

STATEN ISLAND MEDIA GROUP

STATENISLANDMEDIAGROUP.COM

# 2024 MEDIA KIT



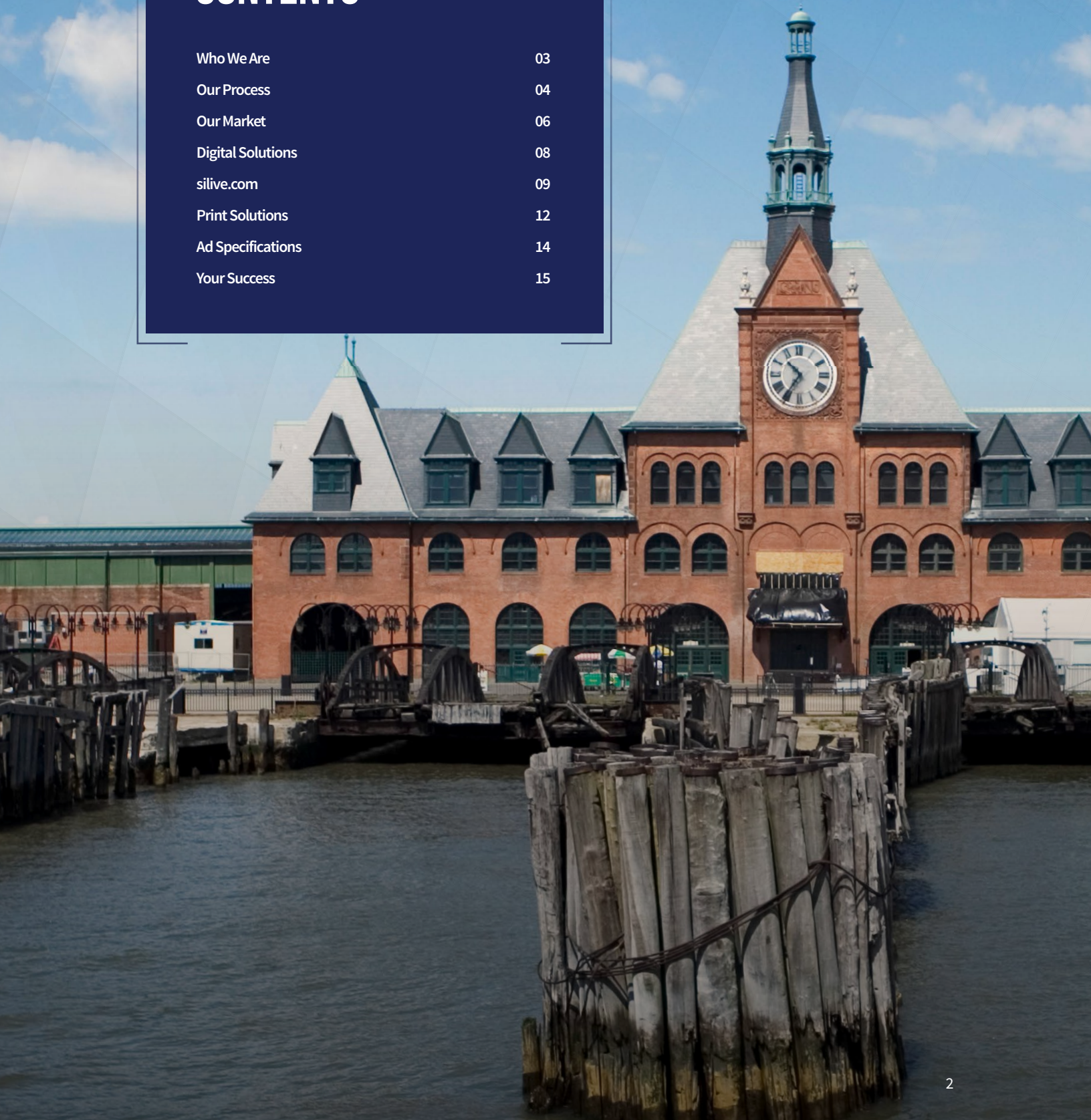
EXPERT MARKETING AND CLIENT STORYTELLING.  
AWARD-WINNING, IMPACTFUL JOURNALISM.  
LOCAL PRESENCE. NATIONAL REACH.

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



# CONTENTS

Who We Are	03
Our Process	04
Our Market	06
Digital Solutions	08
silive.com	09
Print Solutions	12
Ad Specifications	14
Your Success	15





# STATEN ISLAND MEDIA GROUP

LOCAL PRESENCE. NATIONAL REACH.

## ADVANCE: A GLOBAL COMPANY

ADVANCE owns, operates and invests in companies spanning media, entertainment, technology, communications, education and other promising growth sectors. Building the value of companies over the longterm by fostering growth and innovation, Advance's portfolio includes Advance Local, Condé Nast, Stage Entertainment, American City Business Journals, Leaders Group, Turnitin, Ironman Group and Pop. Advance is also among the largest shareholders in Charter Communications, Discovery and Reddit.

## ADVANCE LOCAL

Staten Island Media Group is part of Advance Local which is among the largest media groups in the United States, operating the leading news and information companies in more than 25 cities, reaching more than 50 million people monthly with our quality, real-time journalism and community engagement. Advance Local also includes our digital innovation team — Alpha Group, Headline Group, and MV Digital — our political and advocacy focused agency.



# 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*

Staten Island (Richmond County, NY) is home to 493,000 residents.

Like Manhattan, 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 \$124,000, second highest of the five boroughs, and an average home value of \$758,000.

In fact, Staten Island wields considerable spending power. Take a look at just a few of the key expenditures planned in the next 12 months.

## PROJECTED ANNUAL SPENDING

FOOD AT HOME .....	\$914,753,402
HOME FURNISHINGS/EQUIPMENT .....	\$444,158,167
TRAVEL .....	\$293,987,060
HIGHER EDUCATION.....	\$245,107,814
HOME MAINTENANCE/ REPAIR SERVICES.....	\$251,572,689
HEALTHCARE SERVICES.....	\$203,191,709
AUTOMOTIVE MAINTENANCE/ REPAIRS.....	\$176,874,686
PERSONAL CARE SERVICES .....	\$81,076,804
ENTERTAINMENT .....	\$65,764,474
LEGAL FEES.....	\$29,882,046



# WE HAVE THE Audience

## YOU NEED TO REACH



### WEBSITE

> silive.com

### NEWSPAPERS

> Staten Island Advance

#### AFFILIATED NJ & PA PUBLICATIONS

##### WEBSITES

- > NJ.com
- > Jerseysbest.com
- > lehighvalleylive.com
- > mosaic.nj.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
- > Warren Reporter

# DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH  
ANYTIME, ANYWHERE.

## VIDEO PLACEMENT

- In-Story
- Native Click-out
- YouTube
- OTT/CTV

## 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
- HTML5

## DIGITAL OUT-OF-HOME

- Billboard
- Kiosks
- Transit
- And more

## TEXT ADVERTISING

## CONTENT MARKETING

- Content Creation
- Content Strategy
- Content Promotion

## STREAMING AUDIO

## EMAIL MARKETING

- Data Appends
- List Rental
- Display Retargeting

## SOCIAL MEDIA (PAID)

- Strategy
- 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

**1 MILLION**

UNIQUE VISITORS  
MONTHLY

**3.7 MILLION**

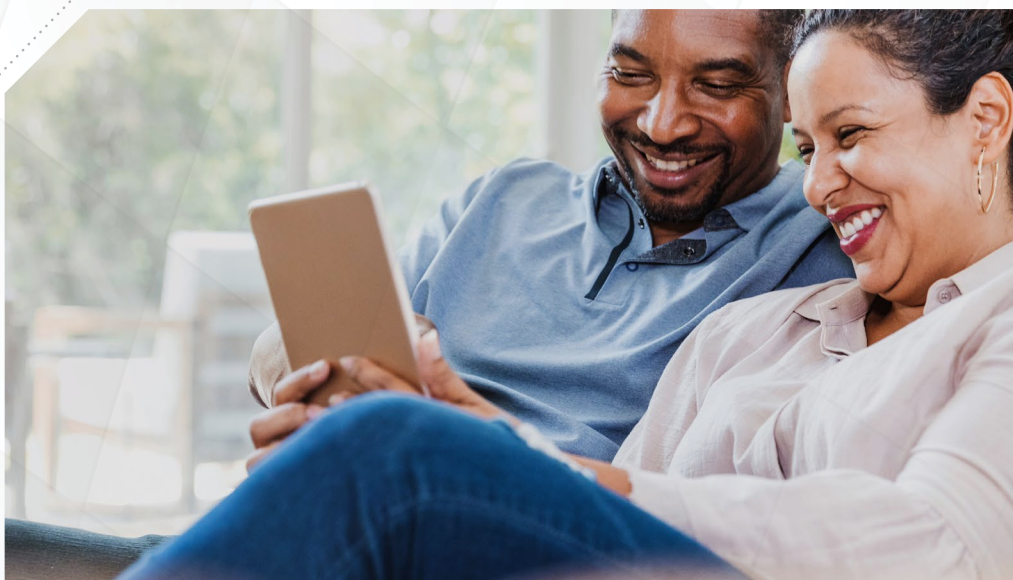
PAGE VIEWS  
MONTHLY

silive.com **reaches 51% of area adults** and **60% of adults** with household income \$100K+

**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:

69%  
A18-54

31%  
A55+

Gender:

WOMEN..... 52%

MEN..... 48%



College Educated  
64%

Household Income:

\$100K+ ..... 53% | \$50-\$99.9K ..... 25%

<\$50K ..... 21%



Employed  
61%



Homeowners  
70%



Married  
41%



Child in Home  
37%  
UNDER 18



# PRINT SOLUTIONS



## 90,480 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.



# 84%

**OF CONSUMERS  
TRUST IN BRANDS  
THAT ADVERTISE  
IN NEWS**

STATEN ISLAND ADVANCE PUBLISHES DAILY.

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.

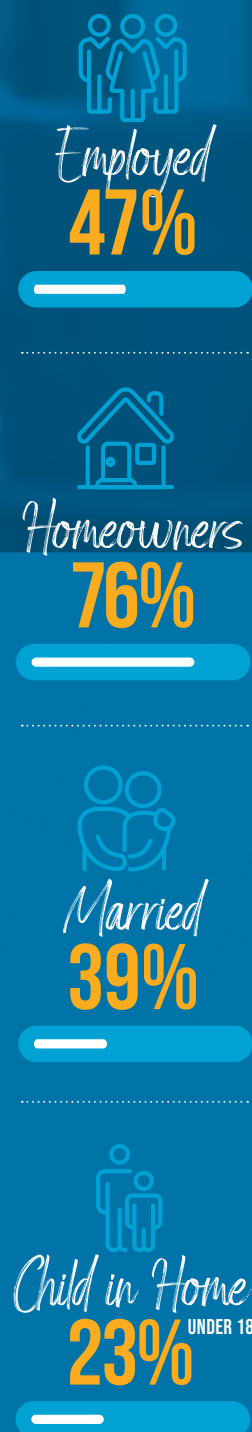
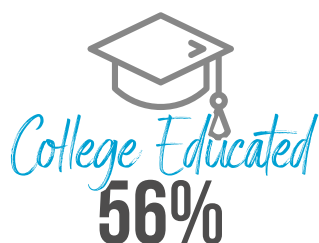
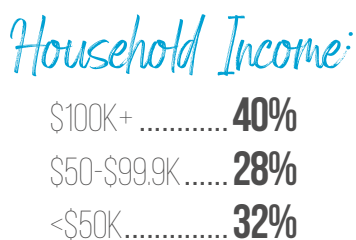
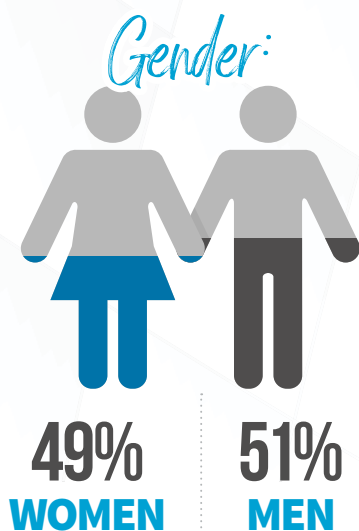


## FRONT PAGE SKYBOX AND STRIP ADS

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 Group<sup>2</sup>. If not providing 3rd party tag please provide all art elements and click-through URL(s).

<sup>2</sup> 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**

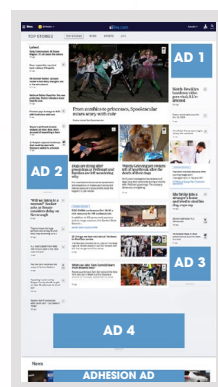
(sticks on scroll until next breakpoint)

### MOBILE

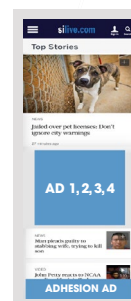
**Ad 1, 2, 3, 4 – 300x250 Rectangle Ad Placement**

- 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](http://statenlandmediagroup.com)



email  
[marketing@statenlandmediagroup.com](mailto:marketing@statenlandmediagroup.com)

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GROUP**

**silive.com**

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Click Here to  
see our work.

