Welcome to the Telegram & Gazette

For more than 150 years, the Telegram & Gazette has been the leading source of news and information in Central Massachusetts. We remain committed to being the best and most trusted news source, reporting on local stories that matter, from breaking news, to sports and entertainment, to in-depth enterprise and investigative pieces serving you, the residents and businesses of our community.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market’s competitive media landscape. Worcester County’s premier daily newspaper since 1866, the Telegram & Gazette has set the standard for innovation while maintaining the integrity of its products. With award winning reporters and photojournalists in the community every day, the Telegram & Gazette is available today not only in print, but also across all your electronic devices.

From the daily Telegram & Gazette and Sunday Telegram, to weekly publications across the county, to Worcester Living, a quarterly lifestyle magazine, there are multiple ways to deliver your message.

We offer a comprehensive selection of quality digital and print products to help grow your business.
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: Worcester County, MA

## Total Population
825,113

## Total Households
313,162

## Average Household Income
$92,342

### Total Adults 648,867

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>316,475</td>
<td>49%</td>
</tr>
<tr>
<td>Women</td>
<td>332,392</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>184,893</td>
<td>28%</td>
</tr>
<tr>
<td>35-44</td>
<td>100,215</td>
<td>15%</td>
</tr>
<tr>
<td>45-54</td>
<td>121,549</td>
<td>19%</td>
</tr>
<tr>
<td>55+</td>
<td>242,210</td>
<td>37%</td>
</tr>
</tbody>
</table>

### Education (adults age 25+)

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Graduate</td>
<td>243,723</td>
<td>43%</td>
</tr>
<tr>
<td>Some College, no degree</td>
<td>98,106</td>
<td>17%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>166,521</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>56,713</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Home Ownership

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>207,943</td>
<td>66%</td>
</tr>
<tr>
<td>Rent</td>
<td>105,219</td>
<td>34%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $35,000</td>
<td>84,144</td>
<td>27%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>32,785</td>
<td>10%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>50,856</td>
<td>10%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>145,377</td>
<td>46%</td>
</tr>
</tbody>
</table>

### Children at Home
105,802  34%

2017 Nielsen - Worcester County, MA
The Telegram & Gazette delivers over 316,000 shoppers, which is half of the market.

**Digital Traffic**

- **telegram.com**
- Average Monthly Traffic
  - Page Views: 7.8 million
  - Unique Visitors: 983,800

**Google Analytics Oct. 2016**

**We reach your most profitable customers.**

**Print & Digital Reach**

- 50% of Total Adults
- 45% of Men
- 54% of Women
- 46% of Adults Age 18-54
- 56% of Adults Age 55+
- 51% of College Educated Adults
- 47% of High School Graduates
- 46% of HHI under $50,000
- 52% of HHI $50,000+
- 49% of Homeowners
- 41% of Families with Children in the Home

Scarborough 2016 R1, Worcester County adults; INA+ Audience (weekly print, monthly digital)
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
- Front-page Ad Notes
- Single Sheet Fliers
- Commercial Print
- Direct Mail

DIGITAL SOLUTIONS
telegram.com
ThriveHive

We deliver shoppers to your business.
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!

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.

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.

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.

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.

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

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

ADS LOAD AS USERS SCROLL THROUGH THE PAGE
#IMPRESSIONS = #VIEWS!

HIGHER IMPACT AD UNITS
+ FRESH, CLEAN ENVIRONMENT
+ CROSS PLATFORM PRESENCE
= POWER FOR YOUR BUSINESS!
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.

ThriveHive at a Glance

- **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.

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**

**Standard Digital Ads**

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

**To learn more go to www.thetraditiongrads.com**
Additionally, Creative Solutions creates marketing materials including sales collateral, inserts, posters, newsletters and brand identity to reach your consumers.
The Telegram & Gazette 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 Worcester County.

Nobody delivers like the Telegram & Gazette.

How to Reach Us

Telegram.com
100 Front Street, Worcester, MA 01608
(508) 793-9200
Advertising (508) 793-9200 • advertise@telegram.com
News (508) 793-9245 • newstips@telegram.com
Circulation (508) 791-4600 • wtg.csr@telegram.com