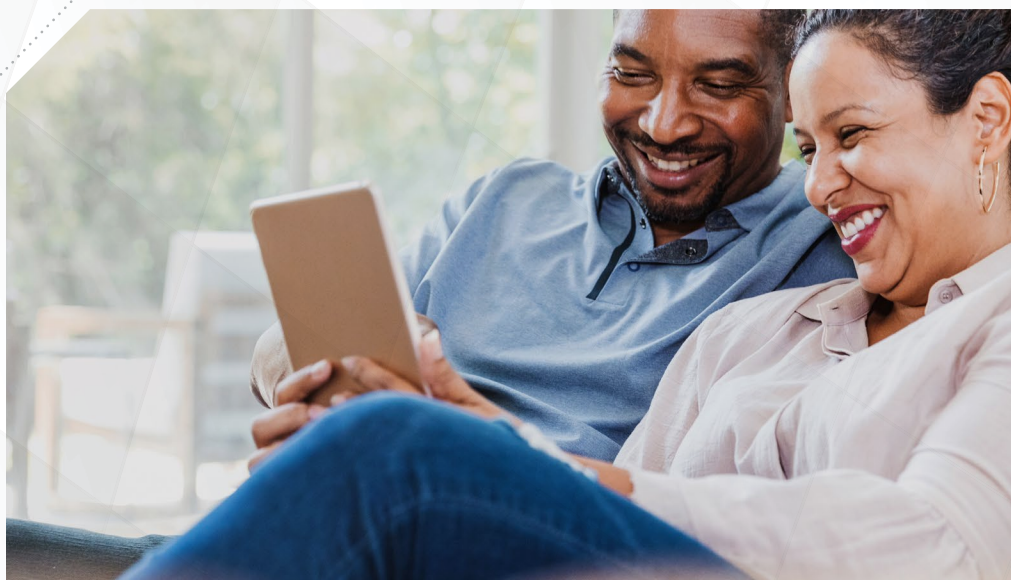
4.6 MILLION
PAGE VIEWS
MONTHLY

silive.com **reaches 50% of area adults** and **53% of adults** with household income \$50K+

The strength of silive.com's audience and its award-winning news allows you to capture the attention of users that are engaged with content that matters.

SILIVE.COM

AUDIENCE PROFILE



Age:

47%
A18-49

53%
A50+

Gender:

WOMEN..... 47%

MEN..... 53%



College Educated
62%

Household Income:

\$100K+ 59% | \$50-\$99.9K..... 29%

<\$50K..... 12%



Employed
62%



Homeowners
71%



Married
58%



Parent of Child
UNDER 18
31%

PRINT SOLUTIONS



93,000 STATEN ISLAND ADVANCE READERS

From broad reach to ZIP code-level targeting, your message can connect with an audience that proactively engages with our content. As part of a well-rounded marketing campaign, print is highly effective in building brand awareness, elevating trust and driving direct consumer action.



40%

OF CONSUMERS
TRUST IN BRANDS
THAT ADVERTISE
IN NEWS



50%

HAVE INCREASED
POSITIVE
PERCEPTIONS
OF BRAND
RELEVANCE
AND QUALITY

PUBLICATION	FORMAT	PUBLISHES
Staten Island Advance	Standard	Daily
Local Life Staten Island	Standard	Thursday

DISTRIBUTION AND ZONING INFORMATION AVAILABLE. ASK FOR DETAILS.

PRINT SOLUTIONS

INSERT ADVERTISING

Reach thousands of engaged readers in our newspapers with a variety of targeting options for freestanding insert/preprint advertisers from zip code to total market coverage (TMC).

Pre-printed and print and deliver inserts are desired by readers.



Specialty AND High Impact ADVERTISING

Put your message front and center with can't miss placements that grab immediate attention.

SPADEAS

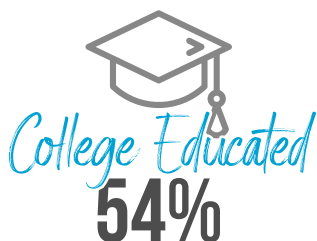
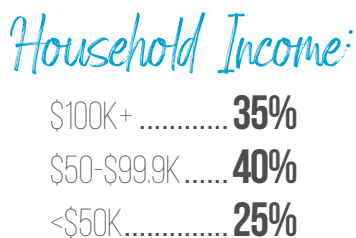
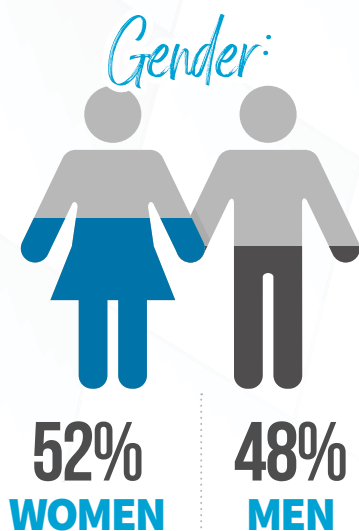
Wrap your brand and message around the first book of the newspaper. The equivalent of 3 full pages in a pull and save format that makes it easy to refer to for future reference.



FRONT PAGE SKYBOX AND STRIP ADS

Command attention and exclusive placement on the front page of the newspaper. Additional opportunities available on inside section fronts to boost your message.

STATEN ISLAND ADVANCE AUDIENCE PROFILE



ADVERTISING SPECIFICATIONS

DIGITAL ADS (DESKTOP & MOBILE)

Ad Size	Common Names	Resolution	File Size	Animation
728x90	Leaderboard	72 dpi	60k max	Yes
300x250	Rectangle	72 dpi	60k max	Yes
300x600	Half page	72 dpi	60k max	Yes
1080x1080	Full page	72 dpi	300k max	Yes
300x1050	Portrait	72 dpi	250k max	Yes
320x50	Mobile Banner/ Mobile Adhesion Unit	72 dpi	60k max	Yes
300x250	Mobile Rectangle	72 dpi	60k max	Yes
970x250	Billboard	72dpi	150k max	Yes
970x90	Adhesion Unit	72dpi	60k max	Yes
1200x628	Native Display Click-out	72dpi	1200k max	No
1080x1080	Facebook & Instagram Single Image Posts	72dpi	30mb max	Yes
1080x1920	Facebook & Instagram Stories	72dpi	none	Yes

FILE FORMATS: JPG | GIF | HTML5 Zip | 3rd Party Tag

* If providing a 3rd party tag, please see full spec sheet for further details.

ALL ANIMATION
(GIF/HTML5 Tag)

MUST STOP AFTER 15 SECONDS.

DELIVERABLE:

FOR STATIC ADS:
JPG or GIF file

FOR ANIMATED:
GIF file or HTML5 .ZIP file
or 3rd Party Tag

* All RRM units are built by Staten Island Media Group². If not providing 3rd party tag please provide all art elements and click-through URL(s).

² Unless providing a 3rd party tag

HOMEPAGE TAKEOVER

Full Takeover experience on (Desktop and Mobile) | Adhesion Units available to local direct sellers only | **Geo-targeted to region** – based on advertiser reach

DESKTOP

Ad 1, 2, 3 – 300x250 Rectangle Ad Placement

- Can also accept Native display in this placement

Ad 4 – 970x250 Billboard
(or 970x90 or 728x90)

Adhesion Ad – 970x90

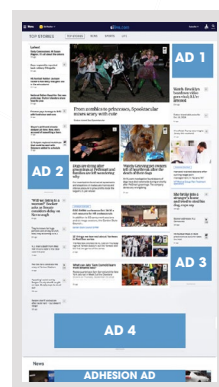
(sticks on scroll until next breakpoint)

MOBILE

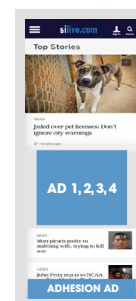
Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Placement

- Can also accept Native display in this placement

Adhesion Ad – 320x50



DESKTOP TAKEOVER



MOBILE TAKEOVER

Download our complete print and digital advertising specifications here:
<https://www.statenislandmediagroup.com/ad-specifications/>

Click The Link



COMMITTED TO YOUR *Success!*

- > Local, personal service
- > Direct placement on silive.com
Staten Island's #1 local news site
- > Guaranteed Google
ad network compliance
- > Google certified experts
- > Comprehensive digital reach capabilities
- > Transparent reporting
- > Ongoing optimization
- > Best-in-class data
and technology partners

RICHMOND UNIVERSITY MEDICAL CENTER

"Without question we have seen tremendous growth in service as a result of our partnership with Staten Island Media Group. The team's stewardship from concept to final product is unmatched, they are truly invested in making sure the customer is satisfied. Their expertise in the digital, social and traditional advertising markets is exceptional."

Alex Lutz, Assistant VP, Public Relations & Marketing

TEKIE GEEK

"Growing our brand has helped differentiate us from our competitors. The Staten Island Media Group has been instrumental in doing just that, and the best part... they make it simple! With their help, Tekie Geek has had great success in getting our brand and message out to the local community which ultimately brings more business in the door."

Mike Bloomfield, President Geek

let's work together
CONTACT US

FOR MORE INFORMATION:



visit
statenlandmediagroup.com



email
marketing@statenlandmediagroup.com

**staten
island**

**MEDIA
GROUP**

silive.com

Staten Island Advance



**Click Here to
see our work.**

