WE REACH CLARK COUNTY

MEDIA KIT

The Columbian
COMMUNITY BEGINS HERE

THE COLUMBIAN:
- The Fifth largest newspaper in the state
- Published seven days a week
- Average Monday-Saturday Readership 55,020
- Sunday: 74,250

DAILY SECTIONS INCLUDE:
- Main
- Clark County (local)
- Business
- Sports
- Life
- Weekend (Friday)

ADDITIONAL SECTIONS:
- Comics
- ColumbianWheels Saturday Classified
- ColumbianJobs.com Sunday Classified
- ColumbianHomes.com
- Sunday Classified
- Sunday Select (Weekly)
- Clark County News (Weekly)

SPECIAL SECTION OPPORTUNITIES:
Featuring topics like Living 55+, Best of Clark County Destinations NW, Clark County Fair, Answer Book, Home for the Holidays and more.

FEATURES:
Health and Fitness, Food, Neighbors, Home and Garden, “Save the Date,” featuring events around Clark County, Travel and Lifestyle and more.
Whether it's news, entertainment, sports or the obituaries, each week The Columbian reaches over 100,000 Clark County readers.*

The Columbian consistently wins awards for its compelling reporting, high quality reproduction and vivid photography.

**WHO READS THE WEEKLY COLUMBIAN?**

- Male/Female: 51% / 49%
- Median age: 51 yrs.
- Median HHI: $60,300
- College+: 35%
- Home owners: 79%
- Married: 65%
- Kids in HH < 18: 32%
- New comers < 5 yrs.: 9%

**WHO READS SUNDAY COLUMBIAN?**

- Male/Female: 46% / 54%
- Median age: 53 yrs.
- Median HHI: $59,800
- College+: 36%
- Home owners: 83%
- Married: 69%
- Kids in HH < 18: 35%
- New comers < 5 yrs.: 8%

* 2016 COLUMBIAN MARKETING DEPARTMENT
What's the traffic like on Columbia.com?
- 3.2 million page views per month
- Almost 460,000 monthly unique visitors
- 1.030 million total visits per month
- Almost 2½ minutes per visit

What's driving traffic on Columbia.com?
- Breaking news
- Local news
- Sports
- Obituaries

Who's visiting Columbia.com?
- 54% of visitors are male, 46% are female
- Median age 42 yrs.
- Median HHI $74,000
- 46% are college educated
- 83% are home owners
- 74% are married
- 51% have kids < 18

* Google Analytics, 2015
** Source: 2011 Thoroughbred Research Group
WHO’S READING SECTIONS OF THE COLUMBIAN?

MAIN NEWS READERS:
The main front page section offers readers news of the nation, the world, the state, the opinion page, and people in the news.

- 50% male, 50% female
- 62% of readers have HH income $50K+
- Their median HH income is $62,900
- Median reader age is 49
- 80% are home owners
- 65% are married
- 34% have kids < 18 read

CLARK COUNTY READERS:
The local section offers news of Washington and the region, obituaries, vital statistics, features about the county’s communities, and events calendars for local organizations.

- 48% male, 52% female
- 60% of readers have HH income $50K+
- Their median HH income is $62,000
- Median reader age is 50
- 80% are home owners
- 67% are married
- 36% have kids < 18 read

BUSINESS READERS:
Delivers the freshest most up-to-date business and financial news. Business offers news and information including statistics, stories about local businesses, nationally and regionally known columnists, legal notices, and new business listings. Inside the Clark County section Monday through Saturday, standalone section on Sundays.

- 50% male, 50% female
- 61% of readers have HH income $50K+
- Their median HH income is $63,600
- Median reader age is 51
- 79% are home owners
- 67% are married
- 32% have kids < 18 read
WHO’S READING SECTIONS OF THE COLUMBIAN? CONTINUED

SPORTS READERS:
The place to read in-depth coverage of the latest scores, plus feature articles about favorite teams and rivals. Sports covers local, regional and national sports from the majors to little leagues, and high school to college sports. The colorful section includes features such as Scoreboard, auto racing, local columns and stats, as well as seasonal pages for NBA, NFL, baseball, etc. Thursday’s outdoor feature covers hiking, hunting, fishing, and more.

- 57% male, 43% female
- 64% of readers have HH income $50K+
- Their median HH income is $65,200
- Median reader age is 51
- 78% are home owners
- 67% are married
- 30% have kids < 18 read

LIFE READERS:
An all-encompassing daily feature-filled section appealing to many different tastes. Life offers advice columns, celebrity news, horoscopes, comics, TV listings, and puzzles, with a different focus each day.

- Monday: Health
- Tuesday: Food
- Wednesday: Neighbors
- Thursday: Home and Garden, Science
- Friday: General Features, Pets
- Saturday: General Features, Save the Date, Music, Religion
- Sunday: Local Feature Centerpiece, Travel, Books, Entertainment

- 47% male, 53% female
- 62% of readers have HH income $50K+
- Their median HH income is $62,600
- Median reader age is 49
- 80% are home owners
- 68% are married
- 34% have kids <18 read
WHO’S READING SECTIONS OF THE COLUMBIAN?  CONTINUED

WEEKEND READERS:
Clark County's number one choice for entertainment news for Vancouver and Portland. Delivered on Friday morning, Weekend includes movie listings, information on festivals, cultural arts and music offerings, exhibits, outdoor activities, a restaurant review, and the Dish – the source for exceptional dining options.
- 47% male. 53% female
- 61% of readers have HH income $50K+
- Their median HH income is $59,600
- 49% of 25-54 read
- Median reader age is 53
- 83% are home owners
- 68% are married
- 28% have kids < 18 read

CLARK COUNTY NEWS READERS:
CLARK COUNTY NEWS is a Lifestyle publication direct-mailed every Tuesday to Clark County to a select demographic and geographic number of non-subscribing homes. 31,500 homes receive this package of features, community news, and advertising.
When combined with The Columbian, this non-subscriber product is the area’s most cost effective advertising package to extend your reach of the Clark County market.
- 46% male. 54% female
- 71% are 25-54 year of age.
- Median age is 45
- 64% of readers have HH income $50K+
- Their median HH income is $61,900
- 70% are home owners
- 70% are married
- 43% have kids < 18 read

* Homes are not duplicated with Sunday Select.
WHO'S READING SECTIONS OF THE COLUMBIAN? CONTINUED

HOME BOOK READERS:

Home Book has a large distribution – Almost 30,000 copies home delivered in The Columbian the first Saturday of each month, plus additional copies in select outlets throughout the region. Home Book is the area’s largest publication with the most properties represented. Home Book finds its way into many major corporate relocation packets, reaching potential buyers nationwide, even internationally. Real estate related businesses find Home Book, when used in conjunction with The Columbian’s classified ads, to be their most valuable resource in reaching the dynamic Clark County real estate market.

CLASSIFIED READERS:

The marketplace for southern Washington. The Columbian Classifieds is the advertising source Clark County turns to for information when looking to purchase a home or vehicle. Full classified section publishes on Friday, Saturday, and Sunday, supplemented by listings on weekdays, as well as a daily Business and Service Directory.

On Saturdays, COLUMBIANWHEELS is the place to find your next car, truck or RV. The section includes Saturday’s automotive advertising, as well as feature articles and reviews of vehicles, local cruise-in calendar, and local dealer focus articles. Sunday’s focus is COLUMBIANREALESTATE.COM, with informational articles on buying, selling, and maintaining the value of your home. Also running Sunday, ColumbianJobs.com powered by MONSTER, is our online employment advertising that helps employers find highly skilled, willing to work employees.

COLUMBIANWHEELS.COM READERS:

- 46% male. 54% female
- 69% of readers have HH income $50K+
- Their median HH income is $69,200
- Median reader age is 52
- 83% are home owners
- 66% are married
- 32% have kids < 18 read

HOME BOOK READERS:

- 59% male. 41% female
- 69% of readers have HH income $50K+
- Their median HH income is $62,800
- Median reader age is 53
- 83% are home owners
- 66% are married
- 32% have kids < 18 read
WHO’S READING SECTIONS OF THE COLUMBIAN?  CONTINUED

**SUNDAY SELECT READERS:**
This reader opt-in product is just what you’ve been waiting for – porch-delivered on Sunday mornings to 23,000+ homes that do not currently subscribe to The Columbian. It’s a vibrant package of features and preprint insert ads for readers who have asked to receive the product, and is very popular with many of our major preprint advertisers.

* Homes are not duplicated with Clark County News.

**COMICS READERS:**
Front page advertising position calls attention to your full color advertising message!

- 48% male  52% female
- 58% of readers have HH income $50K+
- Their median HH income is $57,400
- Median reader age is 50
- 78% are home owners
- 62% are married
- 31% have kids < 18 read

**COUPON MARKETPLACE:**
The Columbian’s popular and colorful monthly coupon book gives you first Tuesday subscriber distribution. Second (or third) Tuesday direct mailed to non-subscribers, delivered to Sunday Select subscribers and third Saturday **BONUS full color coupon in The Columbian.**

- 45% male  55% female
- 60% of readers have HH income $50K+
- Their median HH income is $60,600
- Median reader age is 46
- 75% are home owners
- 63% are married
- 39% have kids < 18 read
DISTRIBUTION AND REACH

THE COLUMBIAN CIRCULATION
Monday-Friday 26,026
Sunday 31,267

COLUMBIAN.COM
460,000 unique monthly visitors
3.2 million monthly page views

THE COLUMBIAN IPHONE® APP
365,672 monthly page views
5,026 monthly users
68,910 monthly sessions

THE COLUMBIAN ANDROID™ APP
280,138 page views
2,170 users
47,724 sessions

SOURCE: GOOGLE ANALYTICS, 2016
**FLIGHT CAMPAIGNS**

Eight ads in five days! Whether it’s a grand opening, a huge sale, or an enormous event, our Flight Plan advertising special is the best vehicle to extend your reach at great low rates. An excellent introduction to all the regular print products!

**PREMIUM POSITION ADS**

Section Front Ads Daily and Sunday sections draw attention to your message! And you will be the only ad on the front of the section, too!

Spadeas can wrap the main news (A) and Life (D) sections, allowing a spacious full color layout for your promotional messages. Spadeas and section fronts are available 365 days a year in full color. Buy one time, or in a package with frequency discounts.

**TOP OF MIND AWARENESS**

(TOMA) Advertising Research confirms that small space advertising at high frequency for a full year will increase your company’s “Top of Mind Awareness” (TOMA). This 52 week program is designed specifically for name and branding awareness. No price points are permitted in these ads. TOMA ads are 4 column inches and include your logo, business name, address, phone, website and one benefit headline.
**STICKY NOTES**

*STICKY Notes* stick on top of the front page of the newspaper – and readers can tack it to a daytimer or refrigerator! Get your customers’ attention first with Sticky Notes!

**POLYBAGS**

Let your message be the first thing households all over Clark County see with our polybag advertising program.

**COLOR**

Utilize The Columbian’s *cost-effective color program* to help increase the visibility of your advertising. Research shows that color increases readership of ads. We provide spot or full, four-color advertising at affordable rates.
SEVEN DAY REPEAT PROGRAM
Minimum 4.5 column inch ad repeated within six days of the original publication date receives great discounts: 30% for second ad, 50% for third through seventh ad. Repeat ads must be the same ad and same size as original ad. Discount applies to space and color.

PREPRINTED INSERT ADS
Whether you print your inserts or have The Columbian print them for you, The Columbian can target your advertising inserts and deliver them within specific zip codes throughout Clark County. Inserts can be zoned in The Columbian most weekdays and Sunday, in the Clark County News direct mailed non-subscriber product, and in the Sunday Select opt-in product.
Whether you’re looking for breaking news, millennials, traffic reports, weather, high school sports fans, or game scores, columbian.com offers you a robust digital platform to reach every target.

**OUR SITES:**
- Columbian.com
  - 360 Marketplaces
  - Cannabis Chronicles

**OUR MOBILE:**
- Columbian.com responsive design mobile site
  - The Columbian iphone app
  - The Columbian Android app
EMAIL:
12 Newsletters (opt-in only)
13,050 subscribers

360 MARKETPLACES
The area’s best online directory for LOCAL businesses: 360 Marketplaces puts your business first on your customer’s screen! Accessible on computer or mobile device. Enhanced listing provides detailed business description, photos, menus, product descriptions and coupon offers. Key ad positions on landing and category pages are available. With 360 Marketplaces you can easily control and update your page and target your advertising message to your customers.

DIGITAL SERVICES:
- Website Design
- SEO Services
- Mobile
- Audience Extension/Programmatic
- Sponsored Content
- Banner Ads