



HEARST

An Audience Unmatched.

About **H E A R S T**

One of the nation's largest diversified media, information, and service companies:

- **360+** businesses
- **20,000+** employees
- **130** countries
- **24** daily & **66** weekly newspapers
- **21** U.S. magazines
- **7** years of record growth

CAR AND DRIVER **A&E** **O** **CAMP**
THE OPRAH MAGAZINE

FitchRatings **DR.OZ**
THE GOOD LIFE

COSMOPOLITAN *seventeen* **ESPN**



HEARST

capabilities

Search related products

- Custom SEM
- Custom SEO
- Google Premier partner
- Bing premier partner
- Google shopping
- Dynamic product retargeting
- Search retargeting
- Amazon
- YouTube

Display related products

- Custom ad units
- Keyword contextual targeting
- Dynamic product retargeting
- Site retargeting
- Direct buys / on and off Hearst
- Video
- OTT / CTV
- Native ad buys
- Programmatic
- All aspects of Social media ads
- Mobile centric display
- Addressable targeting
- Geo Fencing
- Social Influencers

Web build & related

- Basic to Custom Web builds
- E-commerce options
- Inventory management
- CRM capabilities
- Email management
- Analytics management
- Email marketing

Content

- Story Studio
- Direct buy content sponsorships
- Magazine
- TV
- Digital Radio network
- Video networks
- And more ...

National Audience Network Built for the Future

Leverage Custom Audience Profiles Derived From First-Party Data

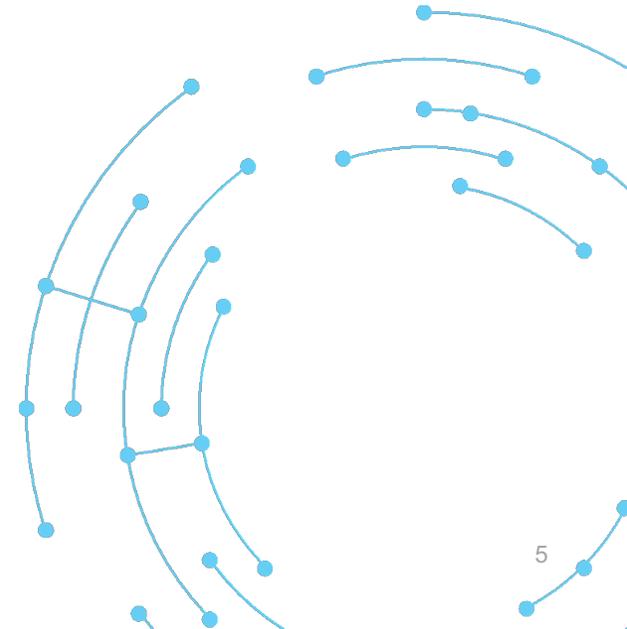
- ✓ We match our audience to yours
- ✓ We know exactly who we're reaching for you

Profiles Utilized To Find Prospects

- ✓ True national footprint
- ✓ Look-alikes and targeting profile based

We Deliver Against Our Hearst-Owned Sites

- ✓ Maximizes your ad buy among best prospects
- ✓ Creates highly targeted messaging opportunities

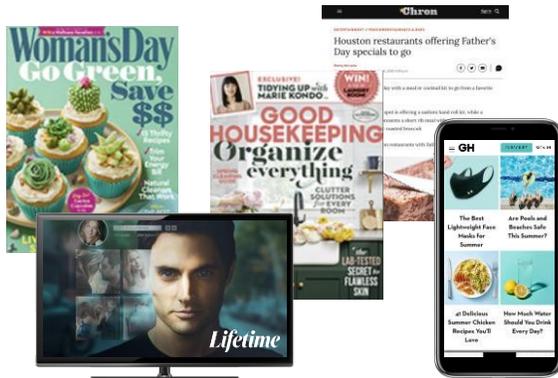


Crafting Audience Segments

Over 173M unique visitors engage with Hearst digital properties monthly.
How do we know which ones should see your ad?

1. We collect first-party data.

Every time someone interacts or engages with our online, newspaper or magazine properties, we collect **first party data**.



$$173\text{MM Unique Individuals} \times 15\text{k Unique Attributes} = 2.6\text{T Unique Data Points}$$

2. We learn about your customers.

First party data is exclusive (not sold and cannot be found elsewhere) and gives us a powerful glimpse into Americans: their preferences, behavior, and interests.



Amy
Age 42
Pharmacist

PITTSBURGH, PA

HOMEOWNER

MARRIED

ECO-FRIENDLY

BAKER

EARN S \$110K

CIVICALLY ENGAGED

3. We group their interests.

These data points are used to create proprietary **Hearst First audience segments** across hundreds of categories, interests, psychographics and actions.



Data Precision in Action



The Content
Hearst produces award-winning print and digital media

+

OUTDOORS

RUNNERS

WELLNESS ENTHUSIASTS

FITNESS TECH

CYCLISTS

The Data

Unmatched first-party data on consumers

+

ORACLE

EQUIFAX

exelate

LOTAME

USER LOCATION

DEVICES

The Boost

We leverage thousands of third-party data points and attributes



HEALTH & FITNESS AUDIENCE

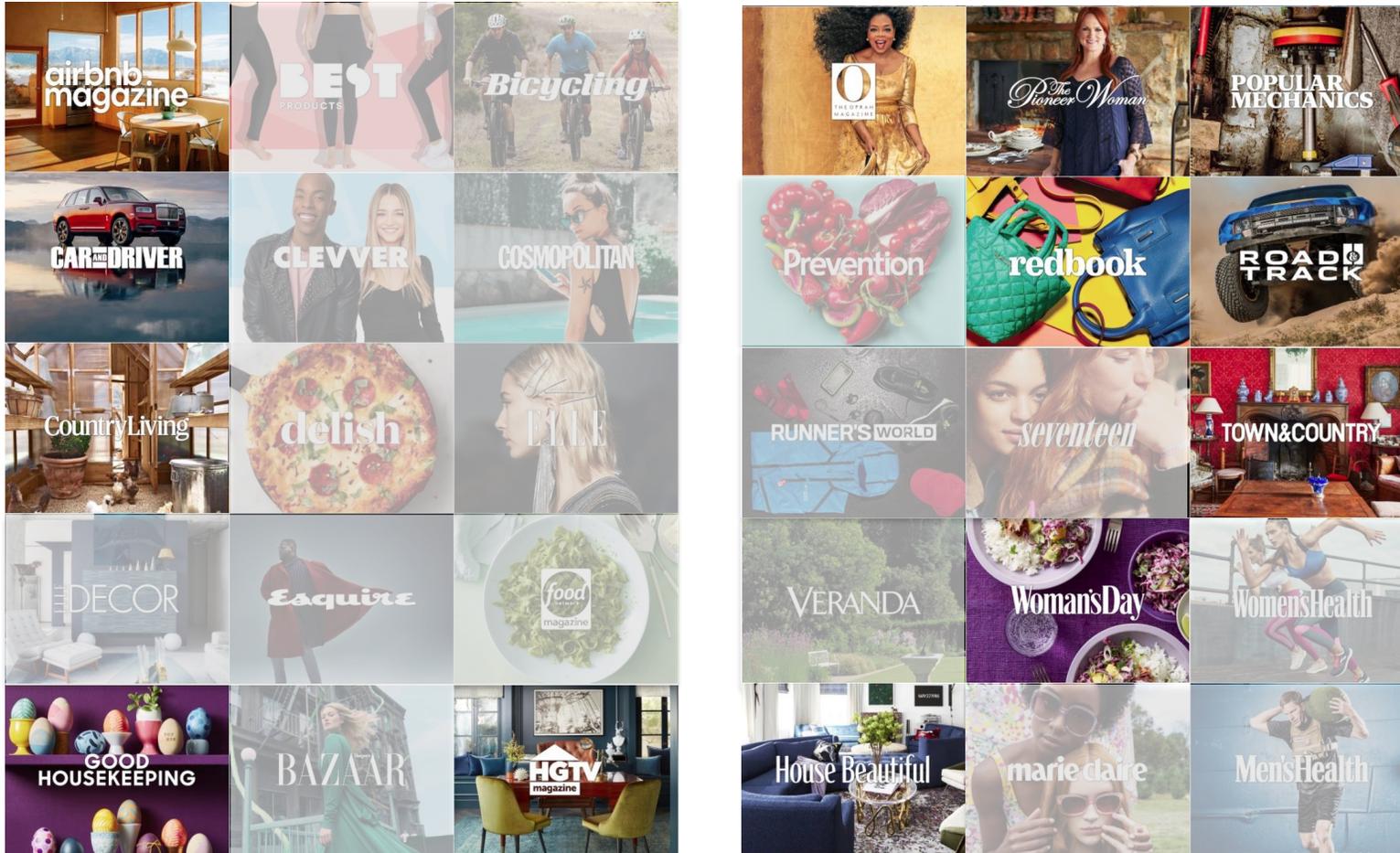


The Campaign

All of this data is combined to fuel rich, data driven multiscreen campaigns that influence customers to choose your business.



Titles that resonate with niche audiences



- 30 Sites / 139M Monthly Site Visitors
- 225M Social Followers
- \$95,000 Average Median HHI
- 75.4M Women 25+ / 50M Men



[Hearst Magazine Audience Profiles](#)

Local news and network entertainment



Hearst Television owns and operates television station web sites in 26 media markets across 39 states.

- 25 Properties / 76 Channels
- 26 Media Markets / 39 States
- 21M Households / 19% of US Viewers

Largest news and lifestyle websites in their market



- 24 Daily & 55 Weekly Newspaper Titles
- 40 Subscription + Free Websites
- 30 Magazine Websites
- Network Opportunities Against Magazine Audience Profiles
- Network Opportunities Against Custom Audience Profiles



1

Product Toolkit



HEARST

PREMIUM

PRE-

ROLL

VIDEO

7.5X

Higher click-through rate for pre-roll video compared to standard display ad units

Source: Hearst Internal Data

Bring Your Message to Life

Reach our loyal audience across 23 premier community news sites through a responsive, premium video placement that showcases your business as consumers scroll for maximum viewability.

The screenshot shows a news website interface with a pre-roll video ad. The ad is a 15-30 second video showing a wooden house under construction with various tools like a hammer, wrench, and saw. The website content includes a list of news items, a sponsored content section for Walmart, and a featured galleries section. A yellow dashed circle highlights the video duration '15-30 SECOND VIDEO'. A large yellow arrow points downwards from the video duration circle.

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FULL MOTION VIDEO

64%

of consumers are more likely to make a purchase after watching video

Source: Hubspot 2018

Compel Buyers With the Power of Video

Boost your marketing strategy with professionally recorded video content that builds trust and differentiates your brand through one of the most influential content formats.



PRE-PRODUCTION

Initial planning identifies the video style, location and core-messaging to spotlight your business and its offerings, while keeping your specific preferences in mind.



DEVELOPMENT

A videographer shoot and post-production editing generates quality branded content that ranges from testimonial interviews to informational videos.



DISTRIBUTION

Your engaging video content is hosted online and formatted for broadcast across popular media channels like YouTube, Facebook and more.

VIDEO SAMPLES

[Healthcare](#)

[Education](#)

[Flooring](#)



H E A R S T

**YOUTUBE
TRUEVIEW**

2 billion

YouTube users every month –
that's almost one-third of the
Internet

Source: YouTube

Broadcast Your Message to the Largest Video Viewing Audience on the Web

Connect with YouTube's massive audience using a highly targeted and a pay per performance ad strategy.



REACH

Connect with consumers based on their video watching habits and audience profile including geography, age, gender, interest and more.



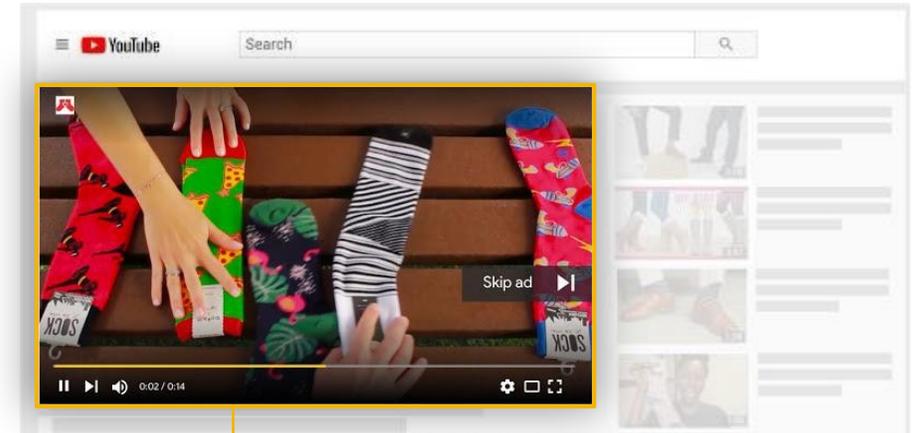
ENGAGE

Only pay when consumers choose to watch at least 30 seconds of your video or clicks on your ad.



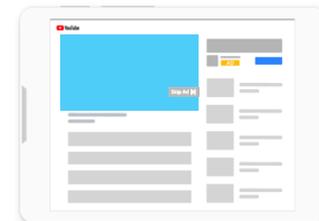
MEASURE

Get real-time insights about how people are responding to your video ads, so you know where to make adjustments.



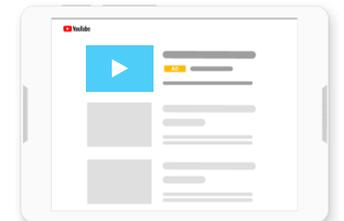
In-Stream Ad

Appears before, during, or after YouTube videos (pictured above)



Discovery Ad

Adjacent related videos, search results, or YouTube mobile homepage



HEARST

CONNECTED TV (CTV)

76%

of U.S. households have
OTT services compared
to 62% with traditional
pay TV

Source: Parks Associates Survey 2020

Combine the Impact of TV With the Precision of Digital

Capitalize on the growing trend of streaming television with a highly targeted ad campaign on the largest screen in the home.

KEY BENEFITS

- Access premium, professionally produced content on name brand networks.
- Engage hard to reach audiences like Millennials and cord-cutters.
- Leverage sophisticated audience targeting to reach the right people who matter for your business.



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STREAMING AUDIO

79%

of audio consumption takes place while people are engaged in activities where visual media cannot reach them

Source: iab.com

Amplify Your Message with Streaming Audio

Take your campaign to the next level by engaging listeners as they are tuned in to their favorite playlists and podcasts.

KEY BENEFITS

- Non-skippable, brand-safe programmatic advertising.
- Target the hard-to-reach Millennials and “on the go” audiences.
- 1:1 interaction with your audience.
- No waste. Ads are only played when a user is listening to music or a podcast.



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EMAIL MARKETING

64%

of U.S. internet users
have printed a coupon
from an email.

Source: Shop.org 2014

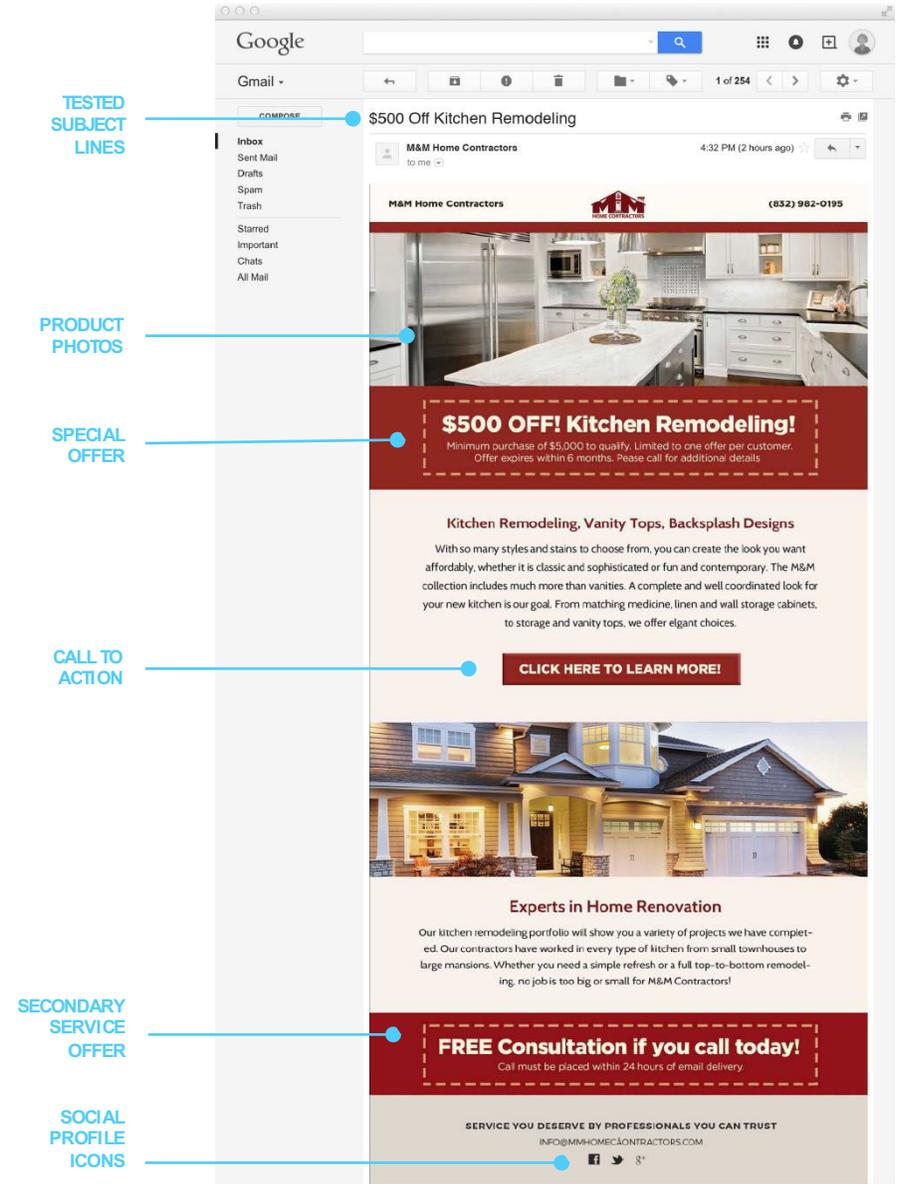
Targeted Offers That Drive New Customers

Our offer-driven email program features everything you need to proactively reach out to local consumers in your area and compel them to make a purchase.

1 WE DESIGN
attractive HTML emails
featuring an offer you provide.

2 YOU CHOOSE
how many emails to send and
who to target.

3 WE DELIVER
your email to local consumers
who can redeem your offer.



HEARST

CONTENT MARKETING

70%

of consumers prefer to learn about products from native advertising

Source: Content Marketing Institute

Tell Your Story With StoryStudio

- Blend of content marketing, native, video, photo galleries and SEO
- Achieve a level of trust and credibility when hosting custom content on Hearst's established sites
- StoryStudio has the same look, feel and tone as our editorial content, allowing your brand to flow seamlessly across our platforms
- Receive guaranteed engagements across a targeted network of sites that reach your ideal audience.

PUBLISHERS



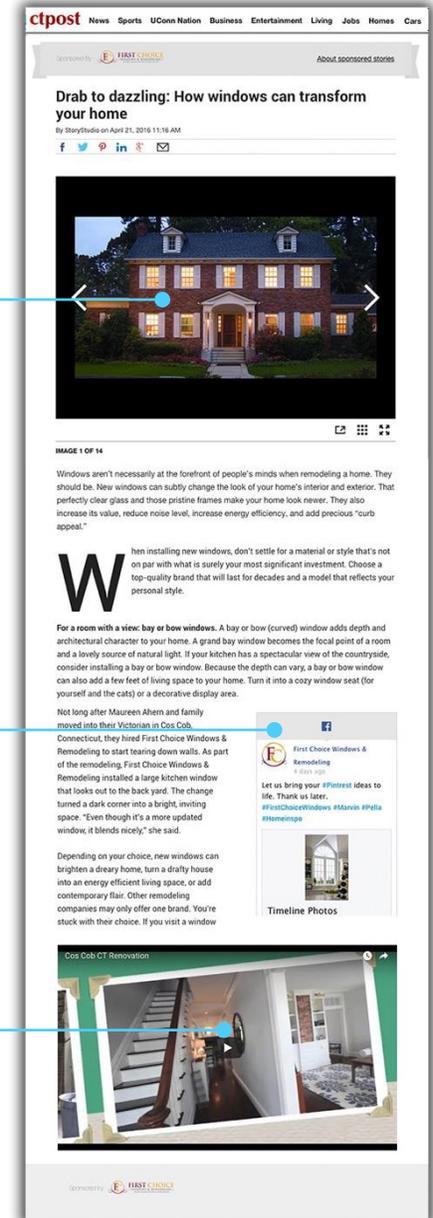
SOCIAL PLATFORMS



PHOTO GALLERY

LIVE SOCIAL FEEDS

VIDEO PLAYER

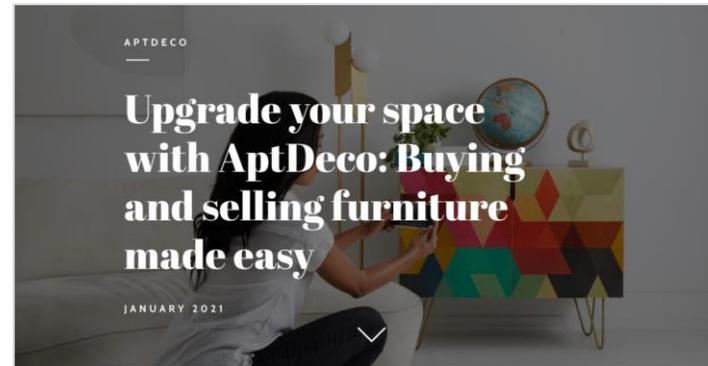


HEARST

CONTENT MARKETING Anatomy of a Story

- Custom story write-up
- Social sharing and integrations
- Photo gallery
- Video
- Sophisticated targeting
- Robust distribution strategy
- Cross-platform optimization
- Audience re-targeting

CUSTOM STORY



There's a **new furniture marketplace** in town, and it's a game changer!

Whether you're planning a move, or just ready for a refresh, **AptDeco** is your one-stop shop for buying and selling used furniture and home décor.

AptDeco has been in business in the New York area for years — focusing on quality, ease of experience, and sustainability since 2014 — and now the platform is available in Connecticut. You can buy and sell in your local community, and even further, as the community spans the Tri-State region and Philadelphia. So the selection is vast, and the experience is even better.

THE EDIT: ELIMINATING WHAT DOESN'T SPARK JOY

With other marketplace apps, clearing out the furniture and décor that no longer brings you joy or perhaps doesn't fit your home can be such a production. You start to question whether you really wanted to redecorate or purchase furniture for your new space in the first place. It may be easy to get inspired when the decluttering queens of Netflix are streaming, but the KonMari method did not account for this amount of hassle! From deciding what details are necessary in your post to arranging meetings with a stranger (a little sketchy even in the best cases), it's a lot to manage — not to mention worrying about the logistics of moving the old out and the new in.

Now there's a simple solution. **When you post your furniture** on AptDeco (for free), the team gives your listing the star treatment by enhancing your photos, adding details about the furniture that you might not have on hand, and generally making your piece more marketable. Then, when a buyer finds your piece and makes a purchase request, you have 24 hours to confirm. After that, there's no negotiating conflicting schedules or waiting around for a stranger. Just schedule a time that works for you, and a professional delivery team will pick up the item from your home. That's it! Payment is deposited directly into your account, and your very own **Home Edit** is off to the races.



READY TO SHOP: IN WITH THE NEW!

Whether your vibe is more CB2 or Restoration Hardware, there's a selection for every style. You'll find your favorite designers at much friendlier prices — plus, delivery includes assembly when necessary. (Committed to top-shelf style without the price tag?)

Picking out your new furniture is easy. On **AptDeco's website**, you can search by brand, category, color, dimensions, condition, price, delivery options, and more. Each listing also includes whether the piece comes from a smoke-free or pet-free home, so there are no surprises when your new furniture arrives.

Shopping with AptDeco feels like a high-end online retail experience. Unlike other marketplace apps, there's no hodge-podge of

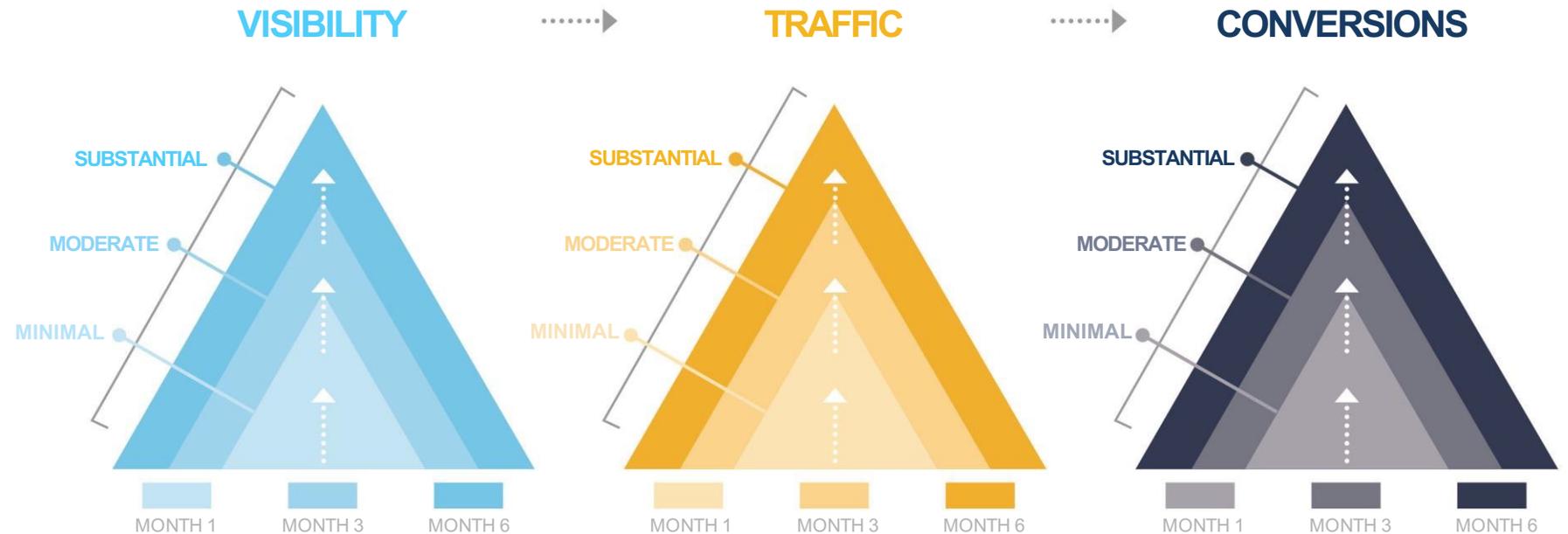
NATIVE PROMOS

Example native ad unit on NYTimes.com. We can target across thousands of premium websites that are relevant to your business and your target audience.

SEO is not a one-time evaluation, but an ongoing process. It is a way of thinking about a website, how it relates to searches, and then making purpose-driven decisions in order to improve that relationship.

Optimizing Beyond the First Page

- SEO involves so much more than merely improving rankings. Broadening the spectrum of visibility for your brand's offerings is only the first step along the journey that we call the Organic Progression Theory.
- Improving visibility increases the likelihood of your site being found in organic search. These improve odds will work to drive a higher volume of traffic that is actively searching for topics in your vertical. This influx of highly qualified traffic will help drive conversion that will promote business growth.



WEBSITE DEVELOPMENT

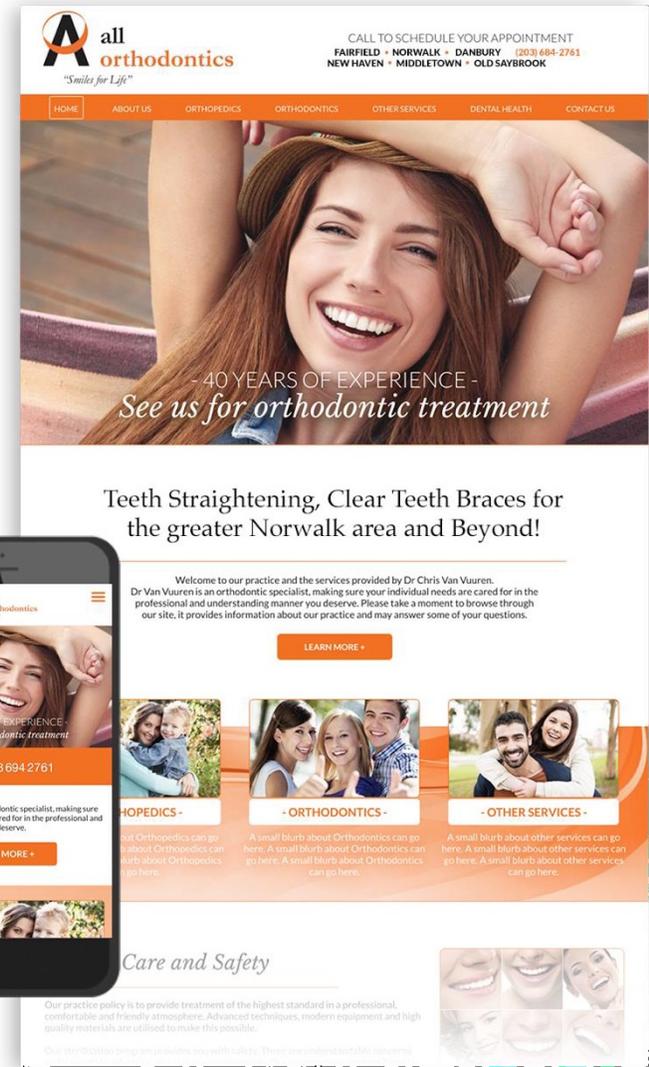
A professional website that turns browsers into buyers is the centerpiece of any online marketing program.

Give a Great First Impression

- We carefully design every aspect of your site to balance beauty and conversion – all while keeping your specific preferences in mind.
- Our websites are designed “responsively,” giving all site visitors a great user experience no matter the size of their phone, tablet or desktop screen.

BUILT TO FIT YOUR NEEDS

- Modern Design
- Professionally Crafted Content
- SEO-Friendly Site Development
- Prominent Phone Number
- Conversion Form
- + so much more!



WEBSITE DEVELOPMENT Express E-Commerce

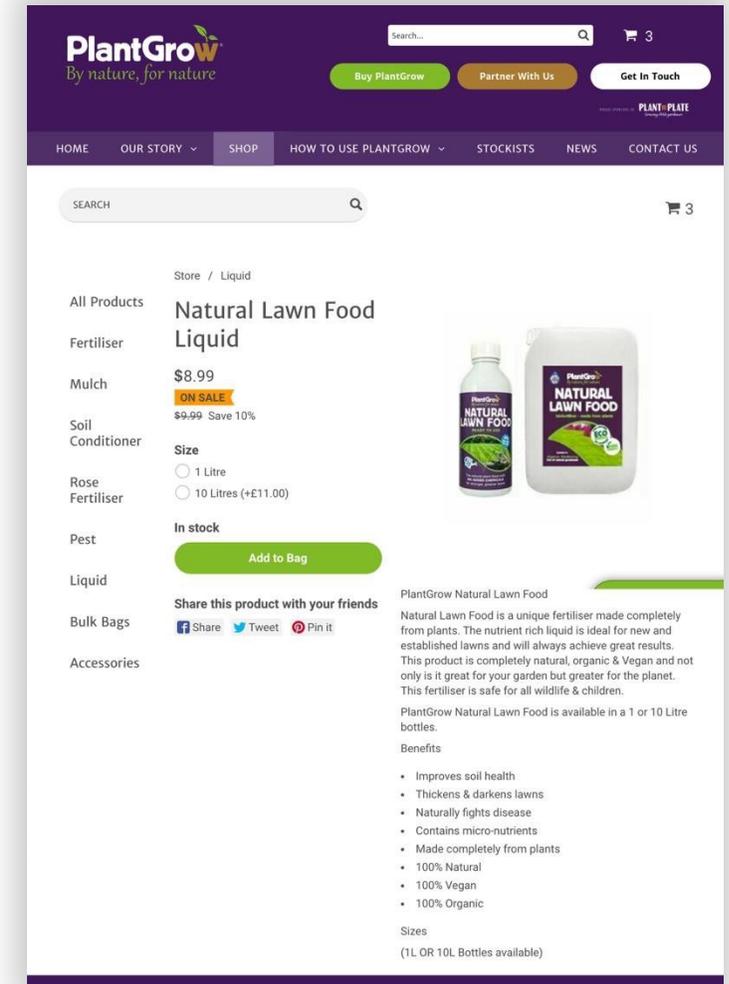
Our proven process and expert team helps local businesses launch their online store and start receiving orders in weeks rather than months.

Launch E-Commerce Quickly and Easily – Drive Online Sales

- Express E-Commerce empowers you to sell your products online, with your existing website or a separate E-Commerce microsite.
- We build your online store with a sophisticated look and feel and guide you through setting up your banking merchant account, accepting online payments and mailing shipments.

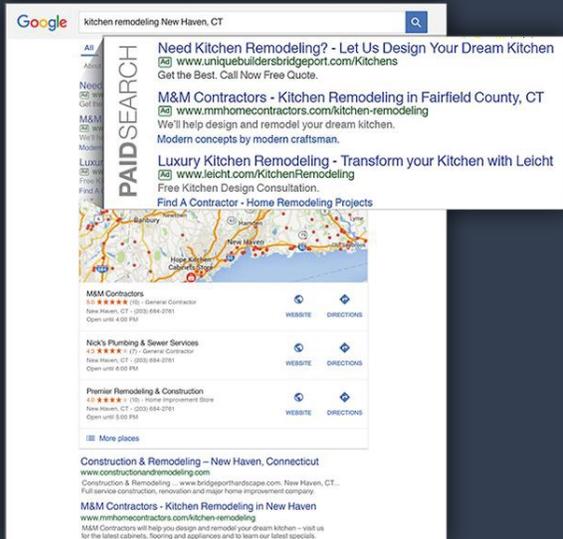
FEATURES INCLUDE:

- Product catalog and page design
- 50 products at launch
- Self-serve online platform to make adjustments (i.e. price, size, inventory)
- Payment types: PayPal, Stripe, Authorize.net
- Shipping options: flat rate or carrier calculated

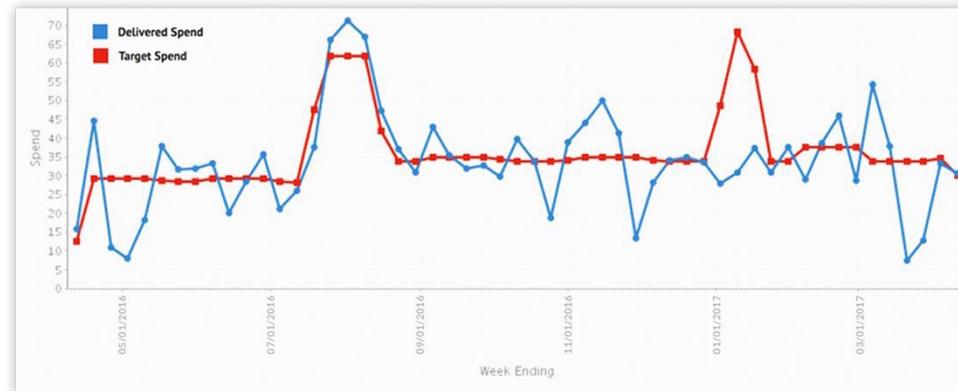


Laser Target the People Searching for Your Services

PREMIERE PARTNERSHIPS



- Our approach incorporates key attributes of your business into every part of your campaign – from key services and geographies to major accolades and strengths – to achieve optimal performance.
- Hearst, the parent company of Hearst Connecticut Media Group, was the first “Google Premier Partner,” and today 100% of our account managers are “Google Certified.”



- We believe in providing you with maximum transparency. You’ll not only know how your campaign is performing, but also exactly what percentage of your spend is going toward media versus management.

HEARST

SOCIAL ADS

Social campaigns are developed around your core objectives, measured and continually optimized. Our approach adapts and can launch at the speed of your promotional needs.

2%

The percentage of Facebook users that see organic posts by pages they follow

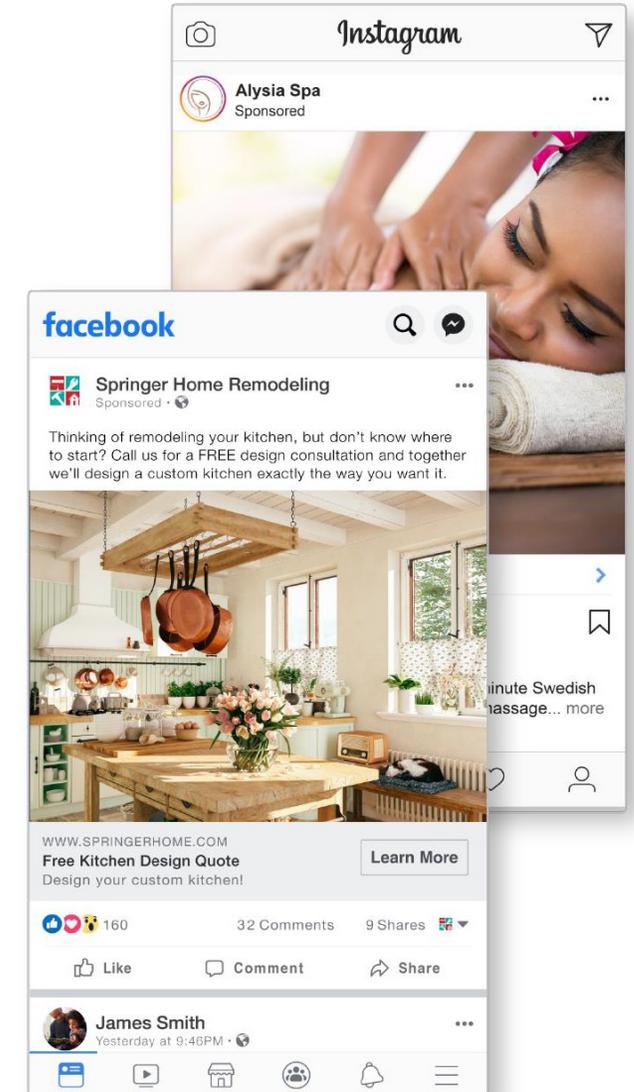
Source: Social@Ogilvy

Engage Your Target Audience on the Largest Social Networks

- We deliver optimal results for your social ad campaign through a rigorous process that matches the best possible creative with the audience that is most likely to respond.
- Your campaign is tailored to the preferences and goals you set; like website traffic, leads, a larger social following and more.

REFRESH

TEST	ELEMENT
CYCLE 1	Audience Three demographic + geographic segments
CYCLE 2	Media Three images or videos in various ad formats
CYCLE 3	Copy Three versions of compelling content
CYCLE 4	Call to Action Three buttons for method of contact

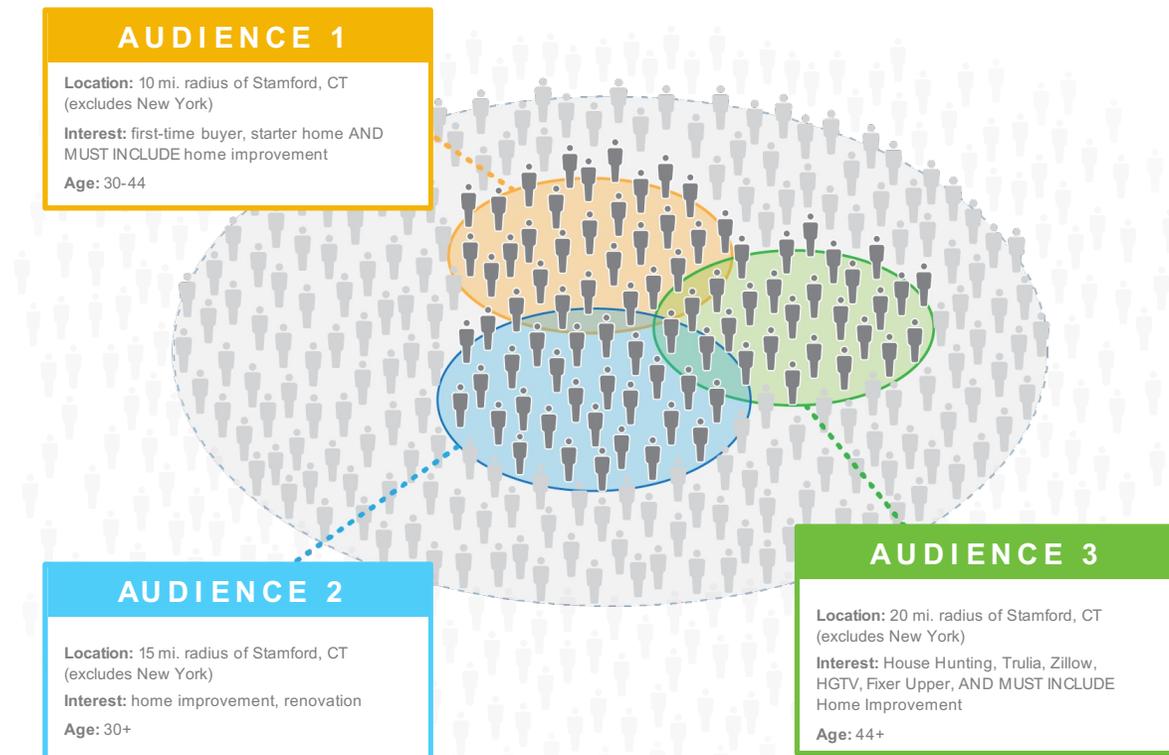


Pinpoint your ideal customers and increase your visibility to reach new ones utilizing multiple targeting approaches that put your ads in front of audiences that matter most to your business.

TEST	ELEMENT
CYCLE 1	Audience Three demographic + geographic segments
CYCLE 2	Media Three images or videos in various ad formats
CYCLE 3	Copy Three versions of compelling content
CYCLE 4	Call to Action Three buttons for method of contact

Discover and Engage Your Ideal Audience

- Our optimization process tests three audiences using select locations, demographics, and interests.
- Additional targeting capabilities can expand your audience and re-engage existing contacts:
 - Custom - Reaches your connections on and off social media using email lists, CRM, website visitors and more.
 - Lookalike – We'll connect to customers similar to yours by identifying and matching their key attributes.



HEARST

REPUTATION MANAGEMENT

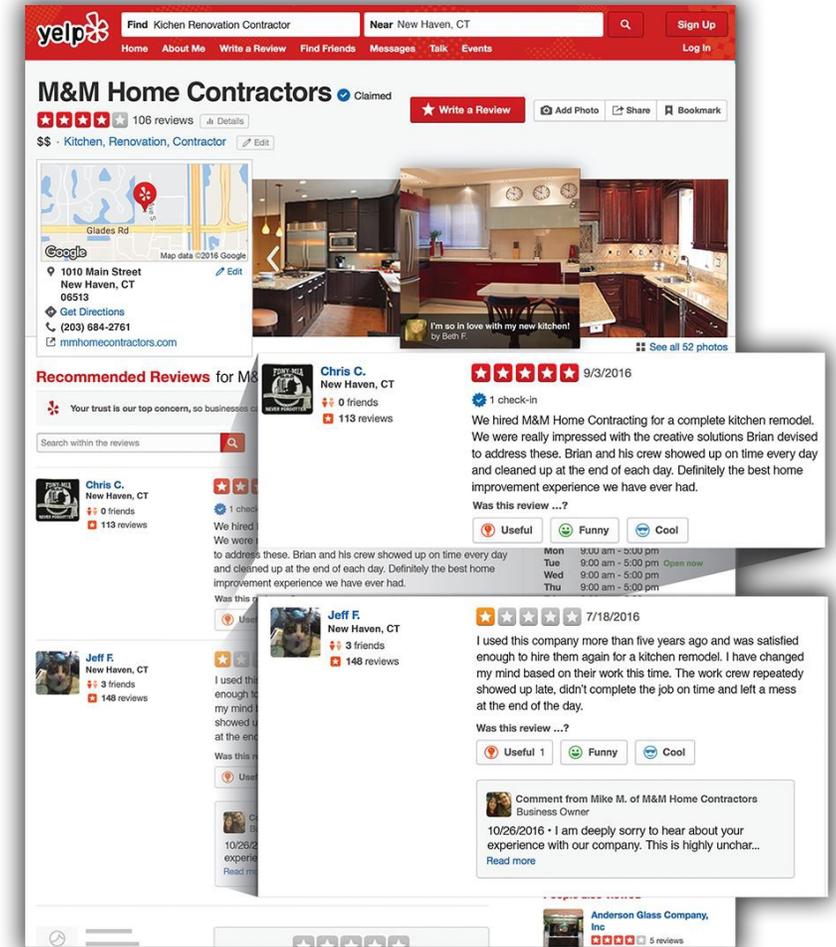
71%

of consumers surveyed
changed their perception
of a company after seeing
a response to a review

Source: Bazaarvoice Conversation Index 6

You're Only as Good as Your (Online) Reputation

- We maximize your online reputation by building your local online listings across top directories and review websites.
- Our monitoring feature notifies you when a new review is posted, allowing for a timely response.
- Our reputation experts craft professional responses to review with you before posting.



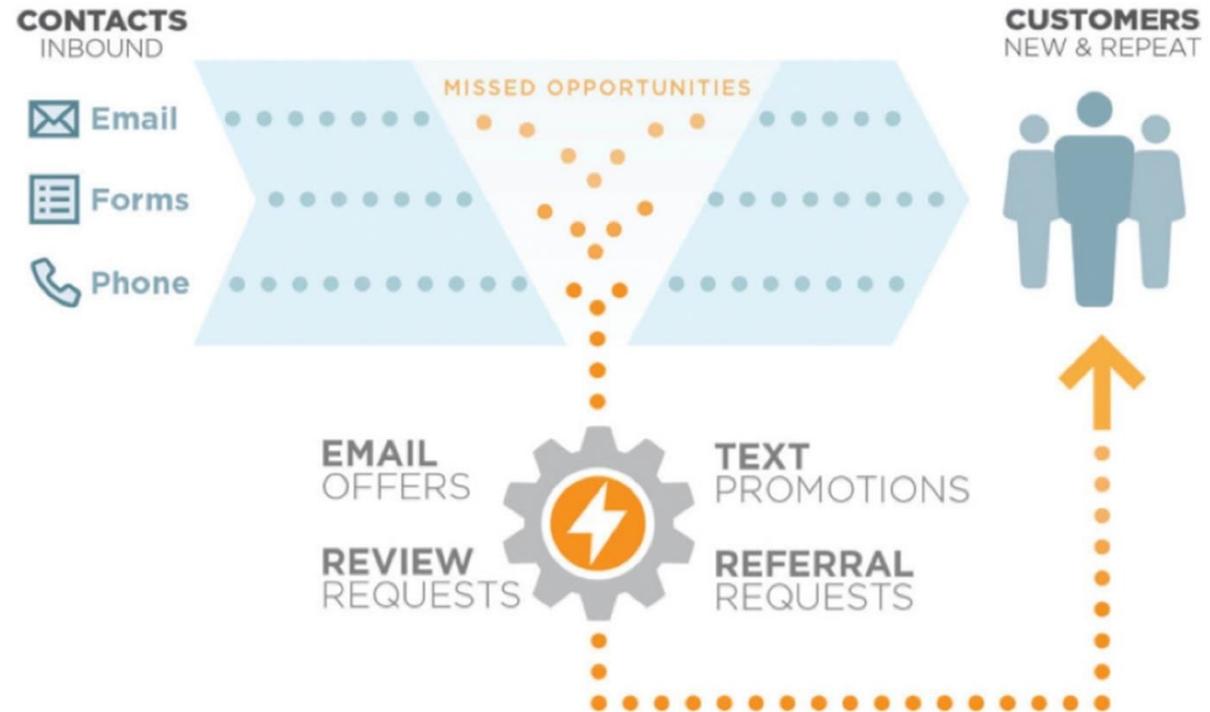
4X

People are four times more likely to buy when referred by a friend

Source: Nielsen

Turn More Contacts Into Customers

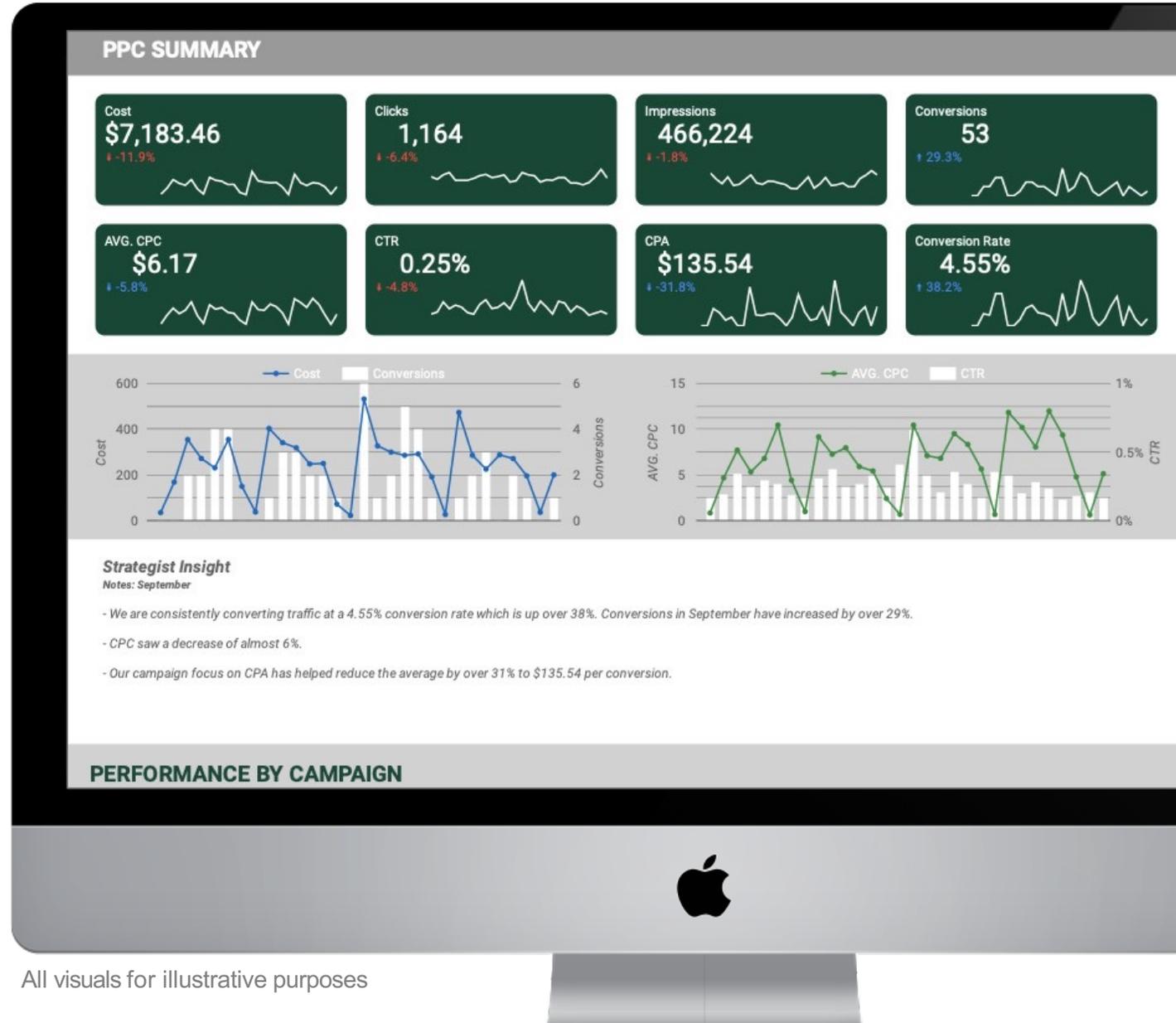
- We link your email to import existing contacts and continuously add to your customer list. We also develop your website to instantly add consumers who fill out forms or call your business.
- We turn missed opportunities like old clients, review shoppers, one-time buyers and even missed calls into loyal customers by automatically delivering the right sequence of targeted messages at the right time to your contacts.



Powerful performance data, at your fingertips

Full transparency into reporting enables you to see in depth analysis of performance, while a dedicated Customer Performance Manager optimizes your campaigns for maximum business impact.

HEARST



All visuals for illustrative purposes

Custom Reporting examples

- Access to live reporting dashboard to see every dollar spent and all results at any time
- Weekly, bi-weekly or monthly call to go over all products in depth with suggestions for changes and improvements
- Weekly reporting and insights into User Profile, organic search results, ad performance and pending actions to be taken

Live Reporting / Performance example

Return on Ad Spend

WITH ORGANIC SEARCH
Includes: Paid & Organic Search, Display, Paid Social
Does Not Include: Organic Social, HSNL, PAs
Ad Spend: \$26,477
Revenue: \$229,996.65
ROAS: 8.6

WITHOUT ORGANIC SEARCH
Includes: Paid Search, Display, Paid Social
Does Not Include: Organic Search, Organic Social, PAs
Ad Spend: \$20,997
Revenue: \$109,895.48
ROAS: 5.25

Conversion

Overall Website Sales

While we saw a steady amount of transactions year-over-year, revenue increased by 64% compared to February 2019.

This is largely due to a 68% increase in average order value.

Compared to February 2019, paid search drove 195% more sessions, 70% more transactions and 33% more revenue.

Micro-Conversions / month over month

Newsletter Sign Ups:
3,119 vs 2,434 LM (+28.14%)

Add To Cart:
11,488 vs 8,621 LM (+33.26%)

Transaction
3.1K
-2.5%

User Profile

City	Sessions	Users	Transactions
1. New York	5,257	3,245	72
2. (not set)	3,920	2,742	70
3. Los Angeles	4,098	2,644	55
4. Dallas	3,498	2,318	45
5. Atlanta	3,573	2,295	50
6. Chicago	3,288	2,107	53
7. Houston	3,155	1,975	51
8. Nashville	2,322	1,483	30
9. Washington	1,840	1,223	29
10. Knoxville	3,052	1,170	49

Geos, Demos & New Users

We drew the largest share of our users this month from New York, Los Angeles, Dallas and Atlanta.

About 82% of all of our users were new users, visiting the site for the first time - exactly in line with what we saw in November.

Users: 98,057 (+28.0%)

New Users: 80,431 (+35.0%)

Search Engine Optimization - 3/3 - 3/16

Time Period	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Duration	Conversion Rate	Transactions	Revenue
3/3 - 3/16	11,683	70.26%	8,267	32.34%	3.51	02:05	0.39%	46	\$37,680.85
Previous Period	13,103	70.73%	9,268	32.15%	3.59	02:07	0.53%	69	\$31,964.08
This Period 2019	13,373	68.71%	9,189	28.62%	4.28	02:28	0.36%	48	\$17,591.98
Q2 2020	70,707	71.61%	50,633	30.90%	3.67	02:08	0.56%	395	\$196,210.76
Q2 2019	78,173	68.83%	53,807	28.26%	4.26	02:26	0.51%	396	\$168,786.24
YTD 2020	153,874	71.67%	110,278	29.63%	3.78	02:13	0.51%	991	\$549,003.52
YTD 2019	177,409	69.59%	123,463	27.97%	4.17	02:25	0.52%	919	\$401,663.02

Notes:
- Q2 numbers are mostly steady YoY, higher conversion rates and higher Average purchase price, bringing the revenue yoy to a \$30k gain.

why HEARST

Access to multiple ad networks, including Hearst's in-house, owned and operated Core Audience.

Access to Hearst's audience / data across all owned and operated sites globally

Access to place marketing across both owned and operated, and third party magazines, newspaper network and TV

First party data on over 150 Million unique Hearst visitors, paired with over 60 third party data providers

In-house custom SEO, SEM and Social Media fulfillment through Hearst's Invue digital agency

In-house content marketing team / Story Studio

Agency level account management

Hearst owned creative agency recently added.

Full creative and PR capabilities.

Custom weekly reporting, as well as live dashboards



Thank you!

H E A R S T

Christa Magistrale
Key Account Executive
cmagistrale@hearstmediact.com

 <p>ALL DIGITAL MARKETING CONSULTANTS</p>	<p>Suzanne Stillwell</p>
<p>H E A R S T</p>	<p>Managing Director</p>