

2018 Media Kit



Welcome to the Ledger Media Group

The Ledger Media Group

publishes two daily publications,
The Ledger and News Chief,
along with websites theledger.com
and newschief.com.

The Ledger has served quality news to Polk County for the last 90 years and reaches over 484,000 adults each week, which includes print and digital readers. Located along the I-4 Corridor in Central Florida, *The Ledger* continues to receive numerous Addy and FNAME creative awards along with nationwide recognition for our newsroom, which continues to perform and receive recognition from the Florida Press Association along with numerous Photography awards throughout the year.

The News Chief, located in downtown Winter Haven, provides hyper-local community news — along with a healthy recap of state, national and world news — for the East Polk County area. Located along US Hwy 27 along the center line of the state, its news staff covers more than a dozen cities in East Polk County. *The News Chief* includes daily sports, business reports, and editorials, as well as weekly Accent and Weekend Plus sections focusing on local people and places.



GateHouse Media Overview

Portfolio Overview

100%

OF OUR DAILY NEWSPAPERS HAVE BEEN PUBLISHED FOR MORE THAN 50 YEARS



600+
TOTAL COMMUNITY PUBLICATIONS

121
DAILY NEWSPAPERS



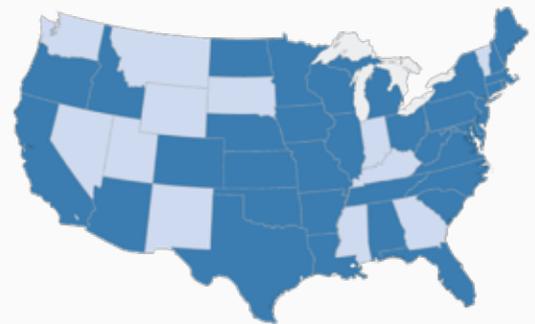
525+
RELATED WEBSITES

ThriveHive

SAAS, DIGITAL MARKETING SERVICES, & IT SERVICES

GateHouse Reach

OPERATE IN OVER 525 MARKETS ACROSS 36 STATES



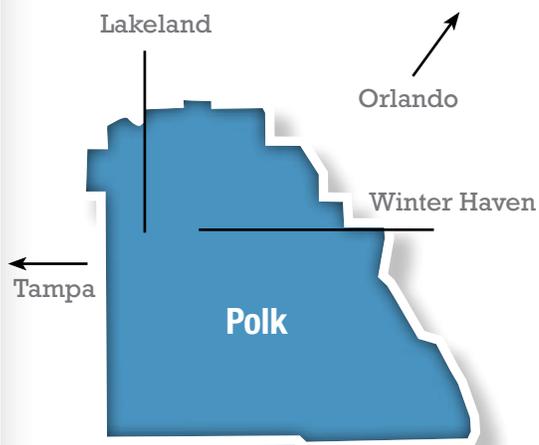
REACH 20 MILLION PEOPLE ON A WEEKLY BASIS



SERVE OVER
200K
SMALL & MEDIUM BUSINESSES

As part of GateHouse Media, we offer a diverse and growing portfolio of resources to serve your marketing needs locally, regionally and nationally.

Market Profile Polk County, FL



Total Population
666,124

Total Households
248,755

Average Household Income
59,185

Total Adults 516,666

Gender			
Men	250,027	48%	
Women	266,639	52%	

Age			
18-34	140,394	27%	
35-44	77,521	15%	
45-54	81,139	16%	
55+	217,612	42%	

Education (adults age 25+)			
College Graduate	121,580	27%	
Some College, no degree	93,604	20%	
High School Graduate	168,528	37%	
Other	73,667	16%	

Total Households 248,755

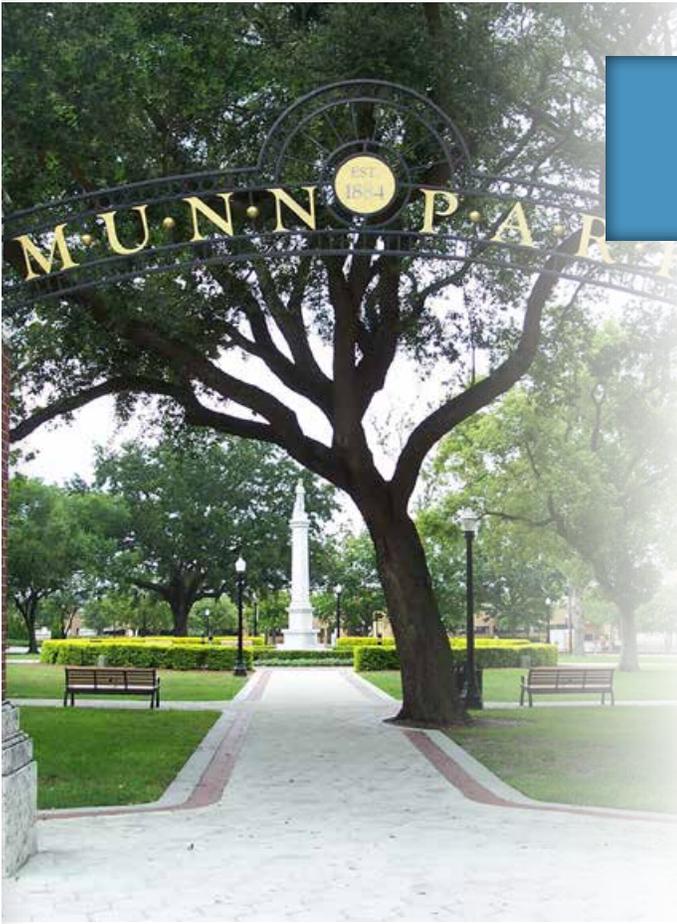
Home Ownership			
Own	175,866	71%	
Rent	72,889	29%	

Household Income			
Under \$35,000	96,018	39%	
\$35,000-\$49,999	40,897	16%	
\$50,000-\$74,999	47,568	16%	
\$75,000+	64,272	26%	

Children at Home	79,754	32%	
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2017 Nielsen - Polk County, FL





Total Annual Consumer Spending
\$9 Billion

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$407
Contributions	\$342
Education	\$251
Food at Home	\$1,023
Food Away from Home and Alcohol	\$669
Health Care	\$1,323
Household Furnishings & Appliances	\$295
Housing Related Expenses	\$1,596
Personal Care Products and Services	\$222
Pet Expenses	\$132
Sports & Entertainment	\$670
Transportation & Auto Expenses	\$1,632

2017 Nielsen - Polk County, FL

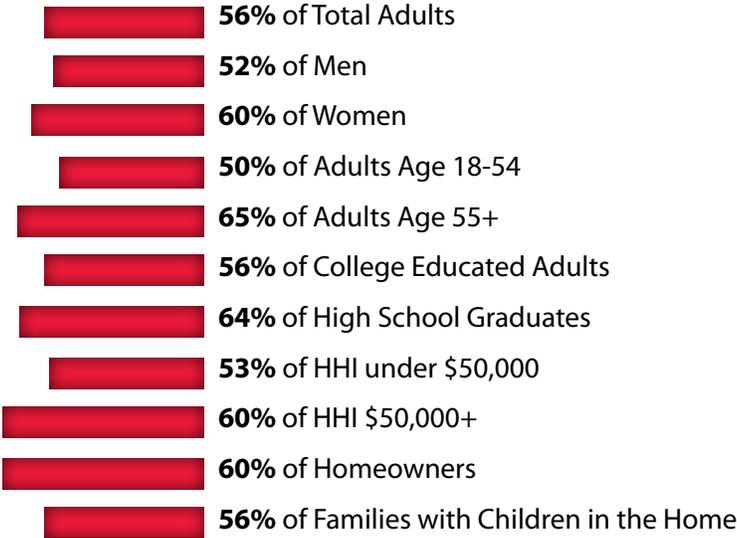
We will help you
increase your sales.



Reach

Ledger Media Group delivers **277,000 shoppers**, which is **56%** of the market.

Print & Digital Reach



Scarborough 2016 R1, Polk County adults; INA+ Audience (weekly print, monthly digital, Polk Life)

Digital Traffic

TheLedger.com
Average Monthly Traffic

Page Views	5.5 million
Unique Visitors	561,183

Google Analytics 2017

We reach your most profitable customers.



We are the **one source** for your **customized solution.**



PRINT PRODUCTS

We offer a large variety of print products and other creative solutions to grow your business:

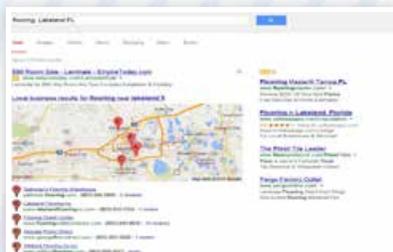
- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

We deliver shoppers to your business.



DIGITAL SOLUTIONS

- TheLedger.com
- NewsChief.com
- ThriveHive



Promotions

Leverage the Power of Promotions!

Promotions provide the strength of integrated media with high engagement and database growth.

Promotional Marketing mixes traditional advertising with the new, resulting in multiple consumer touch points across all platforms.

By running promotions, you'll generate revenue and excite your audience, while building your email database with new users for future campaigns.

Promotions provide an incentive for customers to engage with your brand on even a deeper level.

TYPES OF PROMOTIONS:

- Ballots
- Sports Pick 'Ems
- Sweepstakes
- Photo/Video Contests
- Quizzes

Sharing via social media, contests today enable an amplification of your marketing message.

Promotions need to be part of every business' marketing toolkit!

GATEHOUSE MEDIA

promotions

DESIRED AUDIENCE

Whether you want to reach as many people as possible or only a highly targeted niche, there's a contest for that. Promotions attract a more targeted (and equally valuable) audience.

QUALIFIED LEADS

Keep your sales funnel full. Quality is just as important as quantity and promotions allow you to qualify leads by targeting a niche audience resulting in greater ROI.

EMAIL DATABASE

Promotions help you build a robust database and is something YOU own. Email is effective at reaching customers and driving sales and is the #1 driver in digital conversions.

COLLECT RICH DATA

Promotions is one of the best ways to capture data on customers. They provide simple ways to build rich consumer profiles, helping you understanding the interests of your customers.

SOCIAL FOLLOWING

Promotions allow you to connect directly with your audience, building relationships with your community. A larger social database brings opportunities for continued engagement.

AUDIENCE ENGAGEMENT

Promotions require activation, which motivates customers to take a specific action. Contests supercharge your advertising, making it more effective by getting people involved.

Web Redesign

The Best Local News Site Just Got Better



NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT

► What is it?

It's the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we've totally rebuilt the site with a fresh new design!

But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

► What's new?

- Integrated advertising opportunities throughout the site
- A less cluttered environment for a better user experience
 - Increased visibility for your messages
 - Easier navigation to encourage more time on site

Your message is seen by users on any device so you'll reach them wherever they are.

► Why do you need it?

Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

ADS LOAD AS USERS SCROLL THROUGH THE PAGE

#IMPRESSIONS = #VIEWS!

Get started today!
Contact your representative for current rates and additional details.

- HIGHER IMPACT AD UNITS
- + FRESH, CLEAN ENVIRONMENT
- + CROSS PLATFORM PRESENCE

- = POWER FOR YOUR BUSINESS!



ThriveHive Everything you need to market your business online

Digital marketing solutions for local businesses

About ThriveHive

ThriveHive empowers local business owners to take charge of their growth, combining human guidance with easy-to-use technology to make marketing more understandable, effective and affordable. ThriveHive serves as a trusted online expert, offering a unique blend of leading-edge technology and high-quality digital advertising services for small and mid-sized businesses.

Why ThriveHive

Our expert team of 300+ professionals are committed to your business success. We understand that you have many options when looking for a digital marketing company to expand your online presence, and we offer the help and results that make it easy to choose us — and stay with us.



Unparalleled reach. Backed by GateHouse Media, ThriveHive reaches over 22 million people across the country, expanding your audience more than ever before



Google AdWords Premier Partner. We're part of a select group of strategic partners that meet Google's most stringent eligibility and training requirements, including proven expertise and years of experience in delivering high-performing AdWords campaigns



Dedicated advisors committed to your success. ThriveHive's dedicated digital marketing team works to build stronger communities by driving the success of local small business



Industry expertise. With established relationships with digital leaders like Google and Facebook, we have the experience to build marketing solutions to help your business keep up with the competition



An extension of your team. We know your time is valuable - that's why we do the work for you, planning and executing successful marketing strategies that let you get back to running your business



Tailored service. We customize our services based on your business needs to provide the most effective solutions that fit your budget



Transparent results. We believe in complete transparency, providing you with measurable results through a 24/7 results dashboard

ThriveHive at a Glance

EST. 2012

Recognized leader in SMB Digital Solutions

Voted 1st Place

Named Best Digital Agency



15K+ Custom campaigns run

30+ Years

Experience in SEM



190K+

Small and medium businesses served

Full suite of Digital Marketing Solutions including:

- Guided Marketing Platform
- Display Advertising
- Social Media Marketing
- Searching Engine Marketing
- Search Engine Optimization
- Email Marketing
- Better Website
- Local Listings Builder

Customized digital advertising solutions also available



Creative Solutions Solutions to Build Your Brand and Your Business.

Who are we?

Creative Solutions is a full-service creative agency within GateHouse Media

Our **award-winning designers** specialize in creating ads that help you dominate the space, both digital and print.



Dominate our website with the totally immersive **EDGE Unit.**

Dominate the homepage or section front ad space with a **Site Takeover**



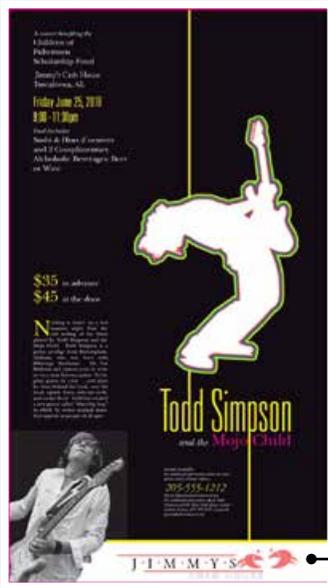
Both **Magazine** and **Newspaper** ads



Standard **Digital Ads**



additionally, Creative Solutions creates marketing materials including sales collateral, inserts, posters, newsletters and brand identity to reach your consumers.



Logo creation and identity development



Rich media digital ads



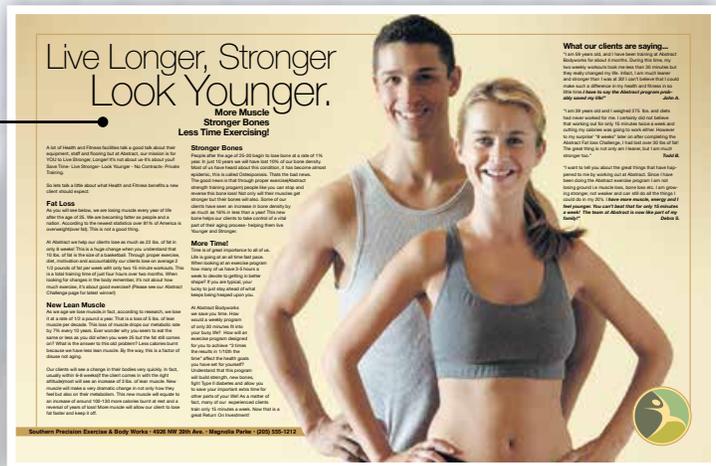
Direct mail

Posters

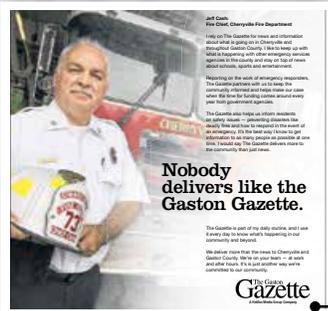
Inserts



Native advertising



Sales collateral



Branding





The Ledger Media Group delivers more than just the news to our community — it provides high-quality journalism and ongoing support for the organizations that make a difference in Polk County.

Nobody delivers like the Ledger Media Group.

How to Reach Us

TheLedger.com

300 W Lime Street • Lakeland, FL 33815

(863) 802-7000

Display Advertising: (863) 802-7434

Digital Advertising: (863) 802-7381

Classified Advertising: (863) 802-7355

Circulation: (863) 802-7323

Marketing and Events: (863) 802-7412

NewsChief.com

455 Sixth Street • Winter Haven, FL 33881

(863) 401-6900

Display Advertising: (863) 401-6902

Digital Advertising: (863) 802-7381

Classified Advertising: (863) 802-7355

Circulation: (863) 802-7323

Marketing and Events: (863) 802-7412

